



Office of the Ohio Consumers' Counsel

Your Residential Utility Consumer Advocate

CONSUMERS' FACT SHEET

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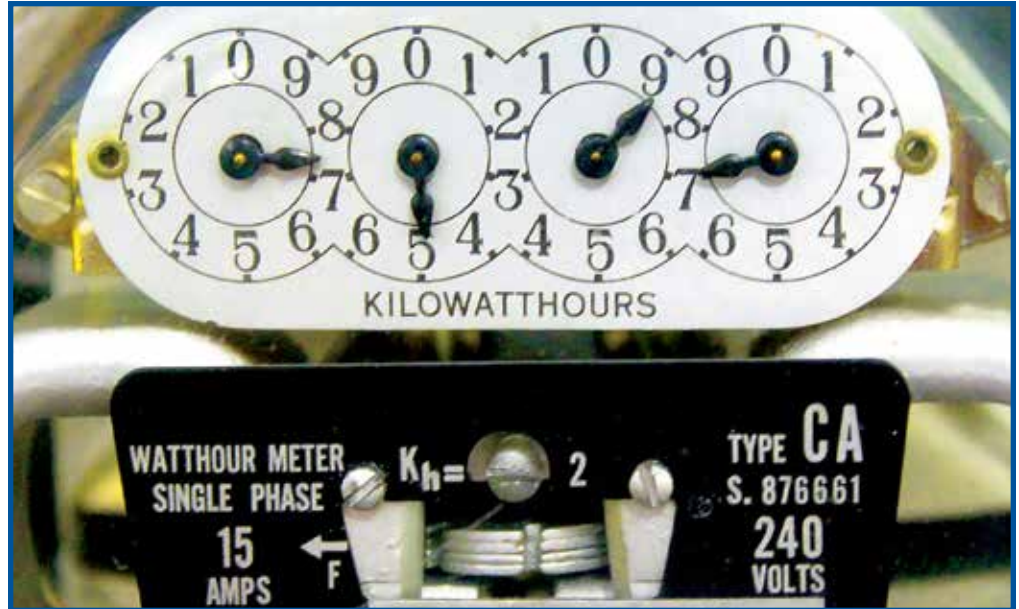
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COMPARING YOUR ELECTRIC CHOICES



There are a lot of rates, offers, programs and even incentives involved in making an energy choice. This fact sheet from the Office of the Ohio Consumers' Counsel (OCC), the residential utility consumer advocate, provides information to consider when comparing a marketer or aggregator's energy offer.

Price to Compare

The Price to Compare is the amount the electric company charges for generation and transmission of electricity. To save consumers money, a marketer must offer a price lower than the Price to Compare. Refer to several bills to calculate an average before comparing with a marketer or aggregator's offer.

The Price to Compare does not include distribution costs, which consumers continue to pay to their local utility even if they choose a marketer.

What do these rates mean?

The rate offered by marketers and aggregators will either be higher or lower than the Price to Compare. It will also be either a fixed or variable rate.

Fixed Rate: This is the price per kilowatt hour that will remain the same throughout the contract period.

Variable Rate: This is the price per kilowatt hour that can change month-to-month. Consumers should ask how often a variable rate is subject to change. Marketers must explain the factors that cause the variable rate to change.

Hybrid programs include a variable rate for a period and a fixed rate for the remainder of the contract period. Other hybrid programs charge one rate during the winter (November-April) and another rate during the summer (May-October).

Promotional Offers

Some marketers offer discounts or incentives to enroll. Consumers may be offered a rate discount, rebate or cash back incentives. Other incentives may include shopping and dining rewards, gift cards and fuel rebates. The value of the incentives should be accounted for when estimating how much money could be saved, if any, by choosing a marketer.

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Marketers may also offer a percentage off the Price to Compare. While the discount percentage may remain the same, the price of electricity could change and raise or lower the price consumers pay for service.

Consumers should also be aware of “teaser” rates that offer a percentage off the Price to Compare for a very brief period, such as 1-3 months, and transition consumers to a higher, fixed rate for the remainder of the contract period.

Making your choice

Visit the Public Utilities Commission of Ohio’s energy choice website, www.energychoice.ohio.gov, to compare rates between marketers. Visit the OCC’s website, www.occ.ohio.gov, and look for fact sheets about “Energy Choice 101,” “Comparing Your Natural Gas Choices” and “Consumer Protections in Energy Choice.” There are also OCC web pages devoted to comparing your natural gas and electric choices.

