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 Change)))	Case No. 22-714-EL-UNC
in Bill Format	Ś	

OHIO EDISON COMPANY, THE CLEVELAND ELECTRIC ILLUMINATING COMPANY, AND THE TOLEDO EDISON COMPANY'S APPLICATION FOR APPROVAL OF A CHANGE IN BILL FORMAT

Pursuant to Rule 4901:1-10-22 and 4901:1-10-33 of the Ohio Administrative Code, Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company (collectively, the "Companies") submit this application for Commission approval of a modification to their bill format.

The Companies propose to add a Quick Response ("QR") code to the contact information section at the top of the bill for all customers. To the left of the QR code, the Companies would amend the existing language regarding electronic bill payment options to read, "[t]o enroll in eBill or pay your bill online, scan the QR code on the right of this bill from your mobile device or go to www.firstenergycorp.com." In addition, the Companies would add a definition of "QR (Quick Response) Code" to the bill's Explanation of Terms section:

QR (**Quick Response**) **Code** - A square, black-and-white image that can be read by a mobile device using a barcode scanner or camera to direct you to our website at http://www.firstenergycorp.com/log in.html.

A customer scanning the QR code will be taken to the MyAccount login page on the FirstEnergy Corp. website, where customers may pay their bill, access their account information, or use other available features. For customers who either do not wish to register or login through MyAccount

prior to making payments, the QR code also offers a guest-pay option.

The QR code will give customers another tool for contactless interaction with the Companies and provide increased convenience. This bill format enhancement addresses the rapidly growing "going digital" trend. Even prior to the COVID-19 Pandemic, research suggested that customers prefer having a variety of self-service options to make payments, with QR codes being one of the preferred tools. When COVID-19 Pandemic restrictions required contactless interaction, there was a significant increase in businesses' use of digital technology to interact with customers. The proposed bill format change to add the QR code will increase the Companies' use of digital technology, to the benefit of customers.

The inclusion of this QR code is designed to enhance the customer experience. It provides a "contactless" and time-saving method for customers to pay bills. In addition to this increased flexibility, it provides a convenient way for customers to enroll in an online account, or log in to an existing one, and view account information or access various features available through the MyAccount page such as account alerts and the ability to report service interruptions. And it offers a guest-pay option for customers who do not wish to register or login through MyAccount.

The direct navigation to the MyAccount login page eliminates the chance of customers receiving a "404-Not Found" error, or of being misrouted to unintended or malicious websites. The QR code contains no user-specific information, so an unauthorized user cannot use the QR code to access a customer's account. Further, the QR code will not collect or store any user-specific information. When accessing MyAccount after using the QR code, the established

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¹ See Utility Consumer Billing Report 2018, KUBRA, Nov. 2018, at 2.

² *Id*. at 2, 4

³ See How Covid has Changed the Channels of Engagement, 2020, Chief Marketing Officer (CMO) Council Report, Nov. 2020. The CMO Council explains that surveys conducted in October 2020 reflect that the pandemic caused virtualization of the customer ecosystem, forcing companies to modify, scale and improve digital channels of engagement to ensure customer satisfaction.

security features on the Company website will maintain a secure digital environment for customers by providing data encryption for any personal information the user may transmit.

The proposed addition of the QR code will not require any other changes to the Companies' bill format, nor will there be any changes made to the terms and conditions of service. Customers will not be required to utilize the QR code; it will simply be available as a means of added convenience, should a customer so choose.

Upon Commission approval of the addition of a QR code, the Companies will educate customers about the QR code and how to use it, prior to implementing the change. In addition to the proposed explanations and definition on the bill described above, this education will be done through both bill messages and informational posts on the Companies' social media platforms, which will occur for two consecutive billing cycles.

A sample bill showing the proposed format changes is attached as Exhibit A. The Companies would make identical changes to bills for all classes of customers. The Companies intend to implement the new bill format with Commission approval of the application in this matter or otherwise in accordance with O.A.C. 4901:1-10-22(D) and 4901:1-10-33(F).

CONCLUSION

WHEREFORE, the Companies respectfully request that the Commission approve this Application to add a QR code to the Companies' billing format for all customers.

Respectfully submitted,

/s/Kristen M. Fling
Kristen M. Fling (0099678)
(Counsel of Record)
FIRSTENERGY SERVICE COMPANY

76 South Main Street Akron, Ohio 44308 (330) 606-8087

kfling@firstenergycorp.com.

