

Request for Proposal (RFP)



Issued by
Office of the Ohio Consumers' Counsel (OCC)
10 West Broad Street, Suite 1800
Columbus, Ohio 43215

**Request for Proposal (RFP) To Provide Services to Produce
Educational Videos Highlighting Energy Choices for Residential Utility Consumers**

RFP Number: 2014-05
Issued: February 13, 2014

**REQUEST FOR PROPOSAL
TABLE OF CONTENTS**

Organization. This Request for Proposal is organized into five parts as listed below:

	<u>Page</u>
<i>Part 1: Executive Summary</i>	3
<i>Part 2: General Instructions</i>	4
<i>Part 3: Scope of Work and Deliverables</i>	6
<i>Part 4: Bid Requirements</i>	8
<i>Part 5: Evaluation of Bids</i>	10
Affirmation and Disclosure Form Executive Order 2011-12K	11
Attachments:	
Comparing Your Natural Gas Choices	
Comparing Your Electric Choices	

PART ONE: EXECUTIVE SUMMARY

Purpose. This is a Request for Proposal (“RFP”) issued by the Office of the Ohio Consumers’ Counsel (“OCC”) to solicit bids from Independent Contractors to provide assistance to create, produce, edit and provide technical and graphic support for a series of educational videos highlighting consumer energy choices.

Background. The OCC plays an integral part in Ohio's government and economy by fulfilling its role as the advocate agency for residential utility consumers. Established in 1976, the OCC's services for Ohio consumers include advocacy on their behalf on issues involving the affordability and quality of their utility services. OCC also provides education for consumers regarding their utility services, including with regard to consumers' competitive choices for energy.

The law governing the agency's activities is contained in Chapter 4911 of the Ohio Revised Code. The Consumers' Counsel is appointed by and remains responsible to a nine-member Governing Board.

PART TWO: GENERAL INSTRUCTIONS

Calendar of Events. The schedule for this RFP and the work to be addressed is given below. The OCC reserves the right to change this schedule as needed.

Firm Dates

RFP Issued: February 13, 2014
Bid Due Date/Time: February 27, 2014 at 2:00p.m.

Estimated Dates

Contract Award: March 7, 2014

Contract End Date

June 30, 2014

Contacts. The following individual will represent the OCC as the primary contact for matters relating to the technical and non-technical aspects of the RFP and during the contract negotiation/award process and subsequent invoicing.

Robin Tedrick

Records Management Coordinator
Office of the Ohio Consumers' Counsel
10 W. Broad Street, Suite 1800
Columbus, Ohio 43215
614-466-9591
E-mail: ROBIN.TEDRICK@OCC.OHIO.GOV

Proposal Submission. Proposals are to be mailed or delivered to: Robin Tedrick, Office of the Ohio Consumers' Counsel, 10 W. Broad Street, Suite 1800, Columbus, Ohio 43215-3485. Proposals can be sent via e-mail to ROBIN.TEDRICK@OCC.OHIO.GOV. The deadline to submit proposals for this RFP is **2:00 p.m. on February 27, 2014.**

The OCC may reject any proposals or unsolicited proposal amendments that are received after the deadline. A prospective contractor that mails its proposal must allow for adequate mailing time to ensure its timely receipt.

Each prospective contractor must carefully review the requirements of this RFP and the contents of its proposal. All prospective contractors are on notice that the OCC will not be liable for any costs incurred by any prospective contractor in responding to this RFP, regardless of whether the OCC awards the contract through this process, decides not to go forward with the work, cancels this RFP for any reason, or contracts for the work through some other process or by issuing another RFP.

By submitting a proposal, the prospective contractor acknowledges that it has read this RFP, understands it, and agrees to be bound by its requirements. The prospective contractor also agrees that the contract

will be the complete and exclusive statement of the agreement between the OCC and the contractor and will supersede all communications between the parties regarding the contract's subject matter.

The OCC may reject any proposal if the prospective contractor takes exception to the terms and conditions of this RFP, fails to comply with the procedure for participating in the RFP process, or the prospective contractor's proposal fails to meet any requirement of this RFP. The OCC may reject any proposal that is not in the best interest of the OCC to accept. Further, the OCC may decide not to do business with any of the prospective contractors responding to this RFP.

All proposals and other material submitted will become the property of the OCC and may be returned only at the option of the OCC. Proprietary information should not be included in a proposal or supporting materials because the OCC will have the right to use any materials or ideas submitted in any proposal without compensation to the prospective contractor.

The OCC will retain all proposals, or a copy of them, as part of the contract file for at least five (5) years. After that retention period, the OCC may return, destroy, or otherwise dispose of the proposals or the copies.

Waiver of Defects. The OCC has the right to waive any defects in any bid or in the submission process followed by a prospective contractor. However, the OCC will only do so if it is in the best interest of the OCC and will not cause any material unfairness to other prospective contractors.

Amendments to Bids. Amendments or withdrawals of bids will be allowed if the amendment or withdrawal is received before the bid due date. No amendment or withdrawals will be permitted after the due date, except as expressly authorized by the OCC.

Amendments to the RFP. If the OCC decides to revise this RFP, amendments will be made available to all prospective contractors. When the OCC makes amendments to the RFP after bids have been submitted, the OCC will permit prospective contractors to withdraw or modify their bids.

