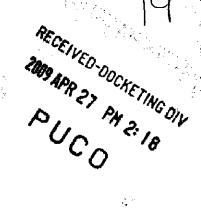
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BEFORE THE PUBLIC UTILTIES COMMISSION OF OHIO

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In the Matter of the Application of the Ohio Edison Company, The Cleveland Electric Illuminating Company, and The **Toledo Edison Company for Approval** Of Changes to the Bill Format for Electric Service

Case No. 09-357 -EL-UNC

Application of Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company for Changes to Electric Service Bill Format

Come now Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company ("Companies"), by counsel, and hereby file pursuant to O.A.C. 4901-1-10-22(C), an Application for Changes to Electric Service Bill Format. The Companies' bill format, inclusive of the changes proposed herein, will continue to comply with the requirements of O.A.C 4901:1-10-22(B). The Companies request an expedited ruling upon this Application and hereby seek Commission action approving the Application by May 14, 2009 to allow the Companies time to program the bill format changes into their computer system and commence billing with the modified bill format by June 1, 2009. The proposed changes to the bill have been discussed with Staff prior to the filing of this Application.

The Commission approved the Companies' Electric Security Plan in Case No. 08-935-EL-SSO et seq. on March 25, 2009. As a result thereof, certain changes are needed in the line items of the bill together with definitions of the two new line items. Attached as Exhibit 1 is a summary of the changes to the bill format proposed by this Application, along with a brief explanation of the necessity for the proposed change.

Examples of the bill reflecting the proposed changes are attached hereto and incorporated herein. This bill format will be used for all of the Companies; provided, however The Cleveland Electric Illuminating Company bill format will continue to include a Transition Charge line item as currently exists. These examples are intended to exhibit the appearance of the bill format in various billing scenarios and for different classes of customers. Be advised, however, that any names, numbers, amounts, charges, usage levels, etc. included in the attached examples are for illustrative purposes only. No actual customer names, charges or usage figures were used. However, the examples do accurately reflect how names, charges, and usage levels will be displayed as a part of the bill format reflecting the changes proposed herein.

The Operating Companies also submitted a sample of the back of the electric service bill reflecting all of the proposed changes to definitions. The back of the bill includes definitions of standard terms used on the bill, the Company's customer service contact information, state telephone numbers, and other required or frequently requested customer service information. Bill backer samples have been included for residential customers and nonresidential customers. The sample bills and bill backers are marked as Exhibit 2.

The Operating Companies request that the Commission consider this Application on an expedited basis and approve the bill format as attached hereto by May 14, 2009 so that use of the bill reflecting the proposed changes may commence by June 1, 2009.

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Respectfully submitted,

1.). Buch ames W. Burk

Senior Attorney FirstEnergy Service Company 76 South Main Street Akron, OH 44308 (330) 384-5861 Fax: (330) 384-3875

Changes to Ohio Bill Print Filing Summary

Bill Presentation Changes:

1. Delete "Generation Related Component" and add "Bypassable Generation and Transmission Related Component."

This new line item appears on Page 3 of the Customer's Bill in the detailed charge section. The change provides the customer the amount of generation and transmission charges that the customer would avoid that billing period if the customer switched to a Certified Retail Electric Service provider.

2. Delete "Transmission Related Component" and add "Economic Development and Cost Recovery Charge."

Bypassable transmission charges are now included in the new line item "Bypassable Generation and Transmission Related Component", and recovery of previously incurred transmission charges is included in the new "Economic Development and Cost Recovery Charge." The new "Economic Development and Cost Recovery Charge" also includes amounts related to economic development support, uncollectible costs unrelated to distribution, and the recovery of previously incurred fuel costs. This new line item appears on Page 3 of the Customer's Bill in the detailed charge section.

- 3. The term "Alternate Energy Supplier" is replaced with "Competitive Retail Electric Service provider" to more closely align the terminology in the bill with the Ohio Administrative Code. This new term appears on Page 3 of the Customer's Bill in the detailed charge section.
- 4. Delete "Generation Shopping Credit" line item from the detailed charge section on page 3 of the bill. The bill will no longer display a separate line item for a shopping credit for shopping customers. While a customer shops, no amount will be billed for the Bypassable Generation and Transmission Related Component.