Attorney for Ohio Edison Company, The Cleveland Electric Illuminating Company, and Toledo Edison Company Bill Based On: Actual Meter Reading

Billing Period: May 11 to Jun 13, 2022 for 34 days Bill For:

June 15, 2022 **Account Number:**

Amount Due: \$161.48

Due Date: June 29, 2022

> _1 87 161.48

-120.85

To report an emergency or an outage, call 24 hours a day 1-888-544-4877

Bill issued by: Ohio Edison, PO Box 3687, Akron OH 44309-3687

To enroll in eBill or pay your bill online, scan the QR code on the right of this bill from your mobile device or go to www.firstenergycorp.com

05/17/22 Payment

For Customer Service, call 1-800-633-4766. For Payment Options, call 1-800-686-3421. Messages

To avoid a 1.50% Late Payment Charge being added to your bill, please pay the ${\bf Amount\,Due}$ by the Due Date.

Your current PRICE TO COMPARE for generation and transmission from Ohio Edison is listed below. In order for you to save money off of your utility's supply charges, a supplier must offer you a price lower than Ohio Edison's price of 5.73 cents per KWH for the same usage that appears on the bill. To review available competitive supplier offers, visit the Public Utilities Commission of Ohio's "Energy Choice Ohio" website at www.energychoice.ohio.gov.

Residential Service - 0001582138 - 5.73 cents per KWH

The information below shows specific charges for the costs of energy efficiency, peak demand reduction, and renewable energy. These charges are not new, but are and previously were consolidated with other charges on your bill.

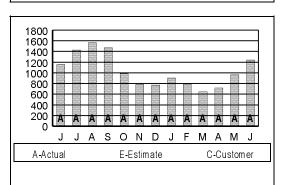
1,238 KWH x	0.000000	\$0.00
1,238 KWH x	0.000000	\$0.00
1,238 KWH x	0.002084	\$2.58
	1,238 KWH x	1,238 KWH x 0.000000 1,238 KWH x 0.000000 1,238 KWH x 0.002084

Your meter reading is scheduled to occur on or about next Jul 13, 2022

Pursuant to Ohio law, it is illegal for your electric meter and associated equipment to be tampered with to obtain unauthorized use of electricity. As specified in the Ohio Revised Code, persons found guilty of stealing electricity or tampering may be subject to jail sentences up to five years and fines up to \$10,000. Meter tampering is dangerous and could result in serious personal injury or damage to property. Ohio Law requires this message

As of June 1, 2022, residential customers who receive electric service through the company's Standard Service Offer will see new prices for Rider GEN, as approved by the Public Utilities Commission of Ohio (Case No. 22-0340-EL-RDR). On an annualized basis, it is estimated that the change in Rider GEN will result in an average increase of Additional messages, if any, can be found on back.

	Usa	age History	
1 04	4.454	D 04	774
Jun 21	1,104	Dec 21	771
Jul 21	1,429	Jan 22	903
Aug 21	1,567	Feb 22	/91
Sep 21	1,469	Mar 22	645
Oct 21	990	Apr 22	717
Nov 21	780	May 22	963
		.lun 22	1 238



Comparisons	Last Year	This Year
Average Daily Use (KWH)	37	36
Average Daily Temperature	69	68
Days in Billing Period	31	34
Last 12 Months Use (KWH)		12,263
Average Monthly Use (KWH)		1,022

Account Summary mount Due 120.85 Previous Balance -120.85 Payments/Adjustments Balance at Billing on Jun 15, 2022 0.00 161.48 Ohio Edison - Consumption Amount Due by Jun 29, 2022 \$161.48 Usage Information for Meter Number Jun 13, 2022 KWH Reading (Actual) 41,447 May 11, 2022 KWH Reading (Actual) 40,209 KWH used 1,238 Charges From Ohio Edison Customer Number Rate: Residential Service OE-RSF Customer Charge 61.25 0.03 Distribution Related Component Economic Development Component Cost Recovery Charges
Bypassable Generation and Transmission Related Component 27 12 70.95 Consumer Rate Credit
Current Consumption Bill Charges

Detail Payment and Adjustment Information

Return this part with a check or money order payable to Ohio Edison



76 South Main Street Akron, OH 44308-1890

Account Number: **Amount Paid Amount Due** \$161.48 Jun 29, 2022 **Due Date**

> OHIO EDISON PO BOX 3687 AKRON OH 44309-3687

Messages (Continued)

approximately \$3.10 on the monthly bill of a typical residential customer using 750 kWh and taking generation service from the company's Standard Service Offer

Explanation of Terms

watts used for one hour

the Due Date.