Contract. If this RFP results in a contract award, the contract will include by reference this RFP, written amendments to this RFP, the prospective contractor's bid (response to the RFP), and written, authorized amendments to the Contractor's bid. It will also include any purchase orders and change orders issued under the Contract.

In addition, the prospective contractor will agree to abide by all laws, rules and directives of the State of Ohio, as they pertain to vendors doing business with the State of Ohio.

PART THREE: SCOPE OF WORK AND DELIVERABLES

This section describes the scope of work and what the selected Independent Contractor must deliver as part of the completed work (the "Deliverables") to meet the terms and conditions of a subsequent contract.

Scope of Work. The Independent Contractor will, with input and assistance from OCC staff, create, produce, edit and provide all technical support (including graphics) for a series of three 90 second to 3 minute educational videos highlighting energy choices. Energy marketers (electric and gas) use various methods to sign up new customers for their services, such as door-to-door solicitations, phone calls, print and commercial ads. Presently, the OCC makes available to consumers general information about competitive retail supplier offers via OCC Fact Sheets*. This project is to develop videos that can be viewed by Ohio consumers to assist them with making energy choices that meet their needs (such as to save money). The intention is to present useful information to Ohio consumers in a video format that increasingly is used for sharing information through social media.

Work Requirements and Deliverables. The Independent Contractor shall undertake the following work as requested and approved by OCC for assistance in developing and producing three 90 second to 3 minute educational videos for use on OCC's website and in social media. The location for filming the videos will be in Central Ohio (Franklin and surrounding counties), with a specific site yet to be determined. Draft scripts for the videos will be developed by the Contractor with input from OCC staff. OCC staff will recommend personnel to be in the videos which should eliminate the need for professional actors.

The Independent Contractor will, with input and assistance from OCC staff, create, produce, edit and provide all technical support, including graphics and script writing for three 90 second to 3 minute videos pertaining to consumer utility energy choices, including;

Deliverable 1

- Write the draft script for each video (with input from OCC);
- Provide a recommendation as to the format of the videos;
- Provide recommendations as to any graphics, background music, logos or screenshots;
- Provide recommendations as to locations for shooting the videos.

Deliverable 2

- Provide a final script, to OCC's satisfaction;
- Secure a location for shooting the video(s), after OCC has approved the location;
- Give guidance/coaching to person(s) appearing in each video.

*See attached OCC Fact Sheets: Comparing Your Electric Choices and Comparing Your Natural Gas Choices.

Deliverable 3

- The Independent Contractor shall produce (to OCC's satisfaction) each video, and deliver two final copies of each video to OCC by June 30, 2014. All video and other work product from the project (whether used or not used by OCC) is OCC's property and the Independent Contractor may not disseminate or disclose any video or work product without OCC's written permission (by an OCC employee at or above the department director level)

PART FOUR: BID REQUIREMENTS

Bid Format. Each bid must include sufficient data to allow the OCC to verify the total cost for the work and all of the prospective contractor's claims of meeting the RFP's requirements. These instructions describe the required format for a responsive bid. The prospective contractor may include any additional information it believes is relevant.

1. **Contractor Profile.** Each bid must include a general profile of the prospective contractor's relevant experience working on projects similar to this work. In the **Contractor Profile**, or in **Personnel Profile Summaries** (see below), details on prior and current similar and/or relevant work projects should be provided, including the scope of such work and clients. While detail is generally preferred on a contractor's most recent work, contractors are encouraged to provide detail on relevant work in Ohio.

The profile must also include the prospective contractor's legal name, address, and telephone number; home office location; date established; ownership (such as public firm, partnership, or subsidiary); firm leadership (such as corporate officers or partners); total number of employees nationwide and in Ohio; the percentage of women employees nationwide and in Ohio; the percentage of minorities nationwide and in Ohio; number of employees to be engaged in tasks directly related to the work; and any other background information the prospective contractor believes would be useful during the bid evaluation process.

2. **Work Plan.** The prospective contractor must fully describe its approach, methods, and specific work steps for doing the work and producing the **Work Requirements and Deliverables** set forth in Part Three of this RFP. The OCC encourages responses that demonstrate a thorough understanding of the nature of the work and what the Contractor must do to get the work done well. The prospective contractor must also provide a complete and detailed description of the way it will do the work that addresses the areas of concern identified below. The OCC seeks insightful responses that describe proven, state-of-the-art methods. Recommended solutions should demonstrate the prospective contractor's ability to quickly undertake and successfully complete the required tasks.

The prospective contractor's work plan must clearly and specifically identify key personnel assignments, by individual, as to who would be addressing the deliverables set forth in Part Three of this RFP.

3. **Personnel Profile Summaries.** Each bid must include a profile(s) and/or resume(s) that demonstrates the competency of the contractor by submitting the following information:
 - **Team Members Names**
 - **Experience and Qualifications.** Experience and qualifications relevant to this project.
 - **Dates of Employment.** The length of time the team members performed relevant work requiring the necessary technical expertise.
 - **Project Experience.** The work of the team members on projects of similar or greater size and scope.

