

4

FAX

FirstEnergy

76 South Main Street
Akron, Ohio 44308

FILE

Arthur E. Korkosz
Senior Attorney

330-384-5840
Fax: 330-384-3875

September 16, 2009

Daniel R. Johnson
Chief Policy and Market Analysis
Public Utilities Commission of Ohio
180 Broad Street
Columbus, OH 43215-3793

RECEIVED-BOOKETING DIV
2009 SEP 16 PM 3:42
PUCO

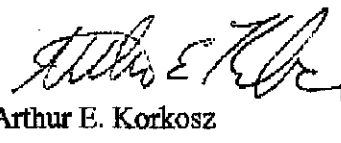
Dear Ms. Jenkins:

Re: *In the Matter of the Energy Efficiency and Peak Demand Reduction Program Portfolio of Ohio Edison Company, The Cleveland Electric Illuminating Company and The Toledo Edison Company; Case No. 09-580-EL-EEC, et al.*

Enclosed for filing, please find the original and ten (10) copies of the Letter from the Applicants to the PUCO Staff regarding the above-referenced case. Please file the enclosed Letter, time-stamping the two extras and returning them to the undersigned in the enclosed envelope.

Thank you for your assistance in this matter. Please contact me if you have any questions concerning this matter.

Very truly yours,


Arthur E. Korkosz

AEK/sbs
Enclosures
cc: Parties of Record

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician Sam Date Processed SEP 16 2009



76 South Main Street
Akron, Ohio 44308

1-800-646-0400

Daniel R. Johnson
Chief, Policy and Market Analysis
Public Utilities Commission of Ohio
180 E. Broad Street
Columbus, OH 43215

Re: In the Matter of the Energy Efficiency and Peak Demand Reduction Program
Portfolio of Ohio Edison Company, The Cleveland Electric Illuminating Company,
and The Toledo Edison Company, Case No. 09-580-EL-EEC, et al

Dear Mr. Johnson:

The Application in this matter was filed on July 9, 2009, and proposed a High Efficiency Light Bulb Program and Online Home Energy Education Tool Program which were broadly described in Attachments A and B, respectively, to the Application. Since that filing, there have been discussions with the Staff and several interested intervenors in the case (including the Ohio Consumers' Counsel and the Natural Resource Defense Council), as well as better definition of underlying cost information relating to the High Efficiency Light Bulb Program. The passage of time since the filing of the Application has also meant that there is an increasingly shorter time in which to implement the Companies' proposals and realize the benefits from the proposed programs as well as count those benefits as a contribution to the Companies' 2009 energy savings benchmark requirements. As a result of this combination of factors, the Companies now find it appropriate to refine the proposals for which approval was sought in the Application, consistent with the consensus reached during the discussions amongst the interested parties. This letter, a copy of which is being filed in the docket of this case and being sent to the intervenors, sets out those additional refinements as follows:

As to the High Efficiency Light Bulb Program:

- Two (2) 23W 10,000 hour-life compact fluorescent light ("CFL") bulbs will be directly distributed (door-to-door & postal distribution) to each residential customer
- Three (3) 23W 10,000 hour-life CFL bulbs will be directly distributed to each of 14,000 pre-selected small business customers (aggregate of all Companies)
- With respect to the above described CFL distribution for 2009, the total per bulb cost will be \$3.50 (revised from \$5.75 total per bulb cost listed in Attachment D to the Application)

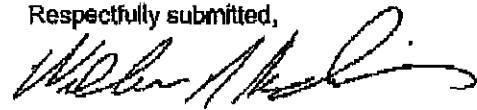
- In addition to the CFL bulbs, the customer distribution package will include an introduction letter and CFL installation instructions, a brochure providing energy savings recommendations, and discount coupon for the customer's future CFL purchases
- For purposes of compliance with statutory requirements for energy savings, each bulb distributed will be deemed to represent 80 kWh per year of energy savings for this initiative
- For purposes of future CFL programs, expected implementation will include use of coupons, buydowns, or customer discounts
- The Companies will conduct a survey of the CFL program recipients to collect data with respect to bulb delivery, customer satisfaction and future CFL usage intentions
- In implementation of programs of Home Performance with EnergyStar In Home Audit, questions will be included with respect to customer usage of the CFLs made available through this program
- Bulb count related to coupon, buydown or discount based programs, for purposes of energy savings calculations, will be determined based upon actual customer coupon redemption and/or customer purchase

As to the Online Home Energy Education Tool Program:

- The Companies intend to measure actual impact through statistical sampling of customers, the methodology for which will be made available to the Commission's Staff for review and comment prior to its implementation. Such sampling will be performed at such reasonable point after the implementation of the Program as to produce reliable data regarding program impact. The results of such sampling will be used, on a prospective basis, to determine the appropriate kwh energy savings contribution associated with this program for purposes of determining compliance with the energy savings and peak demand reduction benchmarks in 2010 and subsequent years.
- Although the expected marketing cost for the first year of program implementation is as set out in the Application, future marketing expenditure will be adjusted as appropriate to achieve a targeted customer participation percentage.

The Companies appreciate the attention of the Commission's Staff and the interested parties to the further consideration, discussion and refinement of these programs. Nevertheless, the Companies continue to be concerned about the increasingly limited time in 2009 in which these programs can be implemented and still have a meaningful impact. Accordingly, the Companies reiterate their request that the Programs set out in the Application, and as made further specific and clarified by the refinements detailed above, together with recovery therefore (per the mechanism described in the Application), be approved by the Commission at the earliest possible opportunity.

Respectfully submitted,



William R. Ridmann
Director State Regulatory Affairs
FirstEnergy Corp.

Cc: Docketing Division

All parties of record (by email)