Bypassable Generation and Transmission Related Component - Charges for purchasing power and delivering it through the transmission system. These charges are avoided when switching to a Certified Retail system. These charges Electric Service provider.

Cost Recovery Charges - Recovers previously incurred costs, including PUCO-approved Phase-In Recovery Charges OE collects from all customers on behalf of OE Funding, LLC which owns the right to impose and collect such charges

Customer Charge - Monthly charge that offsets costs for billing, meter reading, equipment, and service line maintenance.

Distribution Related Component - Charge for moving electricity over distribution lines to a service location.

Economic Development Component - Charges related to economic development support.

Estimated Reading - On the months we do not read a meter, we calculate the bill based on past electrical usage.

Price to Compare (PTC) - The utility's price per KWH for bypassable generation and transmission; can be compared with the price offered by

another supplier.

KWH (Kilowatt Hour) - A unit of measure for electricity usage equal to 1,000

Late Payment Charge - A charge added to the bill on balances owed after

QR (Quick Response) Code - A square, black-and-white image that can be read by a mobile device using a barcode scanner or camera to direct you to our website at http://www.firstenergycorp.com/log_in.html.

Residential Distribution Credit - A distribution credit for a qualifying rate applied to all usage over 500 KWH during the winter billing period.

Residential Non-Standard Credit - A generation credit for a qualifying rate applied to all usage over 500 KWH during the winter billing period

Important Information

If you have billing questions or complaints about your Ohio Edison account or for a written explanation of the Price to Compare.

Call Customer Service at 1-800-633-4766 Monday - Friday, from 8 a.m. - 6 p.m. Call Payment Options at 1-800-686-3421 Monday - Friday, from 8 a.m. - 6 p.m.

Visit our website at http://www.firstenergycorp.com Write to us at Ohio Edison, 76 S. Main St., A-RPC, Akron, OH 44308-1890.

Customers with hearing or speech impairments can contact the Telecommunications Relay Service (TRS) at 711.

We welcome the opportunity to work with you and will try to answer your questions. If your complaint is not resolved after you have called your electric utility, 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 8 a.m. to 5 p.m. weekdays, or at http://www.puco.ohio.gov. Hearing or speech impaired customers may contact the via 7-1-1 (Ohio relay service).

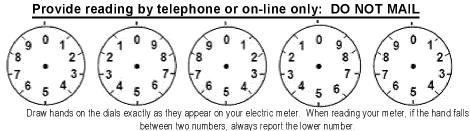
The Ohio consumers' counsel (OCC) represents residential utility customers in matters before the PUCO. The OCC can be contacted at 1-877-742-5622 (toll-free) from 8 a.m. to 5 p.m. weekdays, or at http://www.pickocc.org.

For Energy Assistance: Contact the Home Energy Assistance Program (HEAP) at 1-800-282-0880 (TDD/TTY 1-800-686-1557) Monday - Friday between 8 a.m. and 5 p.m. 8 a.m. and 5 p.m.

For your protection, all of our employees wear Photo I.D. badges

Electronic Check Conversion - Your check authorizes us either to make a one-time electronic funds transfer (EFT) from your account or process as a check. If you have questions about this program, call 1-866-283-8081

To provide a customer meter reading, use the dials provided and enter the reading on-line at www.firstenergycorp.com/aboutyourbill or by calling 1-800-633-4766. Say "Meter Reading" when asked "Which of these can I help you with today?" Have the date you took the reading available.



If you have a **DIGITAL METER** write the numbers here

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Case No(s). 22-0714-EL-UNC

Summary: Application OHIO EDISON COMPANY, THE CLEVELAND ELECTRIC ILLUMINATING COMPANY, AND THE TOLEDO EDISON COMPANY'S APPLICATION FOR APPROVAL OF A CHANGE IN BILL FORMAT electronically filed by Ms. Kristen M. Fling on behalf of Ohio Edison Company and The Toledo Edison Company and The Cleveland Electric Illuminating Company