

**BEFORE**

**THE PUBLIC UTILITIES COMMISSION OF OHIO**

<b>In the Matter of the Application of</b>	)	
<b>Columbus Southern Power Company</b>	)	
<b>Request for a Waiver of a Tariff</b>	)	<b>10-424-EL-ATA</b>
<b>In This Initial Term to Educate</b>	)	
<b>Eligible Customers</b>	)	

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**COLUMBUS SOUTHERN POWER COMPANY'S REQUEST FOR A WAIVER  
OF AN INITIAL TARIFF TERM TO ALLOW FOR CUSTOMER EDUCATION**

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Columbus Southern Power Company (Company) filed compliance tariffs as directed by the Commission's December 1, 2010 Finding and Order in this case, relating to Experimental Time-of-Day Service Tariff gridSMART offerings. Those tariffs became effective on January 14, 2011.

Due to an overwhelming response, the Company is requesting a temporary waiver of the enumerated enrollment period listed in the current Experimental Residential Time-of-Day Service Tariff. The time will serve to provide as many customers as possible an opportunity to request the offering this first year. The tariff has an enrollment window of September 1 through March 1. However, the abbreviated nature of this first cycle denied a full open period for enrollment.

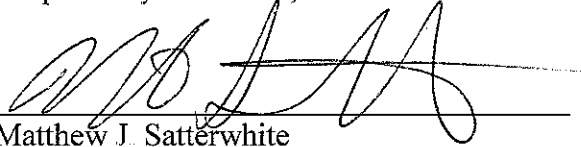
To date the Company has had over 400 inquiries for the Experimental Residential Time-of-Day Service Tariff. Time is needed to ensure the education of customers and to ensure the program is appropriate for their use. The Company's current process is to utilize the customer service representatives to fully explain the program to the customers in order to assure that this program is right for each customer before being enrolled. This

step involves reviewing usage history on an account by account basis to assure a good fit, as well as answering any questions or concerns of the customer. The combination of the time necessary for this important first-step process and the volume of customer inquiries have resulted in a request to extend the enrollment date past the current date of March 1. The Company is not asking for an indefinite waiver, only for this initial period. The Company is requesting that the Commission allow customer enrollment past March 1, but only for those inquiries the Company has received by March 1<sup>st</sup>. The Company is requesting to increase the enrollment period by 30 days to March 31<sup>st</sup>. Again, this extension is only to allow customer service representatives ample time to address and assess customer inquiries received by March 1<sup>st</sup>. This time is necessary to educate the customers on this new option and allow for a positive experience by both the customer and the Company in introducing the benefits of gridSMART.

The Company will make contact with all customers by March 31<sup>st</sup> from all inquiries received by March 1<sup>st</sup>. In addition, the Company will program the meters of those customers choosing to participate by April 15<sup>th</sup>. This date is important for two reasons. The customer will still experience at least one bill at the lower off-peak rates, and it will allow the Company to comply with the Commission's order to notify the customer within 45 days after their 1 year trial is completed. If extended, this notification will take place on May 15<sup>th</sup> for the latest customer signed up informing of the expiration of the one year term in case the customer chooses to cancel. The extension will still allow these customers to be notified two weeks before the higher on-peak rates will be billed beginning June 1<sup>st</sup>.

The Company respectfully requests that the Commission allow the Company to ensure customers are fully informed and extend the ability to enroll customers that inquire within the prescribed time period in the tariff.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'MJS', is written over a horizontal line.

Matthew J. Satterwhite

American Electric Power Service Corporation

1 Riverside Plaza, 29<sup>th</sup> Floor

Columbus, Ohio 43215

Telephone: (614) 716-1915

Fax: (614) 716-2950

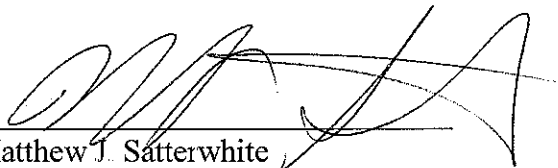
Email: mjsatterwhite@aep.com

Counsel for Columbus Southern Power Company

Filed: February 16, 2011

## CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the foregoing  
Columbus Southern Power Company's Request has been served upon the below-named  
counsel via First Class mail, postage prepaid, this 16<sup>th</sup> day of February, 2011.

  
Matthew J. Satterwhite

Janine L. Migden-Ostrander  
Terry Etter  
Richard Reese  
Office of the Ohio Consumers' Counsel  
10 West Broad Street  
Suite 1800  
Columbus, Ohio 43215-3485

David Rinebolt  
Colleen Mooney  
Ohio Partners for Affordable Energy  
231 West Lima Street  
Findlay, Ohio 45839-1793

William L. Wright  
Thomas W. McNamee  
Assistant Attorneys General  
Public Utilities Section  
180 East Broad Street, 6<sup>th</sup> Floor  
Columbus, Ohio 43215-3793

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

**Commission of Ohio Docketing Information System on**

**2/16/2011 4:50:11 PM**

**in**

**Case No(s). 10-0424-EL-ATA**

Summary: Tariff Request for a Waiver of an Initial Tariff Term electronically filed by Mr. Matthew J Satterwhite on behalf of American Electric Power Service Corporation