Bill Backer/Definition Changes:

- Bypassable Generation and Transmission Related Component
 The new definition of Bypassable Generation and Transmission Related Component will appear
 on the back of page 1 of the bill.
- Economic Development and Cost Recovery Charge The new definition of Economic Development and Cost Recovery Charge will appear on the back of page 1 of the bill.
- 3. Definitions for Generation Related Component, Transmission Related Component, and Generation Shopping Credit will be deleted from the bill.

Exhibit 2

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Ohio Edison	August 10, 2009	Account Nur	nber: 11 00 00 0000 0 0	Page 1 of 3 E05
	234	Bill for:	JOE SMITH 2222 S. MAIN ST AKRON, OH 44301	
Billing Period: Next Reading Date: Bill Besed On:	Jul 08 to Aug 09, 3 On or about Sept, Actual Meter Read	2009		
		Residential S	Service	
				G GIR HART CONTRACTOR
Your previous bill w	85		113.82	
Total payments/ adjus	stments			
Balance at billing on	August 10, 2009		0.00	0.00
Current Basic Charg	es			
Ohio Edison - Coi	nsumption		129.90	
Total Current Charg	85		129.90	129.90

To avoid a 1.50% Late Payment Charge being added to your bill, please pay by the due date.

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	Ohio Edison	AndingCanay	Customer Service	1-800-633-4766
	PO Box 3637		24-Hour Emergency/Outage Reporting	1-888-544-4877
	Akron OH 44309-3637		Payment Options	1-80 <u>0-68</u> 6-3421
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price must b	e lower. To obtain an "Apples to	Apples" compariso	n of available competitive electric suppl	er offers, visit the PUCO
web site at v	www.PUCO.ohio.gov.			
	Residential Servic	e - 000069641	2 7.00 се	nts per kWh
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Return this part with a check or money order Payable to Ohio Edison

Account Number: 11000000000

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1. NECLARI CONTRACTOR

Amount Paid	
Please Pay	\$129.90
Due By	August 24, 2009

JOE SMITH 2222 S. MAIN ST AKRON, OH 44301 OHIO EDISON PO BOX 3637 AKRON OH 44309-3637

Account Number: 11 00 00 0000 0 0

JOE SMITH Invoice Number: 90651580789 To help improve our billing efficiency, we will soon adjust our meter reading and billing schedule. As a result, there may be a change in the date your bill is prepared and your payment is due. We will mail you a separate notice if your billing date changes significantly. Please make sure your home's address is clearly visible from the street so that our employees and other emergency service providers - such as police, fire, and rescue personnel - can better locate your home during emergencies or service calls. When contacting a Certified Retail Electric Service Provider, please provide the customer numbers below. æ Call Ohio Edison at 1-800-633-4766 with questions on these charges. **Basic Charges** Customer Number: 0802415060 0000896412 -**Residential Service** - OE-RSF **Customer Charge** 4.00 **Distribution Related Component** 41.27 20.00 Economic Development and Cost Recovery Charge 70.00 Bypassable Generation and Transmission Related Component **Residential Distribution Credit** -5.37 129.90 **Total Charges** ŝ e Billioni s die flood. Reference Amount Date Payments: 09/26/09 -113.82 -113.82 **Total Payments** -\$113.82 **Total Payments and Adjustments Residential Service** Meter Number 968863114 Present KWH Reading (Actual) 5,000 Previous KWH Reading (Actual) 4,000 1,000 Kilowatt Hours Used Oct 08 Oct 09 32 33 Average Daily Use (KWH) Average Daily Temperature 69 67 **Days in Billing Period** 31 30 12.000 Last 12 Months Use (KWH) Average Monthly Use (KWH) 1,000

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	234	Bill for:	JOE SMITH	
			2222 S. MAIN ST	
			AKRON, OH 44301	
Billing Period:	Jul 08 to Aug 09, 3	2009 for 33 days		
Next Reading Date:	On or about Sept,	2009		
Bill Based On:	Actual Meter Read	ding		
		Residential S	Service	
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Total payments/ adjust	stments		-113.82	
Balance at billing or	n August 10, 2009		0.00	0.00
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OH 44309-3637			
		Payment Options	<u>1-800-686-3421</u>
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Ohio Edison - Consumption

Total Current Charges

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Return this part with a check or money order Payable to Ohio Edison

149.65

149.65

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Account Number: 11000000000

Amount Paid	
Please Pay	\$149.65
Due By	August 24, 2009

JOE SMITH 2222 S. MAIN ST AKRON, OH 44301

OHIO EDISON PO BOX 3637 AKRON OH 44309-3637

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Account Number: 11 00 00 0000 0 0

