

**BEFORE**

**THE PUBLIC UTILITIES COMMISSION OF OHIO**

In the Matter of the Application of )  
Ohio Power Company for Approval of ) 11-4910-AU-ORD  
Changes in the Bill Backer Format )

**OHIO POWER COMPANY'S APPLICATION FOR  
APPROVAL OF CHANGES IN THE BILL BACKER FORMAT**

Pursuant to Ohio Administrative Code ("OAC") 4901:1-10-22 (C), and in response to Case Numbers 11-4901-AU-ORD and 10-2376-EL-UNC orders by the Public Utilities Commission of Ohio (PUCO). The Ohio Power Company ("OPCo" and also referred to as "AEP Ohio"), files this application for Commission approval for changes to the bill backer format which will be used for both of AEP Ohio's rate zones.

Pursuant to Case Numbers 10-2376-EL-UNC and 11-4910-AU-ORD, as ordered by the Commission, OPCo adopts the following changes to all of its current bill backer formats:

1. In Case No. 10-2376-EL-UNC, the PUCO approved the merger of Columbus Southern Power (CSP) and Ohio Power Company to become the Ohio Power Company (OPCo). As a result of this merger, OPCo has updated all of its bill backers to reflect one Customer Service phone number of 614-672-2231, which is the current OPCo phone number shown on the bill backer. The CSP phone number (1-800-277-2177) will still be in effect for customers to use. This will result in AEP Ohio having only one bill backer for both rate zones. The phone number used for credit-related matters will be replaced with 1-800-807-6789, this OPCo phone number will now be used for both rate zones. Even though OPCo will no longer publicize the related CSP number of 1-800-443-3750 for CSP credit callers, it will still be available for use by customers for credit matters.

a. "Electronic Check Conversion- If you pay by check, you authorize us to convert your paper check into an electronic debit. If you have questions, please call AEP Ohio at 1-800-672-2231 or visit us at www.AEPOhio.com."

b. "AEP Ohio can be reached by calling 1-800-672-2231"  
"We welcome the opportunity to assist you. Our customer service center is open 24 hours a day, 7 days a week. If you have a question or want to report a power outage, please call us toll free at 1-800-672-2231 or 1-800-617-1234 (TDD/TTY)"

c. " \* \* \* **Important Message** \* \* \* "Electric bills may be paid by mail or to an authorized agent. Payment to others is at your own risk. For names and locations of authorized agents, please call us toll free at 1-800-807-6789. Customers who are hearing impaired may call 1-800-617-1234 ( TDD/TTY)."

1. In regards to Case No. 11-4910-AU-ORD, the PUCO and Ohio Consumer Council's (OCC) language will be changed to reflect the language as ordered by the Commission. The language will be stated as follows:

a. "If your complaint is not resolved after you have called AEP Ohio, or for general utility information, residential and business customers may contact the public utilities commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.puco.ohio.gov>. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.pickocc.org>."

Exhibits A, B and C will be used for the bill backers for Ohio Power Company for both rate zones. These bill backers will also be used with Large Managed Account Customer's disconnect notices, as well as, all disconnect notices that appear on the bills.

The Ohio Power Company has discussed with and provided the Commission Staff a copy of the requested format changes to ensure their input was received before filing with the Commission. A sample of the proposed changes to the bill backer format for CSP, OP, CRES customers, and Large Managed Account customers are attached as:

- **Exhibit A-** Ohio Power Company -Regular Bill Backer
- **Exhibit B-** Ohio Power Company -Credit Bill Backer
- **Exhibit C-** Large Managed Account Customer bill backer

For these reasons, the Ohio Power Company request the Commission approve the new bill backer format to be used in both rate zones. Ohio Power requests to deplete its current bill backer stock before implementing these changes; however, Ohio Power will implement these changes no later than May 16, which is within 90 days from the effective dates of the Rules, which was on February 16, 2012.

Respectfully submitted on behalf of Ohio Power,



Marilyn McConnell (0031190)  
American Electric Power Service Corporation  
1 Riverside Plaza, 29<sup>th</sup> Floor  
Columbus, Ohio 43215  
(614) 716-2964  
[mmcconnell@aep.com](mailto:mmcconnell@aep.com) email

# **EXHIBIT A**

Electronic Check Conversion – If you pay by check, you authorize us to convert your paper check into an electronic debit. If you have questions, please call AEP Ohio at 1-800-672-2231 or visit us at [www.AEPOhio.com](http://www.AEPOhio.com).

### **Definitions**

**Actual reading:** A reading we take from your meter.

**Estimated reading:** When we are unable to read your meter, we calculate your bill based on prior usage. If necessary, we may adjust your bill at the time of the next actual reading. You may read your own meter and provide us with a reading by calling 1-888-237-8811. We also have meter reading cards available upon request.

