



## Office of the Ohio Consumers' Counsel

Your Residential Utility Consumer Advocate

# CONSUMERS' FACT SHEET

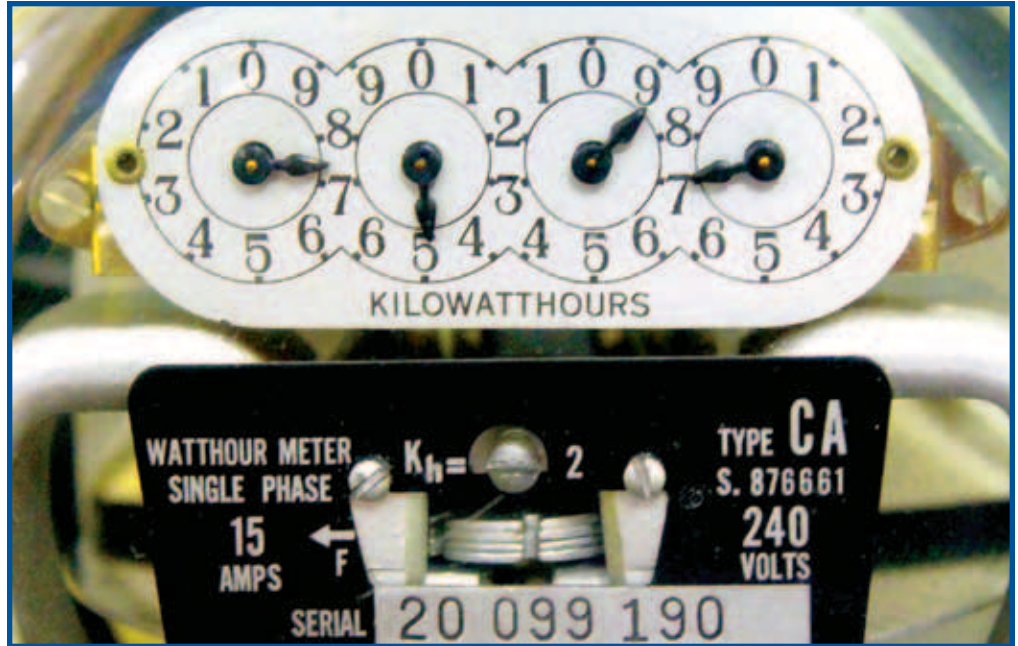
### Office of the Ohio Consumers' Counsel

10 West Broad Street  
Suite 1800, Columbus, OH  
43215-3485

EMAIL:  
occ@occ.state.oh.us

WEBSITE:  
www.pickocc.org

# COMPARING YOUR ELECTRIC CHOICES



The Office of the Ohio Consumers' Counsel (OCC) provides general information about competitive retail supplier offers for residential customers of Ohio's regulated electric utility companies.

Customers should have their latest monthly bill available to find their **price to compare** when deciding if they can save money on their electric bill by purchasing electricity from a competitive supplier. The price to compare is the amount a competitive supplier would have to beat in order for a customer to save on their electric bill. This includes the cost of electric generation, transmission and some miscellaneous charges.

The price to compare does not include distribution costs, which customers continue to pay to their utility company even if they choose a competitive supplier. *Customers should remember that the price to compare varies from utility to utility and month to month based on the amount of electricity used. Review previous bills to determine what the average price-to-compare may be*

*and if there are savings by switching to a competitive supplier for the term of the contract being considered.*

### The OCC can help

When considering an electric choice provider, customers should carefully weigh all of their options, including staying with their regulated utility company. Customers also can visit the OCC's website, [www.pickocc.org](http://www.pickocc.org), to obtain a copy of its *Electric Choice 101* and *Consumer protections in electric choice* fact sheets for more information about electric choice.

### What do these offers mean?

**Fixed Rate:** This is a fixed price per kilowatt-hour of electricity that will not change for the length of the agreement. Typically, agreement periods range anywhere from six months to three years.

**Variable Rate:** This type of agreement offers a price per kilowatt-hour of electricity that can change over a period of time, based on various conditions. Customers considering entering into a variable rate

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agreement should ask the supplier how often the rate is subject to change and what factors will cause the rate to change.

### Percentage off the Price to Compare:

This agreement offers a discount off the customer's price to compare printed on their electric bill. While the percentage of discount a supplier offers will remain the same for the duration of the agreement, the actual price could vary with changes in the wholesale price of electricity.

**Hybrid Programs:** These offers often have different rates associated with seasonal changes. Most offers charge one rate for the winter months (November-April) and another rate during the

summer months (May-October). Other hybrid offers may include a variable rate for a period of time and a fixed rate for the remainder of the agreement period.

