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| PUC logo | COMMONWEALTH OF PENNSYLVANIA  PENNSYLVANIA PUBLIC UTILITY COMMISSION  P.O. BOX 3265, HARRISBURG, PA 17105-3265 |  |

September 18, 2012

TO: Electric Distribution Companies, Electric Generation Suppliers and Interested Parties

Re: Completion of Small Business Enhancements to [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) and

Electric Generation Suppliers Populating the Website with Pricing Information for

Small Business Customers

By this Secretarial Letter, the Pennsylvania Public Utility Commission (Commission) announces the upcoming launch of a revamped section on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) geared toward enhancing the electric shopping experience for Pennsylvania’s small businesses, and directs licensed electric generation suppliers (EGSs) to begin utilizing the website’s extranet availability and populate the new section with pricing and other information relevant to current offers in a given service territory.

Consistent with the Commission’s Final Order and Intermediate Work Plan adopted on March 1, 2012, the Commission’s Office of Communications, in collaboration with the Office of Competitive Market Oversight (OCMO) and key stakeholders involved in the statewide Retail Markets Investigation (RMI), has developed a section on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) to provide small business owners with the capability to quickly compare rates and products of EGSs making offers in their area. Small commercial and industrial (C&I) customers, with a peak demand of 25 kilowatts (kW) or less, will be able to shop for their EGS in the same manner as residential customers currently do, including the ability to search by zip code or electric distribution company (EDC), and also sort EGS offers according to price per kW, price plan, alphabetically, or by other key areas.

Specifically, a third tab entitled “Shop for Your Small Business” has been added under “Shop for Electricity” that enables Small C&I customers to shop with competitive EGSs for their electric generation. While the 25 kW threshold is a guideline for small business shopping, the Commission acknowledges on the website that individual suppliers determine eligibility for their small business offers, which may vary from supplier to supplier. Currently on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com), Small C&I customers are grouped together with Large C&I customers under the “Shop for Your Business” tab and may only receive a list of competitive suppliers that are currently providing offers, not actually compare between and among competitive EGS offers.

While making the shopping experience for small business shoppers very similar to that of residential shoppers, the Commission has modified the small business section by inserting a “Deposit Required” column in the comparison chart. To accommodate the insertion of the new column, the Commission will now have a single column for “Introductory Prices & Discounts”, and increase the number of characters under “Additional Information” for EGSs to provide additional information regarding the offer, or provide additional types of offers available to small business customers.

The Commission anticipates the launch of the new small business section on or about Monday, Sept. 24, 2012. Consistent with the standard for residential shopping, the Commission is only allowing EGSs licensed in Pennsylvania to be listed on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com). EGSs who already have an account on [www.PAPowerSwitch.com](http://www.PAPowerSwitch.com) may immediately begin updating their pricing information as well as other terms and conditions for Small C&I customers. EDCs will be asked to have the existing staff person who is the current PAPowerSwitch contact to update the pricing on the website, or provide the Commission with a new name, email address and telephone number.

If an EGS wishes to have its information added on the website, they should contact the Commission at [www.puc.pa.gov/general/Feedback.aspx](http://www.puc.pa.gov/general/Feedback.aspx). That message should contain the following information:

* the company name;
* a company contact name;
* e-mail address;
* telephone number;
* the company inquiries telephone number;
* a company URL;
* company address; and,
* the company PUC license application number.

After verifying that the EGS is licensed by the Commission, the Commission will e-mail a login and password to the EGS. EGSs are then able to edit their contact information, price plan, contract length, cancellation fee, price per kW, and monthly estimate. Also, a “comments” field is available for EGSs to include any additional information about pricing, products, incentives or discounts.

The Commission urges all licensed EGSs to be diligent in updating their pricing information. EGSs are reminded that they are obligated to provide accurate pricing information in all marketing materials and that their prices shall be presented in the standard pricing unit, pursuant to 52 Pa. Code § 62.77(a). A failure to keep prices accurate could lead to the loss of an EGS’s privilege to be listed on the website.

If there are any questions regarding the above, please contact Cyndi Page of the Commission’s Office of Communications at [cypage@pa.gov](mailto:cypage@pa.gov) or 717-787-5722.

 Very truly yours,

Rosemary Chiavetta

Secretary