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*Democratic Policy Committee Chair*



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May 24, 2016

The Honorable Gladys Brown, Chairman  
Pennsylvania Public Utility Commission  
3<sup>rd</sup> Floor, Commonwealth Keystone Building  
400 North Street  
Harrisburg, PA 17120

Re: Direct Energy's Petition to Expand Retail Enhancements, P-2016-2535033

Dear Chairman Brown:

I am writing to you to encourage the Public Utility Commission to support the Direct Energy petition to restart the Retail Opt-In Program as a modified pilot program in PECO and PPL's service territories.

As you are aware, in 2011 the Commission launched a statewide investigation into the state's competitive electricity retail market with the goal of making recommendations for improvements to ensure that a properly functioning and workable competitive retail electricity market exists in Pennsylvania. Through its findings, the Commission recommended that the major electric distribution companies (EDC's) include a customer referral program, as well as a retail opt-in aggregation program. Although the customer referral program was eventually launched and has been viewed as very successful, the retail opt-in aggregation program was postponed by the Commission until it had the opportunity to consider the ongoing result of the customer referral program. With retail switching levels having plateaued over the past few years, I believe now is the time to re-launch this program in order to help our competitive retail market continue to be a national success story.

Restarting the Retail Opt-In Program, as filed in Direct Energy's petition, will offer customers a stable long term fixed price with new and innovative products and services which may assist them in managing their energy usage. Additionally, there are numerous safeguards in their petition that add layers of consumer protections, such as keeping customers in a fixed price product if the customer fails to act once the original contract expires. Finally, this is an opt-in program, so customers are not forced to take part in this program but ultimately have the opportunity to participate if they so choose. As you be aware, I have consistently opposed

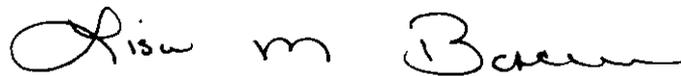
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"opt-out" programs that place customers into a contract automatically and require them to "opt-out" to exit the service.

I applaud the Commission for the visionary work it has done and continues to do in promoting retail electric competition within the Commonwealth. Therefore, I encourage the Commission to support Direct Energy's petition to reinstate the opt-in program.

As always, I thank you for your time and consideration.

Sincerely,



Senator Lisa Boscola  
Democratic Chair  
Senate Consumer Protection and  
Professional Licensure Committee

cc: Vice-Chairman Place  
Commissioner Coleman  
Commissioner Powelson  
Rosemary Chiavetta ✓  
June Perry

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Rosemary Chiavetta, Secretary  
Secretary's Bureau  
Pennsylvania Public Utility Commission  
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