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	5.45 cents – Fixed rate	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.25 cents – Fixed rate	4 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.90 cents – Fixed rate	24 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.75 cents – Fixed rate 100% wind product	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	7.899 cents – Fixed rate	Through May 2016	Enroll online at www.borderenergyinc.com/signup/aep.php \$100 early cancellation fee.
	7.899 cents – Fixed rate	Through May 2016	Enroll online at www.borderenergyinc.com/signup/aep_fixed.php \$100 early cancellation fee.



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Disclaimer: This information has been obtained by the Office of the Ohio Consumers' Counsel and should be used only as a comparison guide. The rates are updated weekly. The most up-to-date rates can be found on the PUCO's energy choice website, www.energychoice.ohio.gov. 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.occ.ohio.gov.

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Offers for American Electric Power customers

Supplier	Offer (per kWh)	Contract term	Offer details
Capital Energy Ohio 1-855-322-7448 (toll free) www.capitalenergyohio.com	5.23 cents – Fixed rate	12 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
	5.53 cents – Fixed rate	24 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	6.59 cents – Fixed rate	12 Months	Enroll online at www.constellation.com/pages/ohpuc.aspx \$25 early cancellation fee.
	6.39 cents – Fixed rate	36 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	5.89 cents – Fixed rate	12 Months	\$99 early cancellation fee.
	6.09 cents – Fixed rate	24 Months	\$99 early cancellation fee.
	7.59 cents – Fixed rate	Through May 2018	\$199 early cancellation fee.
Dynegy Energy Services 1-800-920-5039 (toll free) www.dynegyohio.com	5.49 cents – Fixed rate	Through Feb. 2021	Enroll online at http://dynegyohio.com/aep No early cancellation fee.
IGS Energy 1-888-995-0992 (toll free) www.igsenergy.com	6.89 cents – Fixed rate	12 Months	No early cancellation fee.
	6.69 cents – Fixed rate	12 Months	\$99 early cancellation fee.
	6.49 cents – Fixed rate	12 Months	\$99 early cancellation fee. Green Energy
	6.29 cents – Fixed rate	36 Months	\$99 early cancellation fee.
Palmco Energy 1-877-726-5862 (toll free) www.palmcoenergy.com	5.44 cents – Variable rate	Month to month	Introductory rate for first 3 months only . No early cancellation fee.
Public Power LLC 1-888-354-4415 (toll free) www.ppandu.com	9.55 cents – Variable rate	Month to month	Discount first two months only AEP Ohio Power customers only. \$50 early cancellation fee.
	6.25 cents – Fixed rate	12 Months	Discount first two months only AEP Ohio Power customers only. \$50 early cancellation fee.
	9.65 cents – Variable rate	Month to month	Discount first two months only AEP Columbus Southern Power customers only. \$50 early cancellation fee.
	6.38 cents – Fixed rate	12 Months	Discount first two months only AEP Columbus Southern Power customers only. \$50 early cancellation fee.
Titan Gas and Power 1-888-251-7006 (toll free) www.titangasandpower.com	5.70 cents – Fixed rate	3 Months	No early cancellation fee.
	5.79 cents – Fixed rate	12 Months	\$10/mo. early cancellation fee.
	6.50 cents – Variable rate	1 Months	No early cancellation fee.
	6.20 cents – Fixed rate	6 Months	\$10/mo. early cancellation fee.
	6.25 cents – Fixed rate	24 Months	\$10/mo. early cancellation fee.
Value Power and Gas 1-877-811-7023 (toll free) www.valuepowerandgas.com	5.95 cents – Fixed rate	12 Months	No early cancellation fee.
	9.55 cents – Variable rate	1 Months	No early cancellation fee.