**Kilowatt-hour (kWh):** The unit measure for the electricity you use. For example, you use one kWh of electricity to light a 100-watt light bulb for 10 hours.

**Customer charge:** The fixed monthly basic distribution charge to partially cover costs for billing, meter reading, service line maintenance and equipment.

**Generation charge:** Charge associated with the production of electricity.

**Distribution charge:** Charge for use of local wires, transformers, substations and other equipment used to deliver electricity to your home/business from the high-voltage transmission lines.

**Transmission services charge:** Charge for moving high-voltage electricity from a generation facility to the distribution lines of the local electric utility.

**Late payment charge:** (if applicable): A 5 percent late charge added to the overdue amount if you do not pay your bill by the due date.

- AEP Ohio offers several ways for you to pay your bill. In addition to paying in person or by mail, you may receive and pay your bill electronically (e-bill) or have your payments deducted automatically from your checking or savings account. Please visit our website at [www.AEPOhio.com](http://www.AEPOhio.com) or call the phone number listed on the front of this bill for more information.
- AEP Ohio offers budget billing plans to qualifying customers. A monthly amount is calculated based on previous bills. This monthly amount is reviewed and adjusted based on the type of plan. For more information, please call the phone number shown on the front of the bill.

**AEP Ohio can be reached by calling 1-800-672-2231**

**We welcome the opportunity to assist you. Our customer service center is open 24 hours a day, 7 days a week. If you have a question or want to report a power outage, please call us toll free at 1-800-672-2231 or 1-800-617-1234 (TDD/TTY).**

If your complaint is not resolved after you have called AEP Ohio, or for general utility information, residential and business customers may contact the public utilities commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.puco.ohio.gov>. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.pickocc.org>.

## **EXHIBIT B**

Electronic Check Conversion – If you pay by check, you authorize us to convert your paper check into an electronic debit. If you have questions, please call AEP Ohio at 1-800-672-2231 or visit us at [www.AEPOhio.com](http://www.AEPOhio.com).

**\*\*\* Important Message \*\*\***

Electric bills may be paid by mail or to an authorized agent. Payment to others is at your own risk. For names and locations of authorized agents, please call us toll free at 1-800-807-6789. Customers who are hearing impaired may call 1-800-617-1234 (TDD/TTY).

DISCONNECTION MAY NOT OCCUR FOR UNPAID NONTARIFFED CHARGES.

FAILURE TO PAY CHARGES FOR NONTARIFFED PRODUCTS OR SERVICES MAY RESULT IN LOSS OF THOSE PRODUCTS OR SERVICES.

FAILURE TO PAY CHARGES FOR COMPETITIVE RETAIL ELECTRIC SERVICE MAY RESULT IN CANCELLATION OF THE CUSTOMER'S CONTRACT WITH THE COMPETITIVE RETAIL ELECTRIC SERVICE PROVIDER, AND RETURN TO THE ELECTRIC DISTRIBUTION UTILITY'S STANDARD-OFFER GENERATION SERVICE.

**NOTICE:** The federal Equal Credit Opportunity Act prohibits creditors from discrimination against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided the applicant has a capacity to enter into a binding contract) or because the applicant has in good faith exercised any right under the Consumer Credit Protection Act. The federal agency that administers compliance with this law is the Federal Trade Commission, Equal Credit Opportunity, Cleveland, Ohio, phone (216) 263-3410.

Ohio Laws against discrimination require that all creditors make credit equally available to all credit-worthy customers, and that credit reporting agencies maintain separate credit histories on each individual upon request. The Ohio Civil Rights Commission, 1111 E. Broad Street, Columbus, Ohio 43205, phone 1-888-278-7101, administers compliance with this law.

### Definitions

**Actual reading:** A reading we take from your meter.

**Estimated reading:** When we are unable to read your meter, we calculate your bill based on prior usage. If necessary, we may adjust your bill at the time of the next actual reading. You may read your own meter and provide us with a reading by calling 1-888-237-8811. We also have meter reading cards available upon request.

**Kilowatt-hour (kWh):** The unit measure for the electricity you use. For example, you use one kWh of electricity to light a 100-watt light bulb for 10 hours.

**Customer charge:** The fixed monthly basic distribution charge to partially cover costs for billing, meter reading, service line maintenance and equipment.

**Generation charge:** Charge associated with the production of electricity.

**Distribution charge:** Charge for use of local wires, transformers, substations and other equipment used to deliver electricity to your home/business from the high-voltage transmission lines.