JOE SMITH Invoice Number: 90651580789 To help improve our billing efficiency, we will soon adjust our meter reading and billing schedule. As a result, there may be a change in the date your bill is prepared and your payment is due. We will mail you a separate notice if your billing date changes significantly. Please make sure your home's address is clearly visible from the street so that our employees and other emergency service providers - such as police, fire, and rescue personnel - can better locate your home during emergencies or service calls. When contacting a Certified Retail Electric Service Provider, please provide the customer numbers below. Call Ohio Edison at 1-800-633-4766 with questions on these charges. **Basic Charges** Customer Number: 0802415060 0000896412 -**Residential Service** - OE-RSF 4.00 **Customer Charge** 41.27 **Distribution Related Component** Economic Development and Cost Recovery Charge 20.00 Bypassable Generation and Transmission Related Component 70.00 **Total Charges** 135.27 N. C.C. Hall Contraction Date Reference Amount **Payments:** 09/26/09 -113.82 **Total Payments** -113.82**Total Payments and Adjustments** -\$113.82 **Residential Service** Meter Number 968863114 Present KWH Reading (Actual) 3,000 2,000 Previous KWH Reading (Actual) 1,000 **Kilowatt Hours Used** liente au Oct 09 Oct 08 Average Daily Use (KWH) 32 33 67 Average Daily Temperature 69 30 Days in Billing Period 31 12,000 Last 12 Months Use (KWH) Average Monthly Use (KWH) 1,000

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price must be lower. To obtain an "Apples to Apples" comparison of available competitive electric supplier offers, visit the PUCI web site at www.PUCO.chio.gov.						
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price must be lower. To obtain an "Apples to Apples" comparison of available competitive electric supplier offers, visit the PUCI web site at www.PUCO.ohio.gov.				r es Y	our Alternate	L TI JULA 200 AND FAN STATISTICS STATISTICS
	*			r es Y	our Alternate	
	price must be	e lower. To o	totain an "Apples to Apple	El El El El El El El El El El El El El E	our Allernate ectric Supplier Manager (State (State)) Manager (State) om Ohio Edison is listed below. For y	bu to save a supplier's offers, visit the PUCC



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Return this part with a check or money order Payable to Ohio Edison

Account Number: 11000000000

Amount Paid	
Please Pay	\$145.82
Due By	October 24, 2009

Joe Smith 2222 S. MAIN ST AKRON, OH 44301 OHIO EDISON PO BOX 3637 AKRON OH 44309-3637

Account Number: 11 00 00 0000 0 0 Joe Smith Invoice Number: 90651580789

To help improve our billing efficiency, we will soon adjust our meter reading and billing schedule. As a result, there may be a change in the date your bill is prepared and your payment is due. We will mail you a separate notice if your billing date changes significantly. Please make sure your home's address is clearly visible from the street so that our employees and other emergency service providers - such as police, fire, and rescue personnel - can better locate your home during emergencies or service calls, When contacting a Centilied Retail Electric Service Provider, please provide the customer numbers below. Call Ohio Edison at 1-800-633-4766 with questions on these charges. **Basic Charges** 0802415060 0000896412 -- OE - RSD Customer Number: **Residential Service** 4.00 **Customer Charge Distribution Related Component** 45.87 31.32 Economic Development and Cost Recovery Charge **Residential Distribution Credit** -5.37 75.82 **Total Charges** \$ han sa sa ta Account Number: 0000000005 Rate: **Basic Charges** KWH X 0.06 per KWH 60.00 **Basic Charge** 1.000 Transmission Related Component 1,000 KWH X 0.01 per KWH 10.00 70.00 **Total Charges** g Date Reference Amount Payments: -150.00 09/26/09 -150.00 **Total Payments** -\$150.00 **Total Payments and Adjustments Residential Service** 968863114 Meter Number 8,000 Present KWH Reading (Actual) 7,000 Previous KWH Reading (Actual) 1,000 Kilowati Hours Used Oct 09 Oct 08 Average Daily Use (KWH) 88 100 Average Daily Temperature 54 55 33 Days in Billing Period 31 12,000 Last 12 Months Use (KWH) 1,000 Average Monthly Use (KWH)