4. **References.** The prospective contractor must include three references for which the prospective contractor has successfully provided services on projects that were similar in their nature, size, and scope of work. These references must relate to work that was completed within the past five (5) years.
Note: Each reference must be willing to discuss the prospective contractor's performance with an OCC representative.
5. **Cost Summary.** The OCC's estimated budget for this RFP is up to \$7,500. Each prospective contractor must provide a cost summary table showing: (1) Team Members' names, (2) their hourly rates, (3) their estimated hours, and (4) total estimated project cost for the Work Requirements and Deliverables set forth in Part Three of this RFP.
 - a) The OCC requires the inclusion of ALL expenses associated with this project within the hourly rates and hours used to determine the costs for the deliverables, thereby eliminating the need for expense billings. Items to be taken into consideration in determining the cost of each deliverable should include supplies and materials, transportation and per diems, copying and overnight mail charges, etc. The successful bidder will be responsible for direct payment to vendors for any requirements for overnight mail and any "on-site" photocopying charges.
 - b) Contractor will be paid for services only after services have been performed and documented.
6. The OCC will not be liable for any costs the prospective contractor does not identify in its bid.
7. The prospective contractor must complete the Standard Affirmation and Disclosure form attached to this RFP, which addresses Executive Order 2011-12K, Governing the Expenditure of Public Funds on Offshore Services. This executive order states in part "...No State Cabinet Agency, Board or Commission ("Executive Agency") shall enter into any contract which uses any public funds within its control to purchase services which will be provided outside of the United States..." By the signature affixed to this response, the Bidder/Offeror affirms, understands and will abide by the requirements of Executive Order 2011-12K. If awarded a contract, the Bidder/Offeror becomes the Contractor and affirms that both the Contractor and any of its subcontractors shall perform no services requested under this Contract outside of the United States. To access the executed Executive Order, please visit: <http://procure.ohio.gov/pdf/EO201112K.pdf>.
8. Submit an original W9 form along with your response to this RFP so that, if a contract is awarded, the OCC can process any invoices submitted by your company for work that is actually performed. The Internet link to the form is: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>. The form must be signed and dated.
9. Submit a statement as part of your response to this RFP, affirming that you or members of your staff do not currently owe any money to the state of Ohio or have an unresolved finding for recovery from the Auditor of State as per Ohio Revised Code (ORC) 125.25. To access more information regarding ORC 125.25, please visit: <http://codes.ohio.gov/orc/125.25>.
10. **Campaign Contribution.** House Bill 694 requires that every contract for goods or services of more than \$500 must contain a certification signed by the contract recipient certifying that the recipient is in compliance with ORC 3517.13 Divisions (I) or (J) regarding limitations on political contributions. If awarded a contract, contractor will certify that they are in full compliance with these Divisions of ORC 3517.13. For more information, please refer to <http://codes.ohio.gov/orc/3517.13>.

PART FIVE: EVALUATION OF BIDS

Evaluation of Bids. Generally, the evaluation process may consist of up to four distinct phases:

1. The Initial Review of all bids for defects
2. The Evaluation of the bids by the Evaluation Committee
3. Request for More Information (Interviews, Presentations, and Demonstrations)
4. Negotiations

It is within the purview of the OCC Evaluation Committee ("Committee") to decide whether phases three and four are necessary.

Rejection of Bid. The OCC may reject any bid that is not in the required format, does not address all the requirements of this RFP, or that the OCC believes is excessive in price or otherwise not in the best interest of the OCC to consider or to accept. In addition, the OCC may cancel this RFP, reject all the bids, and seek to do the work through a new RFP or other means.

Clarifications: During the evaluation process, clarifications may be requested from any prospective contractor under active consideration and the clarification may give any prospective contractor the opportunity to correct defects in its bid. This may be done in cases where doing so would not result in an unfair advantage to the prospective contractor and the clarification is in the best interest of the OCC.

1. **Initial Review:** The bids will be reviewed for their timeliness, format, and completeness. Any late, incomplete, or incorrectly formatted bids may be rejected. Likewise, any defects may be waived or a prospective contractor may be allowed to submit a correction.

If a late bid is received, it will not be opened unless the prospective contractor has received prior OCC approval for a late bid for good cause shown.

All timely, complete, and properly formatted bids will be forwarded to the Evaluation Committee.

2. **Committee Evaluation of the Bids:** The Committee will evaluate each bid forwarded to it. The Committee may also have the bids or portions of them reviewed and evaluated by independent third parties or other OCC personnel with technical or professional experience that relates to the work or to the criteria used in the evaluation process. The Committee may adopt or reject any recommendations it receives from such reviews and evaluations. At any time during this phase, the Committee may ask a prospective contractor to correct, revise, or clarify any portions of its bid.

Contract Award. The OCC plans to tentatively award a Contract for this work on **March 7, 2014**. The OCC reserves the right to change the contract award date if it becomes necessary. The contract will be awarded to the contractor that demonstrates a clear understanding of OCC's expectations; can complete the scope of work and deliverables within the designated timeframe, and at the lowest or most competitive cost.

DEPARTMENT OF ADMINISTRATIVE SERVICES

STANDARD AFFIRMATION AND DISCLOSURE FORM

EXECUTIVE ORDER 2011-12K

Governing the Expenditure of Public Funds on Offshore Services

All of the following provisions must be included in all invitations to bid, requests for proposals, state term schedules, multiple award contracts, requests for quotations, informal quotations, and statements of work. This information is to be submitted as part of the response to any of the procurement methods listed.

