



**DELIVERED BY EMAIL**

CRA No. D14673

January 27, 2015

James W. Burk  
FirstEnergy Corp.  
76 South Main Street  
Akron, OH 44308

Re: Notification of CBP Auction Results

Dear Mr. Burk:

This is to inform you that we have confirmed the results of the FirstEnergy Ohio Utilities' Competitive Bidding Process Auction ("Auction") to procure supply for Standard Service Offer (SSO) customers for the FirstEnergy Ohio Utilities. The Auction began on Tuesday, January 27, 2015 and concluded the same day.

There are three tables attached to this letter.

- Table 1 summarizes the results of the Auction.
- Table 2 shows, for each winning bidder, the number of tranches won for each contract in the auction.
- Table 3 provides the CBP Manager's assessment of the conduct of the auction.

In accordance with the Bidding Rules, winning bidders will be contacted directly by the FirstEnergy Ohio Utilities to execute the Master SSO Supply Agreement no later than three (3) business days following the close of the auction.



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Sincerely yours,

CRA INTERNATIONAL, INC.

A handwritten signature in black ink that reads "Bradley A. Miller". The signature is written in a cursive, flowing style.

Bradley A. Miller  
Vice President

cc:

Thomas W. Johnson, Chairman, Public Utilities Commission of Ohio  
Lynn Slaby, Commissioner, Public Utilities Commission of Ohio  
M. Beth Trombold, Commissioner, Public Utilities Commission of Ohio  
Steven D. Lesser, Commissioner, Public Utilities Commission of Ohio  
Asim Z. Haque, Commissioner, Public Utilities Commission of Ohio  
Katie Stenman, Chief of Staff, Public Utilities Commission of Ohio  
Ray Strom, Public Utilities Commission of Ohio  
Steven E. Strah, Senior Vice President and President, FirstEnergy Utilities  
Dennis M. Chack, President, Ohio Operations  
John Skory, Regional President, The Cleveland Electric Illuminating Company  
Randall A. Frame, Regional President, Ohio Edison Company  
Linda L. Moss, Regional President, The Toledo Edison Company  
Frank Mossburg, Boston Pacific Company

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**Table 1. Summary of SSO Auction Results**

Delivery Period (12 months)	June 1, 2015 to May 31, 2016
Number of Registered Bidders	8
Total initial eligibility of Registered Bidders (# tranches)	
Total initial eligibility divided by tranche target	
Number of bidders that submitted bids in round 1	
Number of tranches bid in round 1	
Number of tranches bid in round 1 divided by tranche target	
Number of tranches to procure in auction (tranche target)	16
Number of tranches procured in auction	16
Number of rounds in clock phase	15
Was there a sealed-bid round?	Yes
Number of winning bidders	6
Starting price range	\$100-\$130
Starting price	
Tranche-weighted average price of winning bids	\$69.18

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**Table 2. Winning Bidders and Tranches Won**

Winning Bidder	Number of Winning Tranches	Tranche-Weighted Average Price to be Paid (\$/MWh)
TOTAL	16	\$69.18

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**Table 3. CBP Manager's Assessment of the Conduct of the Auction**

	Question	
1	Were the competitive bidding rules violated?	
2	Does the CBP Manager believe the auction was open, fair, transparent, and competitive?	
3	Did bidders have sufficient information to prepare for the auction?	
4	Was the information generally provided to bidders in accordance with the published timetable? Was the timetable updated appropriately as needed?	
5	Were there any issues and questions left unresolved prior to the auction that created material uncertainty for bidders?	
6	Were there any procedural problems or errors with the auction, including the electronic bidding process, the back-up bidding process, and communications between bidders and the CBP Manager?	
7	Were protocols for communication between bidders and the CBP Manager adhered to?	
8	Were there any hardware or software problems or errors, either with the auction system or with its associated communications systems?	
9	Were there any unanticipated delays during the auction?	
10	Did unanticipated delays appear to adversely affect bidding in the auction?	
11	Were appropriate data back-up procedures planned and carried out?	

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	Question	
12	Were any security breaches observed with the auction process?	
13	Were protocols followed for communications among FirstEnergy Ohio Utilities, the CBP Manager, the PUCO, and the PUCO's consultant during the auction?	
14	Were the protocols followed for decisions regarding changes in auction parameters (e.g., volume adjustments and price decrements)?	
15	Were the calculations (e.g., for price decrements or bidder eligibility) produced by the auction software double-checked or reproduced off-line by the CBP Manager?	
16	Was there evidence of confusion or misunderstanding on the part of bidders that delayed or impaired the auction?	
17	Were the communications between the CBP Manager and bidders timely and effective?	
18	Was there evidence that bidders felt unduly rushed during the process?	
19	Was there any evidence of collusion or improper coordination among bidders?	
20	Was there any evidence of anti-competitive behavior in the auction?	
21	Was information made public appropriately? Was confidential and sensitive information treated appropriately?	
22	Were there factors exogenous to the auction (e.g., changes in market environment) that materially affected the auction in unanticipated ways?	

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**1/28/2015 11:27:29 AM**

**in**

**Case No(s). 12-2742-EL-UNC**

Summary: Report - Notification of CBP Auction Results - Redacted Version electronically filed  
by Raymond W. Strom on behalf of PUCO Staff