

March 28, 2011

Renee J. Jenkins  
Director, Administration Department  
Secretary to the Commission  
Docketing Division  
The Public Utilities Commission of Ohio  
180 East Broad Street  
Columbus, Ohio 43215-3793

SUBJECT: Case Nos.     09-0581-EL-EEC  
                                 09-1942-EL-EEC  
                                 09-1947-EL-POR  
                                 89-6001-EL-TRF

Dear Ms. Jenkins:

Pursuant to the Order dated March 23, 2011 in the above mentioned cases, please file the attached Demand Side Management and Energy Efficiency Rider (DSE) and associated pages on behalf of The Cleveland Electric Illuminating Company. These revised pages are consistent with the modifications delineated in the above referenced Opinion and Order, and are respectfully presented for Commission review and expedited approval.

Please file one copy of the tariffs in each of the above mentioned cases and designate two copies for distribution to the Rates and Tariffs Division of the Commission's Utilities Department.

Thank you.

Sincerely,



William R. Ridman  
Vice President, Rates & Regulatory Affairs

Enclosures

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The following rates, rules and regulations for electric service are applicable throughout the Company's service territory except as noted.

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Filed pursuant to Order dated ~~August 19, 2009~~, in Case Nos. 09-~~641581~~-EL-ATA-EEC et al. and  
~~09-642-EL-ATA~~, before

The Public Utilities Commission of Ohio

Issued by: Charles E. Jones Jr., President

Effective: ~~February-April 1,~~ 2011

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Filed pursuant to Order dated ~~August 19, 2009~~, in Case Nos. 09-~~641581~~-EL-ATA-EEC et al. and

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**RIDER DSE**  
**Demand Side Management and Energy Efficiency Rider**

The Company reserves the right to revise such schedule consistent with the Commission's final rules, which may include modification or deletion of all or portions of this schedule.

**APPLICABILITY:**

Applicable to any customer that takes electric service under the Company's rate schedules. The following charges will apply, by rate schedule, effective for service rendered beginning ~~January~~<sup>April</sup> 4<sup>th</sup>, 2011, for all kWhs per kWh:

<b><u>RATE:</u></b>	<b><u>DSE1</u></b>	<b><u>DSE2</u></b>
RS	0.0260¢	0. <del>0000</del> <sup>2070</sup> ¢
GS	0.0260¢	0. <del>0000</del> <sup>1392</sup> ¢
GP	0.0260¢	0. <del>0000</del> <sup>0677</sup> ¢
GSU	0.0260¢	0. <del>0000</del> <sup>0675</sup> ¢
GT	0.0260¢	0. <del>0000</del> <sup>0671</sup> ¢
STL	0.0260¢	0.0000¢
TRF	0.0260¢	0. <del>0000</del> <sup>4509</sup> ¢
POL	0.0260¢	0.0000¢

**PROVISIONS:**

1. The DSE1 charges set forth in this Rider recover costs incurred by the Company associated with customers taking service under the Economic Load Response Rider (ELR) and Optional Load Response Rider (OLR).
2. The DSE2 charges set forth in this Rider recover costs incurred by the Company associated with the programs that may be implemented by the Company to secure compliance with the, energy efficiency and peak demand reduction requirements in Section 4928.66, Revised Code through demand-response programs, energy efficiency programs, peak demand reduction programs, and self-directed demand-response, energy efficiency or other customer-sited programs. The costs initially deferred by the Company and subsequently fully recovered through this Rider will be all program costs, including but not limited to any customer incentives or rebates paid, applicable carrying costs, all reasonable administrative costs to conduct such programs, and lost distribution revenues resulting from the implementation of such programs.

**RIDER UPDATES:**

1. The DSE1 charges set forth in this Rider shall be updated semi-annually. No later than December 1st and June 1st of each year, the Company shall file with the PUCO a request for approval of the these charges which, unless otherwise ordered by the PUCO, shall become effective on a service rendered basis on January 1st and July 1st of each year, beginning with the January 1, 2010 effective date.

Filed pursuant to Order dated ~~May 27, 2009~~, in Case No. ~~08-93509-581~~-EL-SSO-EEC et al.,

before

The Public Utilities Commission of Ohio

Issued by: Charles E. Jones Jr., President

Effective: ~~January~~<sup>April</sup> 4<sup>th</sup>, 2011

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**Case No(s). 09-0581-EL-EEC, 09-1942-EL-EEC, 09-1947-EL-POR, 89-6001-EL-TRF**

Summary: Tariff pages on behalf of The Cleveland Electric Illuminating Company which are consistent with the modifications delineated in the referenced Opinion and Order, and are respectfully presented for Commission review and expedited approval. electronically filed by Mr. George A Yurchisin on behalf of FirstEnergy Corp. and Ridmann, William R.