Ohio Edison	October 10, 2009	Account Nur	nber: 11 00 00 0000 0 0	Page 1 of 3 E05
	234	Bill for:	Joe Smith 2222 S. MAIN ST AKRON OH 44301	
Billing Period: Next Reading Date: Bill Based On:	Sep 08 to Oct 09, 1 On or about Nov 0 Actual Meter Read	7, 2009		
		General Serv	rice - Secondary	
			n en fan it sere street wat weer en de street it sere aande mine er het street s	
Your previous bill w	as		288.75	
Total payments/ adju	stments		-288.75	
Balance at billing or			0.00	0.00
Current Basic Char Ohio Edison - Co			297.18	
Total Current Charg			297.18	297.18
	Nate Payment Ch		ed to your bill, please pay by	the due date.
Carl Bill Issue Ohio Ediso PO Box 36		ang Carpany	istomer Service -Hour Emergency/Outage Reporting	1-800-633-4766 1-888-544-4877
Akran OH	4430 9-363 7	Pa	yment Options visit us on-line at www.fira	1-800-686-3421 stenergycorp.com

OhioEdison A FirstEnergy Company

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Return this part with a check or money order Payable to Ohio Edison

and the spectra state of the second sta

Account Number: 11000000000

Amount Paid	
Please Pay	\$297.18
Due By	October 31, 2009

Joe Smith 2222 S. MAIN ST AKRON OE 44301 OHIO EDISON PO BOX 3637 AKRON OH 44309-3637

Account Number: 11 00 00 0000 0 0 Joe Smith Invoice Number: 90651580789

To help improve our billing efficiency, we will soon adjust our meter reading and billing schedule. As a result, there may be a change in the date your bill is prepared and your payment is due. We will mail you a separate notice if your billing date changes significantly. Please make sure your home's address is clearly visible from the street so that our employees and other emergency service providers - such as police, fire, and rescue personnel - can better locate your home during emergencies or service calls. When contacting a Certified Retail Electric Service Provider, please provide the customer numbers below. 3**8** Call Ohio Edison at 1-800-633-4766 with questions on these charges. **Basic Charges** Customer Number: 0802415060 0000896412 -General Service - Secondary OE-GSF **Customer Charge** 7.00 **Distribution Related Component** 91.73 32.66 Economic Development and Cost Recovery Charge Bypassable Generation and Transmission Related Component 181.85 **Business Distibution Credit** -16.06 297.18 **Total Charges** Date Reference Amount Payments: 09/26/09 -288.75 **Total Payments** -288.75**Total Payments and Adjustments** -\$288.75 Very start of the second se **Residential Service** Meter Number 968863114 Present KWH Reading (Actual) 2,500 Previous KWH Reading (Actual) 0 2,500 Kilowatt Hours Used Billed KW/KVA 10.0 Oct 08 Oct 09 Average Daily Use (KWH) 88 83 Average Daily Temperature 54 55 Days in Billing Period 31 30 Last 12 Months Use (KWH) 30,000 2,500 Average Monthly Use (KWH)

Illuminating Company	August 10, 2009	Account Nun	nber: 11 00 00 0000 0 0	Page 1 of 3 E05
	234	Bill for:	JOE SMITH 2222 S. MAIN ST AKRON, OH 44301	
Billing Period: Next Reading Date: Bill Based On:	Jul 08 to Aug 09, 2 On or about Sept, Actual Meter Read	2009		
		Residential S	ervice	
	en a contra pres	tits the CC	ne han an earlier an the state of the state	
Your previous bill w	85		113.82	
Total payments/ adjust	stments		-113.82	
Balance at billing on	August 10, 2009		0.00	0.00
Current Basic Charg	jes			
The Illuminating C	Company - Consumpti	on	152.88	
Total Current Charg	es		152.88	152.88
		searcheanna a		an a

To avoid a 1.50% Late Payment Charge being added to your bill, please pay by the due date.