**Transmission services charge:** Charge for moving high-voltage electricity from a generation facility to the distribution lines of the local electric utility.

**Late payment charge:** (if applicable): A 5 percent late charge added to the overdue amount if you do not pay your bill by the due date.

### **AEP Ohio can be reached by calling 1-800-672-2231**

We welcome the opportunity to assist you. Our customer service center is open 24 hours a day, 7 days a week. If you have a question or want to report a power outage, please call us toll free at 1-800-672-2231, or 1-800-617-1234 (TDD/TTY).

If your complaint is not resolved after you have called AEP Ohio, or for general utility information, residential and business customers may contact the public utilities commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.puco.ohio.gov>. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.pickocc.org>.

## **EXHIBIT C**

Electronic Check Conversion – If you pay by check, you authorize us to convert your paper check into an electronic debit. If you have questions, please call AEP Ohio at 1-800-672-2231 or visit us at [www.AEPOhio.com](http://www.AEPOhio.com).

**\*\*\* Important Message \*\*\***

Electric bills may be paid by mail or to an authorized agent. Payment to others is at your own risk. For names and locations of authorized agents, please call us toll free at 1-800-807-6789. Customers who are hearing impaired may call 1-800-617-1234 (TDD/TTY).

DISCONNECTION MAY NOT OCCUR FOR UNPAID NONTARIFFED CHARGES.

FAILURE TO PAY CHARGES FOR NONTARIFFED PRODUCTS OR SERVICES MAY RESULT IN LOSS OF THOSE PRODUCTS OR SERVICES.

FAILURE TO PAY CHARGES FOR COMPETITIVE RETAIL ELECTRIC SERVICE MAY RESULT IN CANCELLATION OF THE CUSTOMER'S CONTRACT WITH THE COMPETITIVE RETAIL ELECTRIC SERVICE PROVIDER, AND RETURN TO THE ELECTRIC DISTRIBUTION UTILITY'S STANDARD-OFFER GENERATION SERVICE.

**NOTICE:** The federal Equal Credit Opportunity Act prohibits creditors from discrimination against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided the applicant has a capacity to enter into a binding contract) or because the applicant has in good faith exercised any right under the Consumer Credit Protection Act. The federal agency that administers compliance with this law is the Federal Trade Commission, Equal Credit Opportunity, Cleveland, Ohio, phone (216) 263-3410.

Ohio Laws against discrimination require that all creditors make credit equally available to all credit-worthy customers, and that credit reporting agencies maintain separate credit histories on each individual upon request. The Ohio Civil Rights Commission, 1111 E. Broad Street, Columbus, Ohio 43205, phone 1-888-278-7101, administers compliance with this law.

### Definitions

**Actual reading:** A reading we take from your meter.

**Estimated reading:** When we are unable to read your meter, we calculate your bill based on prior usage. If necessary, we may adjust your bill at the time of the next actual reading. You may read your own meter and provide us with a reading by calling 1-888-237-8811. We also have meter reading cards available upon request.

**Kilowatt-hour (kWh):** The unit measure for the electricity you use. For example, you use one kWh of electricity to light a 100-watt light bulb for 10 hours.

**Customer charge:** The fixed monthly basic distribution charge to partially cover costs for billing, meter reading, service line maintenance and equipment.

**Generation charge:** Charge associated with the production of electricity.

**Distribution charge:** Charge for use of local wires, transformers, substations and other equipment used to deliver electricity to your home/business from the high-voltage transmission lines.

**Transmission services charge:** Charge for moving high-voltage electricity from a generation facility to the distribution lines of the local electric utility.

**Late payment charge:** (if applicable): A 5 percent late charge added to the overdue amount if you do not pay your bill by the due date.

### **AEP Ohio can be reached by calling 1-800-672-2231**

We welcome the opportunity to assist you. Our customer service center is open 24 hours a day, 7 days a week. If you have a question or want to report a power outage, please call us toll free at 1-800-672-2231, or 1-800-617-1234 (TDD/TTY).

If your complaint is not resolved after you have called AEP Ohio, or for general utility information, residential and business customers may contact the public utilities commission of Ohio (PUCO) for assistance at 1-800-686-7826 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.puco.ohio.gov>. Hearing or speech impaired customers may contact the PUCO via 7-1-1 (Ohio relay service).

The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll free) from eight a.m. to five p.m. weekdays, or at <http://www.pickocc.org>.



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

**Commission of Ohio Docketing Information System on**

**3/23/2012 11:23:26 AM**

**in**

**Case No(s). 11-4910-AU-ORD**

Summary: Application for Approval of Changes in the Bill Backer Format electronically filed by Ms. Marilyn McConnell on behalf of Ohio Power Company