

**BEFORE THE
PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of the Application of Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company for Approval of a Revised Bill Format)	
)	
)	Case No. 10-1335-EL-UNC
)	
)	
In the Matter of the Commission's Review of Chapters 4901:1-17 and 4901:1-18, and Rules 4901:1-5-07, 4901:1-10-22, 4901:1-13-11, 4901:1-15-17, 4901:1-21-14, and 4901:1-29-12 of the Ohio Administrative Code)	
)	
)	Case No. 08-723-AU-ORD
)	
)	

**APPLICATION OF OHIO EDISON COMPANY,
THE CLEVELAND ELECTRIC ILLUMINATING COMPANY, AND
THE TOLEDO EDISON COMPANY FOR APPROVAL OF A REVISED BILL
FORMAT**

Pursuant to Ohio Administrative Code ("O.A.C.") Rule 4901:1-10-22(C), Ohio Edison Company, The Cleveland Electric Illuminating Company and The Toledo Edison Company (collectively, "Applicants") hereby submit their Application for approval of a revised bill format. In support of the Application, Applicants state as follows:

1. Applicants are public utilities and electric light companies as defined by R.C. § 4905.02 and §4905.03(A)(4), respectively, and electric distribution utilities, as defined in R.C. § 4928.01(A), and are subject to the jurisdiction of this Commission.
2. O.A.C. § 4901:1-10-22(C) provides: "[a]ny new bill format proposed by an electric utility shall be filed with the Commission for approval.

If an application for sample bill approval is not acted upon within

forty-five calendar days, said sample shall be deemed approved on the forty-sixth day after the filing.”

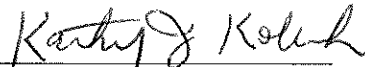
3. Ohio’s Percentage of Income Payment Plan (“PIPP”) program which is administered by the Ohio Department of Development recently underwent a comprehensive reform effort. As a result, the name of the program was changed to “PIPP Plus,” a new sub-program, called “Graduate PIPP Plus,” was created, and several substantive changes were made to the rules and operations of the program. The new PIPP Plus rules were finalized in December 2009, with a scheduled effective date of November 1, 2010.
4. As a result of these new rules, Applicants seek authority to make the following minor changes to the format of their existing PIPP bill: (i) reflect the new name of the “PIPP Plus” or related “Graduate PIPP Plus” program as applicable; (ii) include a reminder concerning the PIPP Plus customer’s obligation to reverify income in order to maintain PIPP Plus eligibility; (iii) include a statement on either the PIPP Plus or Graduate PIPP Plus bill that identifies the credit (associated with arrearage crediting) that will be provided if the customer makes a payment on time and in full; and (iv) add additional details to the account balance tracking that reflects the impact of arrearage crediting.
5. A sample of the proposed new Toledo Edison Company bill formats for both the PIPP Plus and Graduate PIPP Plus programs are attached as

Exhibits A and B, respectively, with only those pages with proposed changes to the current bill format being attached.¹

6. The proposed new bill formats have been reviewed by Commission Staff and reflect Staff's feedback.
7. Applicants plan to implement their proposed bill format changes for all bills rendered on or after November 1, 2010.

WHEREFORE Applicants, Ohio Edison Company, The Cleveland Electric Illuminating Company and The Toledo Edison Company respectfully ask that the Commission approve the revised bill formats as proposed herein.

Respectfully submitted, .



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Counsel for Applicants, Ohio Edison
Company, The Cleveland Electric
Illuminating Company and The
Toledo Edison Company

¹ The bill formats for Ohio Edison Company and The Cleveland Electric Illuminating Company will be identical to that of Toledo Edison Company, with the appropriate utility name replacing "Toledo Edison" where appropriate.



Dec 16, 2010

Account Number: 110 00 00 0000 0 0

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T12

25

Bill for: JOE SMITH
200 TOLEDO ROAD
TOLEDO, OHIO 43460



Billing Period: Nov 16 to Dec 15, 2010 for 30 days
Next Reading Date: On or about January 12, 2011
Bill Based On: Actual Meter Reading
Percentage of Income Payment Plan Plus (PIPP Plus)
Residential Service

PIPP Plus Account Summary		Amount Due
Your previous bill was	18.00	
Total payments/ adjustments	-18.00	
Balance at billing on Dec 16, 2010	0.00	0.00
Current Basic Charges		
PIPP Plus Amount		18.00
Total Due by Dec 30, 2010 - Please pay this amount		\$18.00

You are legally responsible for a \$2367.80 actual account balance.

Please remember, you must reverify your income by February 12, 2011 to remain on PIPP Plus.

If you pay your PIPP Plus payment on-time and in-full this month, you will receive a credit of \$149.80 applied to your account balance.

General Information			
	Bill Issued by:		Customer Service 1-800-447-3333
	Toledo Edison		24-Hour Emergency/Outage Reporting 1-888-544-4877
	PO Box 3638		Payment Options 1-800-995-0095
	Akron OH 44309-3638		visit us on-line at www.firstenergycorp.com

See other pages for additional information and telephone numbers



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

Account Number: 1100000000000

Amount Paid	
Please Pay	\$18.00
Due By	December 30, 2010

JOE SMITH
200 TOLEDO ROAD
TOLEDO, OHIO
43460

TOLEDO EDISON
PO BOX 3638
AKRON OH 44309-3638

0711000000000000

Exhibit A

Messages

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.