A	Bill issued by: The Illuminating Company PO Box 3637	Ill ^t innelng Company	Customer Service 24-Hour Emergency/Outage Reporting	1-800-633-4766 1-888-544-4877	
8 24-00 Sectors 4 102 (27) 822 -	Akron OH 44309-3637	e ne la resta de la resta En resta de la r	Payment Options	<u>1-800-686-3421</u>	
Your current PRICE TO COMPARE for generation and transmission from the Illuminating Company Is listed below. For you to save a supplier's price must be lower. To obtain an "Apples to Apples" comparison of available competitive electric supplier offers, visit the PUCO web site at www.PUCO.ohio.gov. Residential Service - 0000896412 7.00 cents per kWh					
Rice La conversion	Residential Serv				

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Return this part with a check or money order Payable to The Illuminating Company

Account Number: 11000000000

Amount Paid	
Please Pay	\$152.88
Due By	August 24, 2009

JOE SMITH 2222 S. MAIN ST AKRON, OH 44301 The Illuminating Company PO BOX 3638 AKRON OH 44309-3638

Account Number: 11 00 00 0000 0 0 TH Invoice Number: 90651580789

JOE SMITH To help improve our billing efficiency, we will soon adjust our meter reading and billing schedule. As a result, there may be a change in the date your bill is prepared and your payment is due. We will mail you a separate notice if your billing date changes significantly. Please make sure your home's address is clearly visible from the street so that our employees and other emergency service providers - such as police, fire, and rescue personnel - can better locate your home during emergencies or service calls. When contacting a Certilied Retail Electric Service Provider, please provide the customer numbers below. Call The Illuminating Company at 1-800-589-3101 with questions on these charges. **Basic Charges** Customer Number: 0802415060 0000896412 -Residential Service CE-RSF **Customer Charge** 4.00 **Distribution Related Component** 38.88 25.37 **Transition Charge** Economic Development and Cost Recovery Charges 20.00 70.00 Bypassable Generation and Transmission Related Component **Residential Distribution Credit** -5.37 152.88 **Total Charges** Date Reference Amount Payments: 09/26/09 -113.82 -113.82 **Total Payments Total Payments and Adjustments** -\$113.82 **Residential Service** Meter Number 968863114 Present KWH Reading (Actual) 7.000 Previous KWH Reading (Actual) 6,000 Kilowatt Hours Used 1,000 Oct 09 Oct 08 33 32 Average Daily Use (KWH) Average Daily Temperature 69 67 30 Days in Billing Period 31 12,000 Last 12 Months Use (KWH) 1,000 Average Monthly Use (KWH)

Definitions

Actual Reading – A reading we take from your electric meter. Bypassable Generation and Transmission Related Component – Charges associated with the costs for purchased power and to deliver the power through the transmission system. These are the charges that a customer would avoid for that billing period if the customer switched to a Certified Retail Electric Service provider.

Customer Charge – The fixed monthly charge for basic distribution which partially covers costs for billing, meter reading, equipment, and service line maintenance.

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Kilowatt (KW) - 1,000 watts of electricity.

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Important Information

Questions or Complaints To receive information about your Ohio Edison bill, various charges, rate schedules or for a written explanation of the Price to Compare:

Write: Ohio Edison, 76 S. Main St., A-RPC, Akron, OH 44308-1890.

Call Customer Services: **1-800-633-4766** (Monday – Friday, 7:30 a.m. – 7:00 p.m.) Visit our Web site: <u>www.firstenergycorp.com</u> You may be asked to provide: Your phone number: Your account number:

Your premise number: For Your Protection All of our employees wear Photo I.D. badges. Always ask for an employee's I.D. before letting anyone in your home. If you are still not sure, please call. We welcome the opportunity to work with you and will try to answer your questions. If your complaint is not resolved after you have called your electric supplier and/or Ohio Edison, or for general utility information, residential and business customers may call the Public Utilities Commission of Ohio for assistance at 1-800-686-7826 (toll free), or for TDD/TTY at 1-800-686-1570 (toll free), from 8:00 a.m. to 5:00 p.m. weekdays, or at www.PUCO.chio.gov.

Residential Customers may also contact the Ohio Consumers' Counsel for assistance with complaints and utility issues at 1-877-742-5622 (toll free) from 8:00 a.m. to 5:00 p.m. weekdays, or at www.pickocc.org.

Energy Assistance: Contact HEAP at 1-800-282-0880 (TDD/TTY 1-800-686-1557) Monday - Friday between 8:00 a.m. and 5:00 p.m.

ELECTRONIC CHECK CONVERSION – When you provide a check as payment, you authorize us to either use information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction. Funds may be withdrawn from your account as soon as the same day we receive your payment and your check will not be returned from your linancial institution. If you have questions about this program, or if you do not wish to participate, call 1-866-283-8081.

Our representatives can answer your questions, describe the charges on your bill, explain how to make sure your bill is correct, and provide information on rate schedules and energy efficiency. To learn more about Ohio Edison's customer services, visit our Web site at www.firstenergycorp.com.

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