**Incentive Offers:** In addition to the rate, some supplier offers may include incentives or discounts. Customers may see a fixed or variable rate offer that includes a certain month of the year for free or a rebate at the end of the agreement period. Other offers may include gift certificates or promotional coupons. The added incentives should be accounted for when customers estimate how much, if any, money they would save by choosing a certain supplier.

**Customers should remember that the price to compare varies from utility to utility and month to month based on the amount of electricity used. Review previous bills to determine what the average price-to-compare may be and if there are savings by switching to a competitive supplier for the term of the contract being considered.**

### Offers for American Electric Power customers

Supplier	Offer (per kWh)	Contract term	Offer details
<b>AEP Retail Energy</b> (855) 300-7192 <a href="http://www.aepretailenergy.com">www.aepretailenergy.com</a>	6.69 cents per kWh – Fixed rate	24 Months	This offer is limited to residential customers of AEP Ohio. Enroll online at <a href="http://www.aepretailenergy.com/enroll">http://www.aepretailenergy.com/enroll</a>
	100% wind product; 7.49 cents per kWh	Through May 2014	This offer is limited to residential customers of AEP Ohio. Enroll online at <a href="http://aepretailenergy.com/green">http://aepretailenergy.com/green</a>
<b>Border Energy Electric Services, Inc.</b> (888) 901-8461 <a href="http://www.borderenergyelectric.com">www.borderenergyelectric.com</a>	Guaranteed 10% discount off the AEP "Price-to-compare" through May 2013.	Through May 2013	This offer is limited to residential customers of AEP. Enroll online at <a href="http://signup.borderenergyinc.com/AEPOhio_ex.aspx">http://signup.borderenergyinc.com/AEPOhio_ex.aspx</a>

*Disclaimer: This information has been obtained by the Office of the Ohio Consumers' Counsel and should be used only as a guide. The OCC is not responsible for selections you make based on the information contained herein. Contact the supplier before enrolling to verify its rate, contract terms and availability in your county. For more information about the electric choice programs and participating suppliers visit [www.pickocc.org](http://www.pickocc.org) or contact the OCC toll free at 1-877-PICKOCC (1-877-742-5622).*

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### Offers for American Electric Power customers

Supplier	Offer (per kWh)	Contract term	Offer details
<b>Duke Energy Retail Sales</b> 800-920-5039 <a href="http://Retail.duke-energy.com">http://Retail.duke-energy.com</a>	6.30 cents per kWh – Fixed rate	Through May 2013	Online-only offer: AEP Residential customer in Ohio Power. (Offer Code OP2012) and Columbus Southern Power (Offer Code CS2012). <a href="http://retail.duke-energy.com/aep">http://retail.duke-energy.com/aep</a> \$50 early cancellation fee.
	6.50 cents per kWh – Fixed rate	Through May 2014	Online-only offer: AEP Residential customer in Ohio Power (Offer Code OP2012) and Columbus Southern Power. (Offer Code CS2012). <a href="http://retail.duke-energy.com/aep">http://retail.duke-energy.com/aep</a> \$50 early cancellation fee.
<b>FirstEnergy Solutions</b> 1-877-635-0495 <a href="http://www.fes.com">www.fes.com</a>	6.00 cents per kWh through December 2012, then 6.65 cents per kWh through March 2015	Through March 2015	Offer valid to AEP Residential customers in Ohio Power rate zone (rate codes 015 and 022) and Columbus Southern Power rate zone (rate codes 013 and 014): <a href="https://www.fes.com/aep">https://www.fes.com/aep</a> \$150 early cancellation fee.
<b>IGS Energy</b> 1-877-444-7427 <a href="http://www.igsenergy.com">www.igsenergy.com</a>	6.85 cents per kWh – Fixed rate	12 months	Offer valid to residential customers of Columbus Southern Power and Ohio Power.
<b>Just Energy</b> 1-866-587-8674 (toll free) <a href="http://www.JustEnergy.com">www.JustEnergy.com</a>	6.99 cents per kWh – Variable rate	60 months	Up to 5% below current Utility Rate for first three months. \$125 rebate if you pay more over your term than you would have on the Utility Rate. Just Green available. (Call Just Energy for details.) \$50 early cancellation fee.