For information about this year's Home Energy Assistance Program (HEAP), call our HEAP hotline at 1-800-207-9276.

Green Your Routine - Help Save trees and protect the environment by eliminating paper bills. You'll also enjoy the benefits of reduced clutter and improved convenience and security. Visit firstenergycorp.com to learn more about eBill Electronic Billing.

Charges from Toledo Edison this billing period

When contacting an Alternate Electric Supplier, please provide the customer numbers below.

Call Toledo Edison at 1-800-447-3333 with questions on these charges.

Basic Charges

Customer Number:	0008575987100006457881 -	Residential Service	- TE-RSF	
Customer Charge				4.00
Distribution Related Component				18.37
Cost Recovery Charges				0.87
Bypassable Generation and Transmission Related Component				44.56
Total Charges				\$67.80

Detail Payment and Adjustment Information

Date	Reference	Amount
Payments:		
11/22/10		-18.00
Total Payments		-18.00
Total Payments and Adjustments		-\$18.00

Account Balance Information

PIPP Plus Account Balance		Actual Account Balance	
Previous bill was	18.00	Previous bill was	2460.00
Total payments/ adjustments	-18.00	Total payments/ adjustments	-18.00
Balance at billing	0.00	On-time balance reduction	
Current charges	18.00	1/24th arrearage credit	-100.00
PIPP Plus Account Balance	18.00	Current bill arrearage credit	-42.00
		Balance at billing	2300.00
		Current charges	67.80
		Actual Account Balance	2367.80

Meter Reading Information

Residential Service	
Meter Number	5415698744
Present KWH Reading (Actual)	5,400
Previous KWH Reading (Actual)	4,652
Kilowatt Hours Used	748



Dec 16, 2010

Account Number: 110 00 00 0000 0 0

Page 1 of 4

T12

25



Bill for: JOE SMITH
200 TOLEDO ROAD
TOLEDO, OHIO 43460

Billing Period: Nov 16 to Dec 15, 2010 for 30 days
Next Reading Date: On or about January 12, 2011
Bill Based On: Actual Meter Reading
Graduate Percentage of Income Payment Plan Plus (Graduate PIPP Plus)
Residential Service

Graduate PIPP Plus Account Summary		Amount Due
Your previous bill was	18.00	
Total payments/ adjustments	-18.00	
Balance at billing on Dec 16, 2010	0.00	0.00
Current Basic Charges		
Graduate PIPP Plus Amount		44.00
Total Due by Dec 30, 2010 - Please pay this amount:		\$44.00

You are legally responsible for a \$2467.80 actual account balance.

If you pay your Graduate PIPP Plus payment on-time and in-full this month, you will receive a credit of \$223.80 applied to your account balance.

General Information	
 Bill Issued by: Toledo Edison PO Box 3638 Akron OH 44309-3638	 Customer Service 1-800-447-3333 24-Hour Emergency/Outage Reporting 1-888-544-4877 Payment Options 1-800-995-0095 visit us on-line at www.firstenergycorp.com

See other pages for additional information and telephone numbers



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

Account Number: 11000000000000

Amount Paid	
Please Pay	\$44.00
Due By	December 30, 2010

JOE SMITH
200 TOLEDO ROAD
TOLEDO, OHIO
43460

TOLEDO EDISON
PO BOX 3638
AKRON OH 44309-3638

0711000000000000

Exhibit B

Messages

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.

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Charges from Toledo Edison this billing period

When contacting an Alternate Electric Supplier, please provide the customer numbers below.

Call Toledo Edison at 1-800-447-3333 with questions on these charges.

Basic Charges

Customer Number:	00085759871 00006457881 -	Residential Service	- TE-RSF	
Customer Charge				4.00
Distribution Related Component				18.37
Cost Recovery Charges				0.87
Bypassable Generation and Transmission Related Component				44.56

Total Charges				\$67.80
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Detail Payment and Adjustment Information

Date	Reference	Amount
Payments:		
11/22/10		-18.00
Total Payments		-18.00
Total Payments and Adjustments		-\$18.00

Account Balance Information

Graduate PIPP Plus Account Balance		Actual Account Balance	
Previous bill was	18.00	Previous bill was	2564.34
Total payments/ adjustments	-18.00	Total payments/ adjustments	-18.00
Balance at billing	0.00	On-time balance reduction	
Current charges	44.00	1/12th arrearage credit	-200.00
Graduate PIPP Plus Account Balance	44.00	Current bill arrearage credit	-23.80
		Balance at billing	2400.00
		Current charges	67.80
		Actual Account Balance	2467.80

Meter Reading Information

Residential Service	
Meter Number	5415698744
Present KWH Reading (Actual)	5,400
Previous KWH Reading (Actual)	4,652
Kilowatt Hours Used	748

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

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in

Case No(s). 08-0723-AU-ORD, 10-1335-EL-UNC

Summary: Application for Approval of a Revised Bill Format electronically filed by Ms. Kathy J Kolich on behalf of Ohio Edison Company and The Cleveland Electric Illuminating Company and The Toledo Edison Company