

BEFORE

THE PUBLIC UTILITIES COMMISSION OF OHIO

In the Matter of the Procurement of)
Standard Service Offer Generation for)
Customers of Ohio Edison Company,) Case No. 10-1284-EL-UNC
The Cleveland Electric Illuminating)
Company, and The Toledo Edison)
Company.)

ENTRY

The Commission finds:

- (1) Ohio Edison Company, The Cleveland Electric Illuminating Company, and The Toledo Edison Company (collectively, FirstEnergy) are electric utilities as defined by Section 4928.01, Revised Code.
- (2) Section 4928.141, Revised Code, provides that electric utilities shall provide consumers a standard service offer (SSO) of all competitive retail electric services in accordance with Sections 4928.142 or 4928.143, Revised Code.
- (3) On August 25, 2010, the Commission issued its Opinion and Order in *In re FirstEnergy*, Case No. 10-388-EL-SSO, approving the stipulations filed by various parties. Among other terms, the stipulations provided that, for the period between June 1, 2011, and May 31, 2014, retail generation rates would be determined by a descending-clock format competitive bid process (CBP).
- (4) In the CBP, FirstEnergy agreed to procure, on a slice of system basis, 100 percent of its aggregate, wholesale full requirements SSO supply. Further, the stipulations provided that the CBP would be conducted by an independent bid manager, CRA International (CRA).
- (5) On August 25, 2011, CRA filed a letter regarding the format of the auctions used in FirstEnergy's CBP for SSO supply procurement. CRA states that, unlike the first two auctions, the four remaining auctions under the ESP, scheduled for October 2011, January 2012, October 2012, and January 2013, will be for only one product. CRA states that, for these four auctions, it intends to use a two-phase auction format. Phase one will

consist of a descending-price clock format and phase two will consist of a sealed-bid round. CRA notes that this auction format is similar to the two-phase, single-product auction format used in the May 2009 procurement under Case No. 08-935-EL-SSO. Finally, CRA advises that it intends to update the bidding rules document on the information website to reflect the change in the auction format.

- (6) The Commission finds that CRA's proposed modification to the auction format is reasonable and should be accepted.

It is, therefore,

ORDERED, That CRA's proposed modification to the auction format be accepted.

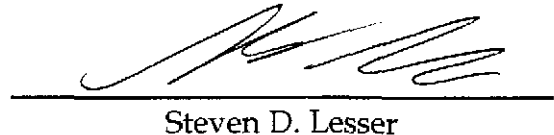
It is, further,

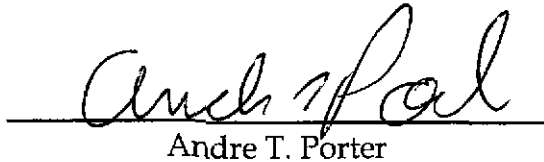
ORDERED, That a copy of this entry be served upon all parties of record.

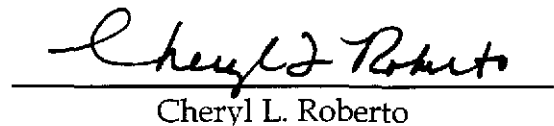
THE PUBLIC UTILITIES COMMISSION OF OHIO


Todd A. Snitchler, Chairman


Paul A. Centolella


Steven D. Lesser

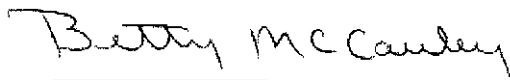

Andre T. Porter


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MLW/sc

Entered in the Journal

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Betty McCauley
Secretary