### Offers for Dayton Power & Light customers

Supplier	Offer (per kWh)	Contract term	Offer details
<b>AEP Retail Energy</b> 1-877-923-7728 <a href="http://www.aepretailenergy.com">www.aepretailenergy.com</a>	6.89 cents per kWh – Fixed rate	24 months	Offer valid for DP&L residential customers on RS or RH rate. Enroll online at <a href="http://www.aepretailenergy.com/save20">www.aepretailenergy.com/save20</a>
<b>Border Energy Electric Services, Inc.</b> (888) 901-8461 <a href="http://www.borderenergyelectric.com">www.borderenergyelectric.com</a>	6.99 cents per kWh – Fixed rate	Through Dec. 2013	This offer is for residential RS customers of Duke Energy only. Enroll at <a href="http://signup.borderenergyinc.com/DUKE_ex.aspx">http://signup.borderenergyinc.com/DUKE_ex.aspx</a>

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<b>DP&amp;L Energy</b> 1-800-319-1356 <a href="http://www.dplenergy.com">www.dplenergy.com</a>	6.99 cents per kWh – Fixed rate	18 Months	Offer valid for DP&L residential customers only. Enroll online at <a href="http://dplenergygo.com/">http://dplenergygo.com/</a>
	6.50 cents per kWh – Fixed rate	Through May 2014	Offer valid for DP&L residential customers only. Must enroll online at <a href="http://dplenergy.com/dplonlinehome">http://dplenergy.com/dplonlinehome</a>
	6.99 cents per kWh – Fixed rate	Through May 2014	Offer valid for DP&L residential customers only. Enroll online at <a href="http://dplenergygo.com/">http://dplenergygo.com/</a>
<b>FirstEnergy Solutions</b> 1-877-404-2070 <a href="http://www.fes.com">www.fes.com</a>	6.99 cents per kWh – Fixed rate	Through June 2014	Offer valid for DP&L RS and RH customers only. \$150 early cancellation fee.
	6.50 cents per kWh – Fixed rate	Through June 2014	Offer valid for DP&L RS and RH customers only. Special Internet offer. Enroll at <a href="http://www.fes.com/dpl">www.fes.com/dpl</a> \$150 early cancellation fee.

**Offers for Duke Energy Ohio customers**

Supplier	Offer (per kWh)	Contract term	Offer details
<b>AEP Retail Energy</b> 1-855-285-9013 <a href="http://www.aepretailenergy.com">www.aepretailenergy.com</a>	5.29 cents per kWh – Fixed rate for 3 months, then variable month-to-month	12 months	This offer is for residential RS customers of Duke Energy only. Special Internet offer. Enroll at <a href="http://aepretailenergy.com/lowprice">http://aepretailenergy.com/lowprice</a>
	5.59 cents per kWh – Fixed rate	12 months	This offer is for residential RS customers of Duke Energy only. Special Internet offer. Enroll at <a href="http://aepretailenergy.com/lowprice12">http://aepretailenergy.com/lowprice12</a>
	5.79 cents per kWh – Fixed rate	Through May 2014	This offer is for residential RS customers of Duke Energy only. Special Internet offer. Enroll at <a href="http://aepretailenergy.com/lowprice24">http://aepretailenergy.com/lowprice24</a>
<b>Border Energy Electric Services, Inc.</b> (888) 901-8461 <a href="http://www.borderenergyelectric.com">www.borderenergyelectric.com</a>	5.85 cents per kWh – Fixed rate	Through Dec. 2013	This offer is for residential RS customers of Duke Energy only. Enroll at <a href="http://signup.borderenergyinc.com/DUKE_ex.aspx">http://signup.borderenergyinc.com/DUKE_ex.aspx</a>
<b>Cincinnati Bell Energy</b> (866) 852-6849 <a href="http://www.cincinnatibellenergy.com">www.cincinnatibellenergy.com</a>	5.42 cents per kWh – Variable rate	Month to month	This offer is for residential RS customers of Duke Energy only. 100% renewable and Green-E Certified. No early cancellation fee.
	5.53 cents per kWh – Fixed rate	12 months	This offer is for residential RS customers of Duke Energy only. 100% renewable and Green-E Certified. \$50 early cancellation fee.
	5.67 cents per kWh – Fixed rate	24 months	This offer is for residential RS customers of Duke Energy only. 100% renewable and Green-E Certified. \$50 early cancellation fee.



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**Offers for Duke Energy Ohio customers**