CONTRACTOR/SUBCONTRACTOR AFFIRMATION AND DISCLOSURE:

By the signature affixed hereto, the Contractor affirms, understands and will abide by the requirements of Executive Order 2011-12K. If awarded a contract, both the Contractor and any of its subcontractors shall perform no services requested under this Contract outside of the United States.

The Contractor shall provide all the name(s) and location(s) where services under this Contract will be performed in the spaces provided below or by attachment. Failure to provide this information may subject the Contractor to sanctions. If the Contractor will not be using subcontractors, indicate "Not Applicable" in the appropriate spaces.

1. Principal location of business of Contractor:

(Address)

(City, State, Zip)

Name/Principal location of business of subcontractor(s):

(Name)

(Address, City, State, Zip)

(Name)

(Address, City, State, Zip)

2. Location where services will be performed by Contractor:

(Address)

(City, State, Zip)

Name/Location where services will be performed by subcontractor(s):

(Name)

(Address, City, State, Zip)

(Name)

(Address, City, State, Zip)

3. Location where state data will be stored, accessed, tested, maintained or backed-up, by Contractor:

(Address)

(Address, City, State, Zip)

Name/Location(s) where state data will be stored, accessed, tested, maintained or backed-up by subcontractor(s):

(Name)

(Address, City, State, Zip)

Contractor also affirms, understands and agrees that Contractor and its subcontractors are under a duty to disclose to the State any change in shift in location of services performed by Contractor or its subcontractors before, during and after execution of any Contract with the State. Contractor agrees it shall so notify the State immediately of any such change or shift in location of its services. The State has the right to immediately terminate the contract, unless a duly signed waiver from the State has been attained by the Contractor to perform the services outside the United States.

On behalf of the Contractor, I acknowledge that I am duly authorized to execute this Affirmation and Disclose form and have read and understand that this form is a part of any contract that Contractor may enter into with the State and is incorporated therein.

By: _____
Contractor

Print Name: _____

Title: _____

Date: _____



Office of the Ohio Consumers' Counsel

Your Residential Utility Consumer Advocate

CONSUMERS' FACT SHEET

**UPDATED:
August 23, 2013**

This publication is updated weekly.

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

Columbia Gas of Ohio COMPARING YOUR NATURAL GAS CHOICES

Mailings, door-to-door solicitors, phone calls and ads—energy marketers are out in force, looking to sign-up new customers for their services. Before signing a contract with an energy marketer, make sure you compare your choices.

The Office of the Ohio Consumers' Counsel (OCC) has developed this fact sheet to provide up-to-date information about your choices as a Columbia Gas of Ohio (Columbia) customer. Columbia owns the natural gas pipes and meters that serve your home, and you will continue to pay Columbia for those services. But you do have choices regarding which company will supply your natural gas (that is delivered through Columbia's pipes). You can purchase your natural gas through Columbia, through a contract with an energy marketer, or through a government aggregation program.

What is the "Standard Choice Offer"?

Columbia Gas of Ohio customers who choose to purchase natural gas through their local utility are billed at the Standard Choice Offer or "SCO" price. The Standard Choice Offer is based on the market-price of natural gas, and is determined in part through a competitive auction. The lowest bidders in the auction win the right to supply natural gas to Columbia's customers at the Standard Choice Offer price. If you select Columbia's Standard Choice Offer, you will see the name of one of the auction's winning bidders on your natural gas bill. This does NOT mean that you have entered a contract with this energy marketer.

The Standard Choice Offer varies slightly from month-to-month. Because the Standard Choice Offer changes each month, and it can take between 30 and

Questions to Ask Before Signing a Contract

- ▶ Are savings guaranteed or could you lose money compared to the Standard Choice Offer?
- ▶ Is it a price that remains the same for the contract term (fixed rate) or can the price change over time (variable rate)?
- ▶ Is there a fee to terminate the contract early?
- ▶ Will the contract automatically renew at the end of its term if you don't cancel it?
- ▶ If the contract will automatically renew, at what price will it renew?

45 days to switch from Columbia to a different natural gas marketer, it may be difficult to calculate potential savings.

The chart on the next page lists Columbia's current Standard Choice Offer and all the offers submitted to OCC by natural gas marketers. It includes the type and length of contract for each offer as well as contact information.

3 Steps to Making a Smart Energy Choice:

1. **Determine the Standard Choice Offer price:** If you are purchasing your natural gas through Columbia Gas of Ohio, determine your Standard Choice Offer price at the top of the chart on the next page.
2. **Compare your choices:** Compare your price to the offers listed below or to any others you may have received. And make sure you understand the contract by asking the "Questions to Ask" included in this fact sheet.

3. **Make a decision:** Is the Standard Choice Offer price the best deal? Or is there a better offer available?

If you want to stay on the Standard Choice Offer, you do not need to do anything. If there is a better

price available, contact that energy marketer to learn more about the contract terms and conditions, and how to sign-up.