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Offers for American Electric Power customers

Supplier	Offer (per kWh)	Contract term	Offer details
Viridian 1-866-663-2508 (toll free) www.viridian.com	5.76 cents – Fixed rate	6 Months	AEP Columbus Southern Power customers only. \$150 early cancellation fee.
	7.29 cents – Fixed rate	12 Months	AEP Columbus Southern Power customers only. \$150 early cancellation fee.
	6.99 cents – Fixed rate	36 Months	AEP Columbus Southern Power customers only. \$150 early cancellation fee.
	5.76 cents – Fixed rate	6 Months	AEP Ohio Power customers only. \$150 early cancellation fee.
	6.99 cents – Fixed rate	12 Months	AEP Ohio Power customers only. \$150 early cancellation fee.
	6.17 cents – Fixed rate	36 Months	AEP Ohio Power customers only. \$150 early cancellation fee.

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	5.25 cents – Fixed rate	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	4.99 cents – Fixed rate	4 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.55 cents – Fixed rate	18 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.75 cents – Fixed rate	24 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.55 cents – Fixed rate 100% wind product	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	7.05 cents – Fixed rate	Through May 2016	Enroll online at www.borderenergyinc.com/signup/dpl.php \$100 early cancellation fee.
Capital Energy Ohio 1-855-322-7448 (toll free) www.capitalenergyohio.com	5.23 cents – Fixed rate	12 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
	5.43 cents – Fixed rate	24 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	5.99 cents – Fixed rate	12 Months	\$25 early cancellation fee.
	5.79 cents – Fixed rate	24 Months	\$25 early cancellation fee.
DP&L Energy 1-800-319-1356 (toll free) www.dplenergy.com	6.89 cents – Fixed rate	12 Months	\$99 early cancellation fee.
	7.09 cents – Fixed rate	24 Months	\$99 early cancellation fee.
	7.49 cents – Fixed rate	Through May 2018	\$199 early cancellation fee.
	7.39 cents – Fixed rate	Through May 2019	\$199 early cancellation fee.
Dynegy Energy Services 1-800-920-5039 (toll free) www.dynegyohio.com	5.37 cents – Fixed rate	Through Sept. 2020	Enroll online at http://dynegyohio.com/dpl No early cancellation fee.
IGS Energy 1-877-444-7427 (toll free) www.igsenergy.com	6.69 cents – Fixed rate	12 months	No early cancellation fee.
	6.29 cents – Fixed rate	12 months	\$99 early cancellation fee.
	6.49 cents – Fixed rate	12 months	\$99 early cancellation fee. Green Energy
	5.99 cents – Fixed rate	36 months	\$99 early cancellation fee.
Palmco Energy 1-877-726-5862 (toll free) www.palmcoenergy.com	6.15 cents – Variable rate	Month to month	Introductory rate for first 3 months only . No early cancellation fee.

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Offers for Dayton Power & Light customers

Supplier	Offer (per kWh)	Contract term	Offer details
Public Power LLC 1-888-354-4415 (toll free) www.pandu.com	9.65 cents – Variable rate	Month to month	Discount first two months only. \$50 early cancellation fee.
	6.45 cents – Fixed rate	12 Months	\$50 early cancellation fee.
Titan Gas and Power 1-888-251-7006 (toll free) www.titangasandpower.com	6.50 cents – Fixed rate	3 Months	No early cancellation fee.
	5.99 cents – Fixed rate	12 Months	\$10/mo. early cancellation fee.
	6.70 cents – Fixed rate	1 Months	No early cancellation fee.
	6.70 cents – Fixed rate	6 Months	\$10/mo. early cancellation fee.
	6.25 cents – Fixed rate	24 Months	\$10/mo. early cancellation fee.
Value Power and Gas 1-877-811-7023 (toll free) www.valuepowerandgas.com	6.15 cents – Fixed rate	12 Months	No early cancellation fee.
	9.65 cents – Variable rate	1 Months	No early cancellation fee.
Viridian 1-866-663-2508 (toll free) www.viridian.com	6.67 cents – Fixed rate	6 Months	\$150 early cancellation fee.
	7.19 cents – Fixed rate	12 Months	\$150 early cancellation fee.
	6.47 cents – Fixed rate	36 Months	\$150 early cancellation fee.