Supplier	Offer (per kWh)	Contract term	Offer details
<b>Direct Energy</b> 1-888-566-9988 <a href="http://www.directenergy.com">www.directenergy.com</a>	5.69 cents per kWh – Fixed rate	12 months	No early cancellation fee.
<b>Dominion Energy Solutions</b> 1-888-216-6603 <a href="http://www.dom.com/products">www.dom.com/products</a>	5.64 cents per kWh – Fixed rate	Through Dec. 2013	\$50 early cancellation fee.
<b>DP&amp;L Energy</b> 1-800-319-1356 <a href="http://www.dplenergy.com">www.dplenergy.com</a>	5.80 cents per kWh – Fixed rate	24 months	This offer is for residential RS customers of Duke Energy only. Enroll online at <a href="http://www.dplenergygo.com">www.dplenergygo.com</a>
<b>Duke Energy Retail Sales</b> 855-537-4459 <a href="http://www.dukesavings.com">www.dukesavings.com</a>	6.19 cents per kWh – Guaranteed fixed rate	Through Dec. 2013	This offer is for residential RS customers of Duke Energy only. The offer ends May 31, 2012. Call 855-537-4459 or go to <a href="http://www.dukesavings.com">www.dukesavings.com</a> to sign up for this offer. \$100 early cancellation fee.
<b>FirstEnergy Solutions</b> 1-866-430-4408 <a href="http://www.fes.com">www.fes.com</a>	5.65 cents per kWh – Fixed rate	Through March 2013	Offer valid for residential customers on RS rate only. Enroll at <a href="http://fessave.com/Duke">http://fessave.com/Duke</a> \$150 early cancellation fee.
<b>Just Energy</b> 1-866-587-8674 (toll free) <a href="http://www.JustEnergy.com">www.JustEnergy.com</a>	5.59 cents per kWh – Variable rate	60 months	Up to 5% below current Utility Rate for first three months.

**Offers for FirstEnergy customers**

Supplier	Offer (per kWh)	Contract term	Offer details
<b>AEP Retail Energy</b> 1-855-300-7179 <a href="http://www.aepretailenergy.com">www.aepretailenergy.com</a>	5.69 cents per kWh – Fixed rate	24 months	This offer is for residential customers of Ohio Edison, The Illuminating Company, and Toledo Edison only. Enroll online at <a href="http://www.aepretailenergy.com/save24">http://www.aepretailenergy.com/save24</a>
<b>Constellation Energy</b> 1-866-577-4700 <a href="http://www.home.constellation.com">www.home.constellation.com</a>	6.09 cents per kWh – Fixed rate.	12 months	This offer is for electric residential customers of Ohio Edison, Cleveland Electric Illuminating, and Toledo Edison. \$25 early cancellation fee.
<b>DP&amp;L Energy</b> 1-866-577-4700 <a href="http://www.dplenergy.com">www.dplenergy.com</a>	6.10 cents per kWh – Fixed rate.	24 months	This offer is for residential customers of Ohio Edison, The Illuminating Company, and Toledo Edison only. Enroll online at <a href="http://www.dplenergygo.com">www.dplenergygo.com</a>

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The Office of the Ohio Consumers' Counsel (OCC), the residential utility consumer advocate, represents the interests of 4.5 million households in proceedings before state and federal regulators and in the courts.

The state agency also educates consumers about electric, natural gas, telephone and water issues.

For more information, please visit the OCC website at [www.pickocc.org](http://www.pickocc.org).



*The Office of the Ohio Consumers' Counsel is an equal opportunity employer and provider of services.*

<b>Duke Energy Retail Sales</b> 855-999-8817 <a href="http://www.dukesavings.com">www.dukesavings.com</a>	Guaranteed fixed price plan that is designed for all electric residential customers with high winter usage. 5.35 cents per kWh from Nov. through March. 5.75 cents per kWh for April through Oct.	Through May 2014	On-line only offer. This offer is for residential customers with all electric homes in Ohio Edison, The Illuminating Company, and Toledo Edison. This offer ends May 31, 2012 and is available to the first 10,000 customers who sign up. Go to <a href="http://www.dukesavings.com">www.dukesavings.com</a> to sign up for this offer. \$50 early cancellation fee.
	12% discount off the price-to-compare	Through May 2013	On-line only offer. This offer is for all residential customers of Ohio Edison, The Illuminating Company, and Toledo Edison. This offer ends May 31, 2012 and is available to the first 10,000 customers who sign up. Go to <a href="http://retail.duke-energy.com/companydiscount">http://retail.duke-energy.com/companydiscount</a> (Offer Code FESAVE) to sign up for this offer. \$100 early cancellation fee.
<b>FirstEnergy Solutions</b> 1-888-254-6359 <a href="http://www.fes.com">www.fes.com</a>	Electric heating customers get a price of 5.75 cents per kWh on electric generation during the winter months (Oct. through March) and 6.30 cents per kWh during the summer months (April through Sept.).	Through May 2014	This offer is for residential electric heating customers of Ohio Edison, The Illuminating Company and Toledo Edison. This offer ends March 31, 2012. Enroll at <a href="https://fes.com/electric-heat">https://fes.com/electric-heat</a> or call 1-888-254-6359. \$100 early cancellation fee.
	6% off price to compare	Through Dec. 2012	Offer valid for Cleveland Electric Illuminating, Ohio Edison and Toledo Edison customers on RS rate. \$25 early cancellation fee.