Supplier:	Offer (per Ccf)	Contract Term	Offer Details
Columbia Gas of Ohio 1-800-344-4077 (toll free) www.columbiagasohio.com	\$0.4749	None	Standard Choice Offer (SCO)
Border Energy Inc. 1-888-479-4427 (toll free) www.border-energy.com	\$0.638 - Fixed rate	Oct. 2013 - May 2014; then variable from June 2014 - Sept. 2014	\$75 early cancellation fee
Constellation Energy 1-800-785-4373 (toll free) www.constellation.com	\$0.5553 - Fixed rate \$0.699 - Variable rate	12 months Month to month	\$150 early cancellation fee No early cancellation fee
Direct Energy 1-888-566-9988 (toll free) www.directenergy.com	\$0.599 - Fixed rate	12 months	No early cancellation fee
Dominion Energy Solutions 1-800-990-4090 (toll free) www.dominionenergy.com	\$0.589 - Fixed rate	Through July 2014	\$50 early cancellation fee
Energy Cooperative of Ohio 1-888-541-4646 (toll free) www.ohioenergycoop.com	\$0.599 - Variable rate	Month to month	No early cancellation fee
Energy Plus Natural Gas LLC 1-855-405-3098 (toll free) www.energypluscompany.com	\$0.509 - Variable rate	Month to month	Discount for first month only No early cancellation fee
FTR Energy 1-877-811-7023 (toll free) www.ftrenergyservices.com	\$0.580 - Fixed rate \$0.558 - Variable rate \$0.5022 - Variable rate	12 months Month to month Month to month	\$50 early cancellation fee No early cancellation fee Discount for first month only No early cancellation fee
IGS Energy 1-877-444-7427 (toll free) www.igsenergy.com	\$0.619 - Variable rate \$0.681 - Fixed rate \$0.696 - Fixed rate	Through June 2014 12 months 36 months	No early cancellation fee No early cancellation fee No early cancellation fee
Integrus Energy Services 1-888-367-4493 (toll free) www.integrusenergy.com	\$0.598 - Fixed rate ¹ \$0.623 - Fixed rate \$0.643 - Fixed rate \$0.599 - Variable rate \$0.541 - Variable rate with cap of \$0.625 \$0.589 - Variable rate ¹	Through Sept. 2014 Through Sept. 2015 Through Sept. 2016 Quarterly Month to month Month to month	\$75 early cancellation fee \$75 early cancellation fee \$75 early cancellation fee \$75 early cancellation fee \$25 early cancellation fee No early cancellation fee
JustEnergy 1-866-587-8674 (toll free) www.justenergy.com	\$0.4459 - Variable rate \$0.699 - Fixed rate	Month to month 12 months	Discount for first month only \$50 early cancellation fee
Ohio Natural Gas 1-888-466-4427 (toll free) www.onlyong.com	\$0.659 - Variable rate \$0.399 - Variable rate \$0.629 - Fixed rate \$0.579 - Fixed rate	Month to month Month to month 12 months 6 months	No early cancellation fee Discount for first 2 months only No early cancellation fee \$75/\$150 early cancellation fee \$75 early cancellation fee
Palmco Energy 1-877-726-5862 (toll free) www.palmcoenergy.com	\$0.4012 - Variable rate	Month to month	Discount for first 2 months only No early cancellation fee
Volunteer Energy Services 1-800-977-8374 (toll free) www.veenergy.com	\$0.471 - Variable rate	Month to month	No early cancellation fee

¹ "Price match guarantee": If prices are low, customer may get best available 12-month price by contacting Integrus, who will match rate or release customer from contract.

Note: Not all participating suppliers on this comparison fact sheet serve all areas of Columbia Gas of Ohio service territory. Residents should verify the service area of the supplier prior to enrolling.

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 energy choice programs and participating suppliers visit www.pickocc.org or contact the OCC, toll free at 1-877-PICKOCC (1-877-742-5622).

More information

For more information on reading your natural gas meter, understanding the charges on your bill, or viewing Columbia's historical rates, visit www.pickocc.org/gas/choice.shtml.

What do these offers mean?

Fixed Rate: This is a fixed price per unit of natural gas that will not change for the length of your contract.

Variable Rate: This type of contract offers a price per unit of natural gas that can change over a period of time, based on various conditions. Consumers considering a variable rate agreement should ask the marketer how often the rate is subject to change and what factors will cause the rate to change.

Percentage off the Standard Choice Offer: This contract guarantees a percentage discount off of Columbia's Standard Choice Offer. This is the only type of contract that will guarantee savings.

Hybrid Rate: 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 contract period.

Incentive Offers: Some energy marketers may include incentives to encourage you to sign a contract with them. Incentives for signing-up range from a cheaper rate for the first few months to gift certificates for a store of your choice. The added incentives should be accounted for when you are trying to estimate how much money, if any, you would save by choosing an energy marketer. Be careful not to confuse a temporary incentive rate with the rate you will be charged when the incentive rate ends.