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	5.39 cents – Fixed rate	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.10 cents – Fixed rate	5 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.89 cents – Fixed rate	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.69 cents – Fixed rate 100% wind product	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	6.899 cents – Fixed rate	Through May 2016	Enroll at www.borderenergyinc.com/signup/duke.php \$100 early cancellation fee.
Capital Energy Ohio 1-855-322-7448 (toll free) www.capitalenergyohio.com	5.18 cents – Fixed rate	12 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
	5.38 cents – Fixed rate	24 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
Cincinnati Bell Energy 1-866-852-6849 (toll free) www.cincinnatibellenergy.com	9.65 cents – Variable rate	Month to month	Discount first month only. No early cancellation fee.
	5.54 cents – Fixed rate	12 months	10% discount from the price to compare for new customers only. No early cancellation fee.
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	5.99 cents – Fixed rate	36 months	Enroll online at www.constellation.com/pages/ohpuc.aspx \$25 early cancellation fee.
	6.19 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	5.99 cents – Fixed rate	12 Months	\$99 early cancellation fee.
	6.49 cents – Fixed rate	24 Months	\$99 early cancellation fee.
	6.55 cents – Fixed rate	Through May 2018	\$199 early cancellation fee.
Dynegy Energy Services 1-800-920-5039 (toll free) www.dynegyohio.com	5.49 cents – Fixed rate	Through Feb. 2021	Web only offer. Enroll online at http://dynegyohio.com/deo No early cancellation fee.

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Offers for Duke Energy Ohio customers

Supplier	Offer (per kWh)	Contract term	Offer details
Energy Plus Holdings LLC 1-855-405-3098 (toll free) www.energypluscompany.com	6.60 cents – Variable rate	Month to month	No early cancellation fee.
IGS Energy 1-877-444-7427 (toll free) www.igsenergy.com	6.69 cents – Fixed rate	12 months	No early cancellation fee.
	6.29 cents – Fixed rate	12 months	\$99 early cancellation fee.
	6.49 cents – Fixed rate	12 months	\$99 early cancellation fee. Green Energy
	5.99 cents – Fixed rate	36 months	\$99 early cancellation fee.
Palmco Energy 1-877-726-5862 (toll free) www.palmcoenergy.com	5.80 cents – Variable rate	Month to month	Introductory rate for first 3 months only . No early cancellation fee.
Public Power LLC 1-888-354-4415 (toll free) www.pandu.com	9.85 cents – Variable rate	Month to month	Discount first two months only. \$50 early cancellation fee.
	6.45 cents – Fixed rate	12 Months	\$50 early cancellation fee.
Titan Gas and Power 1-888-251-7006 (toll free) www.titangasandpower.com	6.50 cents – Fixed rate	3 Months	No early cancellation fee.
	5.99 cents – Fixed rate	12 Months	\$10/mo. early cancellation fee.
	6.50 cents – Fixed rate	1 Months	No early cancellation fee.
	6.30 cents – Fixed rate	6 Months	\$10/mo. early cancellation fee.
	6.50 cents – Fixed rate	24 Months	\$10/mo. early cancellation fee.
Viridian 1-866-663-2508 (toll free) www.viridian.com	6.03 cents – Fixed rate	6 Months	\$150 early cancellation fee.
	6.99 cents – Fixed rate	12 Months	\$150 early cancellation fee.
	6.69 cents – Fixed rate	36 Months	\$150 early cancellation fee.

Offers for FirstEnergy customers

Supplier	Offer (per kWh)	Contract term	Offer details
AEP Energy 1-855-300-7191 (toll free) www.aepenergy.com	5.45 cents – Fixed rate	6 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.50 cents – Fixed rate	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.79 cents – Fixed rate	18 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
	5.80 cents – Fixed rate 100% wind product	12 Months	Enroll online at www.aepenergy.com *Web offer only for new customers
Border Energy Electric Services, Inc. 1-888-901-8461 (toll free) www.borderenergyelectric.com	6.899 cents – Variable rate	Month to month	Ohio Edison customers only. Enroll at http://signup.borderenergyinc.com/OE_ex.aspx \$75 early cancellation fee.
	6.899 cents – Variable rate	Month to month	Toledo Edison customers only. Enroll at http://signup.borderenergyinc.com/TE_ex.aspx \$75 early cancellation fee.
	6.899 cents – Variable rate	Month to month	Cleveland Illuminating customers only. Enroll at http://signup.borderenergyinc.com/CE_ex.aspx \$75 early cancellation fee.
Capital Energy Ohio 1-855-322-7448 (toll free) www.capitalenergyohio.com	5.18 cents – Fixed rate	12 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.
	5.38 cents – Fixed rate	24 Months	Enroll online at www.capitalenergyohio.com \$10/mo. early cancellation fee.

