

Discussion Document

Submitted by: PPL Electric Utilities
Date submitted: September 30, 2011
Issue: EDC Letter for Choice Mailing

Below are the proposed edits of PPL Electric Utilities (PPL Electric or the company) on the staff draft of the subject letter dated 8/25/11. As the company has articulated in previous communications within the investigation process, PPL Electric is okay with the concept (we in fact sent such a letter in November of 2009). In proposing the edits below, we wish to make note of the following:

1. Our edits include some that have already been suggested by PECO and FirstEnergy.
2. We are suggesting some customization consistent with the different customer experience in different service territories.
3. Substantive issues such as using the Price to Compare are yet to be resolved which may significantly impact the fourth paragraph.
4. There is likelihood that events between now and the issuance of such letter (currently contemplated for May 2012) will require further editing.

Doug Krall
PPL Electric Utilities

Comments of PPL Electric Utilities:

EDC Letter for "Choice" Mailing
8/25/30/2011

DRAFT:

In Pennsylvania you have the power to choose the company that generates your supplies the electricity you use in your home or business – your known as electric generation suppliers.

As your electric distribution company the company that delivers your electricity, (UTILITY NAME) strongly encourages you to do so learn about the competitive market and the choices available to you – you may be able to save money by shopping among competitive suppliers. Your decision to choose a competitive new supplier will not hurt us and may very well help you. Regardless of whether you switch or not, (UTILITY NAME) will still be your distribution or "wires" company, making sure power gets to your home or business safely and reliably, responding promptly to outages and other emergencies, and providing you with billing and customer support.; ~~while a competitive supplier will provide your electric generation supply and may be able to help keep dollars in your pocket.~~

Just ~~like as~~ you shop for other services, you can ~~make a decision~~ [shop for](#) ~~on~~ an electric supplier based on your own needs and preferences. Generation ~~supply costs~~ [service charges](#) comprise the ~~majority of the average~~ [largest share of the typical](#) electric bill. [This is the portion of your bill that is passed along to your generation supplier.](#) You can shop based on price, environmental preferences or special services and deals. [The best way to](#) ~~To~~ get started, [visit is by logging on to](#) ~~www.PAPowerSwitch.com~~ – the Pennsylvania Public Utility Commission’s (PUC) one-stop shop for electric ~~shoppers~~ [consumers](#).

~~On~~ [When you visit](#) PAPowerSwitch.com, simply enter your zip code and average monthly usage, [which can be](#) found on your electric bill. [You can compare how our, and begin comparing how \(UTILITY NAME\)](#) “Price to Compare” at the top of the chart stacks up against offers from competitive electric suppliers. The Price to Compare is the key to shopping, as it ~~enables~~ [allows](#) you to ~~compare~~ [make an apples-to-apples comparison with](#) supplier offers. Please note, [much like the prices of any other commodity, electricity prices can change at any time. PPL Electric’s price to compare changes every three months. The pricing offered by suppliers may be for longer or shorter terms. You should, therefore, consider not just the price, but, also, the term over which the price applies and possible cancellation terms. Finally, remember that the price to compare does not include our monthly distribution charges, which are not affected by whether you chose another supplier or not. that our Price to Compare can change on a quarterly basis and does not include distribution charges, which are still paid to \(UTILITY NAME\).](#)

[You can still shop even if](#) ~~if~~ you do not have Internet access, ~~no problem~~. You can call the PUC’s Bureau of Consumer Services at 1-800-692-7380 and request a list of competitive suppliers currently making offers in your area, [or by calling the Pennsylvania Office of Consumer Advocate at 1-800-XXX-XXXX](#). ~~Additionally, information on offers from competitive electric suppliers can be found on the website of~~ [The Pennsylvania Office of Consumer Advocate – www.oca.state.pa.us – also offers information about electric suppliers.](#)

Investing a few minutes now shopping for your electric generation supplier could ~~pay save~~ you ~~big dividends~~ [money](#) on tomorrow’s electric bill. In Pennsylvania, the power is in your hands, and the choice is yours. Either way, (UTILITY NAME) stands ready to continue providing safe, reliable electric service to your home or business.