Office of the Ohio Consumers' Counsel

Your Residential Utility
Consumer Advocate

CONSUMERS' FACT SHEET

**UPDATED:
July 5, 2013**

*This publication is
updated weekly.*

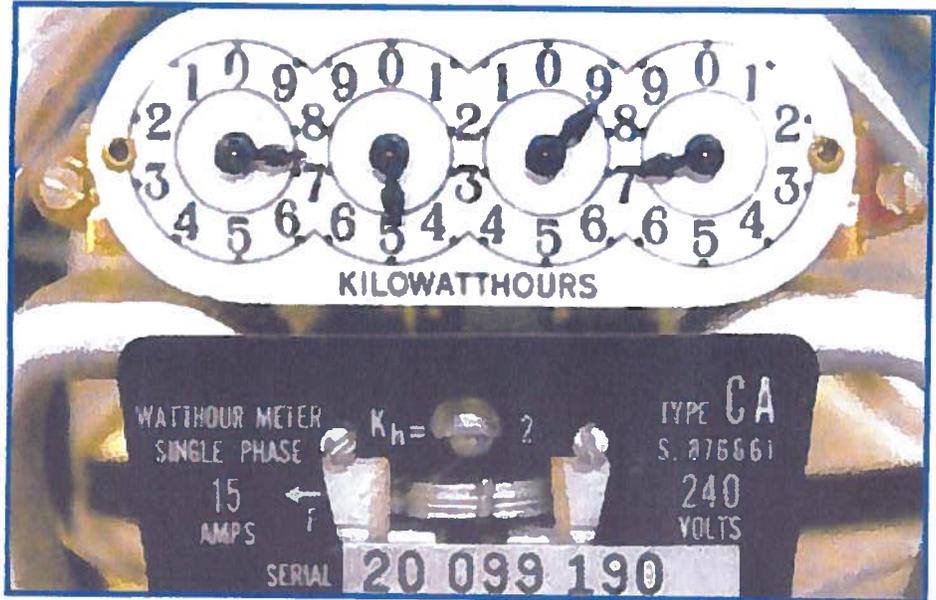
Office of the Ohio
Consumers' Counsel

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, 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

Continued on next page

COMPARING YOUR ELECTRIC CHOICES

CONSUMERS' FACT SHEET



Office of the Ohio
Consumers' Counsel

Your Residential Utility
Consumer Advocate

that can change over a period of time, based on various conditions. Customers considering entering into a variable rate 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
AEP Energy 1-855-300-7192 (toll free) www.aepenergy.com	6.49 cents – Fixed rate	Through May 2014	Enroll online at http://www.aepenergy.com/aepsave
	6.79 cents – Fixed rate 100% wind product	Through May 2014	Enroll online at http://aepenergy.com/aepgreen12
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	Guaranteed 10% discount off "Price to Compare"	Through May 2014	Enroll online at http://signup.borderenergyinc.com/AEPOhio.ex.aspx
Direct Energy 1-888-566-9988 (toll free) www.directenergy.com	6.49 cents – Fixed rate	6 Months	No early cancellation fee.
Dominion Energy Solutions 1-855-215-3908 (toll free) www.dominionenergy.com	6.29 cents – Fixed rate	Through May 2014	Enroll online. No early cancellation fee.
DP&L Energy 1-800-319-1356 (toll free) www.dplenergy.com	6.59 cents – Fixed rate	Through Nov. 2014	\$75 early cancellation fee.
	6.79 cents – Fixed rate	Through Nov. 2015	\$199 early cancellation fee.
Duke Energy Retail Sales 1-800-920-5039 (toll free) www.dukeenergyretail.com	6.55 cents – Fixed rate	Through June 2014	Enroll online at http://dukeenergyretail.com/aep \$50 early cancellation fee.

COMPARING YOUR
ELECTRIC CHOICES

CONSUMERS'
**FACT
SHEET**



Office of the Ohio
**Consumers'
Counsel**

Your Residential Utility
Consumer Advocate

Offers for American Electric Power customers

Supplier	Offer (per kWh)	Contract term	Offer details
FTR Energy 1-877-811-7023 (toll free) www.ftrenergyservices.com	5.38 cents – Intro rate	Month to month	This offer is for residential customers of AEP Ohio Power only. No early cancellation fee.
	5.98 cents – Variable rate	Month to month	This offer is for residential customers of AEP Ohio Power only. No early cancellation fee.
	6.71 cents – Fixed rate	12 Months	This offer is for residential customers of AEP Ohio Power only. \$50 early cancellation fee.
	5.36 cents – Intro rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only. No early cancellation fee.
	5.96 cents – Variable rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only. No early cancellation fee.
	6.90 cents – Fixed rate	12 Months	This offer is for residential customers of AEP Columbus Southern Power only. \$50 early cancellation fee.
FirstEnergy Solutions 1-866-271-2265 (toll free) www.fes.com	6.50 cents – Fixed rate	Through May 2015	\$100 early cancellation fee.
IGS Energy 1-888-995-0992 (toll free) www.igsenergy.com	10% Savings discount off "Price to Compare"	Through May 2014	No early cancellation fee.
	6.49 cents – Fixed rate	12 Months	No early cancellation fee.
Integrus Energy Services 1-888-367-4493 (toll free) www.integrusenergy.com	6.34 cents – Fixed rate	12 Months	\$25 early cancellation fee.
	6.94 cents – Fixed rate	24 Months	\$25 early cancellation fee.
Just Energy 1-866-587-8674 (toll free) www.JustEnergy.com	8.27 cents – Variable rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only. 5% below "Price to Compare" for first month. Just Green available. No early cancellation fee.
	7.37 cents – Variable rate	Month to month	This offer is for residential customers of AEP Ohio Power only. 5% below "Price to Compare" for first month. Just Green available. No early cancellation fee.
Public Power LLC 1-888-354-4415 (toll free) www.ppandco.com	6.49 cents – Introductory variable rate	Month to month	This offer is for residential customers of AEP Ohio Power only.
	6.99 cents – Fixed rate	6 Months	This offer is for residential customers of AEP Ohio Power only.
	9.24 cents – Rollover variable rate	Month to month	This offer is for residential customers of AEP Ohio Power only.
	11.24 cents – Green Rollover variable rate	Month to month	This offer is for residential customers of AEP Ohio Power only.
	7.25 cents – Introductory variable rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only.
	8.19 cents – Fixed rate	6 Months	This offer is for residential customers of AEP Columbus Southern Power only.
	6.98 cents – Rollover variable rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only.
	8.98 cents – Green Rollover variable rate	Month to month	This offer is for residential customers of AEP Columbus Southern Power only.