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Offers for FirstEnergy customers

Supplier	Offer (per kWh)	Contract term	Offer details
Constellation Energy 1-866-577-4700 (toll free) www.home.constellation.com	6.19 cents – Fixed rate	36 Months	Enroll online at www.constellation.com/pages/ohpuc.aspx \$25 early cancellation fee.
	6.39 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	6.89 cents – Fixed rate	24 Months	\$99 early cancellation fee.
	7.09 cents – Fixed rate	Through May 2018	\$199 early cancellation fee.
Dynegy Energy Services 1-800-920-5039 (toll free) www.dynegyohio.com	5.25 cents – Fixed rate	Through Feb. 2021	Enroll online. No early cancellation fee.
IGS Energy 1-888-995-0992 (toll free) www.igsenergy.com	7.09 cents – Fixed rate	12 Months	No early cancellation fee.
	6.69 cents – Fixed rate	12 Months	\$99 early cancellation fee.
	6.89 cents – Fixed rate	12 Months	\$99 early cancellation fee. Green Energy
	6.49 cents – Fixed rate	36 Months	\$99 early cancellation fee.
Palmco Energy 1-877-726-5862 (toll free) www.palmcoenergy.com	5.89 cents – Variable rate	Month to month	The Illuminating Company customers only. Introductory rate for first 3 months only . No early cancellation fee.
	5.98 cents – Variable rate	Month to month	Toledo Edison customers only. Introductory rate for first 3 months only . No early cancellation fee.
	5.69 cents – Variable rate	Month to month	Ohio Edison customers only. Introductory rate for first 3 months only . No early cancellation fee.
Public Power LLC 1-888-354-4415 (toll free) www.pandu.com	6.41 cents – Fixed rate	12 Months	Cleveland Electric Illuminating customers only. \$50 early cancellation fee.
	6.42 cents – Fixed rate	12 Months	Ohio Edison and Toledo Edison customers only. \$50 early cancellation fee.
Titan Gas and Power 1-888-251-7006 (toll free) www.titangasandpower.com	6.29 cents – Fixed rate	3 Months	No early cancellation fee.
	6.29 cents – Fixed rate	12 Months	\$10/mo. early cancellation fee.
	6.50 cents – Fixed rate	1 Months	No early cancellation fee.
	6.29 cents – Fixed rate	6 Months	\$10/mo. early cancellation fee.
	6.49 cents – Fixed rate	24 Months	\$10/mo. early cancellation fee.
Value Power and Gas 1-877-811-7023 (toll free) www.valuepowerandgas.com	6.11 cents – Fixed rate	12 Months	Cleveland Electric Illuminating only. No early cancellation fee.
	9.65 cents – Variable rate	1 Months	Cleveland Electric Illuminating only. No early cancellation fee.
	6.12 cents – Fixed rate	12 Months	Ohio Edison only. No early cancellation fee.
	9.55 cents – Variable rate	1 Months	Ohio Edison only. No early cancellation fee.
	6.12 cents – Fixed rate	12 Months	Toledo Edison only. No early cancellation fee.
	9.75 cents – Variable rate	1 Months	Toledo Edison only. No early cancellation fee.

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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.occ.ohio.gov.



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
Viridian 1-866-663-2508 (toll free) www.viridian.com	7.29 cents – Fixed rate	12 Months	Cleveland Illuminating customers only. \$150 early cancellation fee.
	6.49 cents – Fixed rate	36 Months	Cleveland Illuminating customers only. \$150 early cancellation fee.
	6.33 cents – Fixed rate	6 Months	Ohio Edison customers only. \$150 early cancellation fee.
	7.19 cents – Fixed rate	12 Months	Ohio Edison customers only. \$150 early cancellation fee.
	6.92 cents – Fixed rate	36 Months	Ohio Edison customers only. \$150 early cancellation fee.
	6.43 cents – Fixed rate	6 Months	Toledo Edison customers only. \$150 early cancellation fee.
	7.99 cents – Fixed rate	12 Months	Toledo Edison customers only. \$150 early cancellation fee.
	6.90 cents – Fixed rate	36 Months	Toledo Edison customers only. \$150 early cancellation fee.