Continued on next page

COMPARING YOUR
ELECTRIC CHOICES

CONSUMERS'
**FACT
SHEET**



Office of the Ohio
**Consumers'
Counsel**

Your Residential Utility
Consumer Advocate

Offers for Dayton Power & Light customers

Supplier	Offer (per kWh)	Contract term	Offer details
AEP Energy 1-877-950-2725 (toll free) www.aepenergy.com	6.40 cents – Fixed rate	Through May 2014	Enroll online at www.aepenergy.com/dplsave
	6.70 cents – Fixed rate 100% wind product	Through May 2014	Enroll online at http://aepenergy.com/dplgreen12
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	6.47 cents – Fixed rate	Through May 2014	Enroll online at http://signupdpl.borderenergyinc.com/DPL_ex.aspx \$125 early cancellation fee.
Direct Energy 1-888-566-9988 (toll free) www.directenergy.com	6.39 cents – Fixed rate	12 Months	No early cancellation fee.
DP&L Energy 1-800-319-1356 (toll free) www.dplenergy.com	6.79 cents – Fixed rate	Through Nov. 2014	\$75 early cancellation fee.
	6.89 cents – Fixed rate	Through Nov. 2015	\$199 early cancellation fee.
Duke Energy Retail Sales 1-877-331-3045 (toll free) www.dukeenergyretail.com/dpl	6.84 cents – Fixed rate	Through July 2014	Enroll online at http://dukeenergyretail.com/dpl \$50 early cancellation fee.
FTR Energy 1-877-811-7023 (toll free) www.ftrenergyservices.com	4.82 cents – Intro rate	Month to month	No early cancellation fee.
	8.76 cents – Variable rate	Month to month	No early cancellation fee.
	7.26 cents – Fixed rate	12 Months	\$50 early cancellation fee.
FirstEnergy Solutions 1-866-271-2265 (toll free) www.fes.com	6.83 cents – Fixed rate	Through May 2016	\$100 early cancellation fee.
IGS Energy 1-877-444-7427 (toll free) www.igsenergy.com	6.89 cents – Fixed rate	12 months	No early cancellation fee.
Just Energy 1-866-587-8674 (toll free) www.JustEnergy.com	7.46 cents – Variable rate	Month to month	5% below "Price to Compare" for first month. Just Green available. No early cancellation fee.
Public Power LLC 1-888-354-4415 (toll free) www.pandu.com	8.49 cents – Introductory variable rate	Month to month	First month promotional rate for new customers who enroll online at www.pandu.com
	9.25 cents – Fixed rate	6 Months	
	5.98 cents – Rollover variable rate	Month to month	
	7.98 cents – Green Rollover variable rate	Month to month	

COMPARING YOUR
ELECTRIC CHOICES

CONSUMERS'
**FACT
SHEET**



Office of the Ohio
**Consumers'
Counsel**

Your Residential Utility
Consumer Advocate

Offers for Duke Energy Ohio customers

Supplier	Offer (per kWh)	Contract term	Offer details
AEP Energy 1-855-285-9013 (toll free) www.aepenergy.com	5.60 cents – Fixed rate	Through May 2014	Online-only offer. Enroll at http://aepenergy.com/dukesave
	5.90 cents – Fixed rate 100% wind product	Through May 2014	Enroll online at http://aepenergy.com/dukegreen12
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	5.64 cents – Fixed rate	Through Dec. 2014	Enroll at http://signup.borderenergyinc.com/DUKEex.aspx \$125 early cancellation fee.
Cincinnati Bell Energy 1-866-852-6849 (toll free) www.cincinnatibellenergy.com	5.67 cents – Variable rate	Month to month	No early cancellation fee.
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	5.59 cents – Fixed rate	12 months	Enroll online at www.constellation.com/pages/ohpuc.aspx \$25 early cancellation fee.
Direct Energy 1-888-566-9988 (toll free) www.directenergy.com	5.49 cents – Fixed rate	12 months	No early cancellation fee.
Dominion Energy Solutions 1-888-216-6603 (toll free) www.dominionenergy.com	4.99 cents – Fixed rate	Through May 2014	Enroll online at www.dominionenergy.com No early cancellation fee.
DP&L Energy 1-800-319-1356 (toll free) www.dplenergy.com	5.39 cents – Fixed rate	Through May 2014	\$75 early cancellation fee.
	5.89 cents – Fixed rate	Through Feb. 2015	\$199 early cancellation fee.
Duke Energy Retail Sales 1-855-537-4459 (toll free) www.dukeenergyretail.com	5.55 cents – Fixed rate	Through June 2014	\$50 early cancellation fee.
Energy Plus Holdings LLC 1-855-405-3098 (toll free) www.energypluscompany.com	5.60 cents – Variable rate	Month to month	This is a forecasted rate for your first month of service and is for residential customers only. Your supply rate will be variable and can change each month. The supply rate may be different, including higher, than your utility company. No early cancellation fee.
FirstEnergy Solutions 1-866-271-2265 (toll free) www.fes.com	5.40 cents – Fixed rate	Through May 2015	\$100 early cancellation fee.
IGS Energy 1-877-444-7427 (toll free) www.igsenergy.com	5.49 cents – Fixed rate	9 months	No early cancellation fee.
Integrus Energy Services 1-888-367-4493 (toll free) www.integrusenergy.com	5.24 cents – Fixed rate	12 Months	\$25 early cancellation fee.
	5.79 cents – Fixed rate	24 Months	\$25 early cancellation fee.
	6.04 cents – Fixed rate	36 Months	\$25 early cancellation fee.
Just Energy 1-866-587-8674 (toll free) www.JustEnergy.com	5.99 cents – Variable rate	Month to month	5% below "Price to Compare" for first three months. Just Green available.
Public Power LLC 1-888-354-4415 (toll free) www.pandu.com	5.49 cents – Introductory variable rate	Month to month	First month promotional rate for new customers who enroll online at www.pandu.com
	5.99 cents – Fixed rate	6 Months	
	7.98 cents – Rollover variable rate	Month to month	
	9.98 cents – Green Rollover variable rate	Month to month	

COMPARING YOUR ELECTRIC CHOICES

CONSUMERS' FACT SHEET

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.



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

Offers for FirstEnergy customers

Supplier	Offer (per kWh)	Contract term	Offer details
AEP Energy 1-855-300-7191 (toll free) www.aepenergy.com	5.89 cents – Fixed rate	Through May 2014	Enroll online at http://www.aepenergy.com/fesave
	6.19 cents – Fixed rate 100% wind product	Through May 2014	Enroll online at http://aepenergy.com/tegreen12
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	5.65 cents – Fixed rate	Through May 2014	This offer is for residential customers of Ohio Edison only. Enroll at http://signup.borderenergyinc.com/OE_ex.aspx \$75 early cancellation fee.
	5.66 cents – Fixed rate	Through Dec. 2014	This offer is for residential customers of Toledo Edison only. Enroll at http://signup.borderenergyinc.com/TE_ex.aspx \$100 early cancellation fee.
	5.64 cents – Fixed rate	Through Dec. 2014	This offer is for residential customers of Cleveland Illuminating only. Enroll at http://signup.borderenergyinc.com/CE_ex.aspx \$100 early cancellation fee.
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	6.25 cents – Fixed rate	12 months	Enroll online at www.constellation.com/pages/ohpuc.aspx \$25 early cancellation fee.
DP&L Energy 1-800-319-1356 (toll free) www.dplenergy.com	5.79 cents – Fixed rate	Through May 2014	\$75 early cancellation fee.
	6.19 cents – Fixed rate	Through Feb. 2015	\$199 early cancellation fee.
Duke Energy Retail Sales 1-855-999-8817 (toll free) www.dukeenergyretail.com	5.99 cents – Fixed rate	Through June 2014	\$50 early cancellation fee.
FTR Energy 1-877-811-7023 (toll free) www.ftrenergyservices.com	5.30 cents – Intro rate	Month to month	Cleveland Illuminating only. No early cancellation fee.
	5.89 cents – Variable rate	Month to month	Cleveland Illuminating only. No early cancellation fee.
	6.37 cents – Fixed rate	12 Months	Cleveland Illuminating only. \$50 early cancellation fee.
	5.30 cents – Intro rate	Month to month	Ohio Edison only. No early cancellation fee.
	5.89 cents – Variable rate	Month to month	Ohio Edison only. No early cancellation fee.
	6.32 cents – Fixed rate	12 Months	Ohio Edison only. \$50 early cancellation fee.
	5.52 cents – Intro rate	Month to month	Toledo Edison only. No early cancellation fee.
	5.80 cents – Variable rate	Month to month	Toledo Edison only. No early cancellation fee.
6.29 cents – Fixed rate	12 Months	Toledo Edison only. \$50 early cancellation fee.	
FirstEnergy Solutions 1-866-271-2265 (toll free) www.fes.com	5.69 cents – Fixed rate	Through May 2015	\$100 early cancellation fee.
IGS Energy 1-888-995-0992 (toll free) www.igsenergy.com	6.19 cents – Fixed rate	12 months	No early cancellation fee.

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 energy choice programs and participating suppliers visit www.pickocc.org or contact the OCC toll free at 1-877-PICKOCC (1-877-742-5622).