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File #: 142281

August 2, 2011

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building
400 North Street, 2nd Floor North
P.O. Box 3265
Harrisburg, PA 17105-3265

RE: Petition of PPL Electric Utilities Corporation for an Extension of Time to Conduct Its Next Customer Solicitation Regarding Release of Customer Information to Electric Generation Suppliers - Docket No. P-2011-

Dear Secretary Chiavetta:

Enclosed for filing is the Petition of PPL Electric Utilities Corporation (“PPL Electric”) for an Extension of Time to Conduct Its Next Customer Solicitation Regarding Release of Customer Information to Electric Generation Suppliers. PPL Electric requests that the Commission review this Petition on an expedited basis.

Copies have been provided to the persons as indicated on the certificate of service.

Respectfully Submitted,

Jessica R. Rogers

JRR/jl

Enclosures

cc: Lawrence F. Barth (via E-mail & Hand Delivery)
Bohdan Pankiw (via E-mail & Hand Delivery)
Certificate of Service

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing has been served upon the following persons, in the manner indicated, in accordance with the requirements of 52 Pa. Code § 1.54 (relating to service by a participant).

VIA FIRST CLASS MAIL

Office of Consumer Advocate
555 Walnut Street
Forum Place, 5th Floor
Harrisburg, PA 17101-1923

Office of Trial Staff
PO Box 3265
Commonwealth Keystone Building
400 North Street, 2nd Floor West
Harrisburg, PA 17105-3265

Office of Small Business Advocate
Commerce Building
300 North Second Street, Suite 1102
Harrisburg, PA 17101

Date: August 2, 2011


Jessica R. Rogers

**BEFORE THE
PENNSYLVANIA PUBLIC UTILITY COMMISSION**

Petition of PPL Electric Utilities
Corporation for an Extension of Time to
Conduct Its Next Customer Solicitation Docket No. P-2011-
Regarding Release of Customer
Information to Electric Generation
Suppliers

**PETITION OF PPL ELECTRIC UTILITIES CORPORATION FOR AN
EXTENSION OF TIME TO CONDUCT ITS NEXT CUSTOMER
SOLICITATION REGARDING RELEASE OF CUSTOMER
INFORMATION TO ELECTRIC GENERATION SUPPLIERS**

TO THE PENNSYLVANIA PUBLIC UTILITY COMMISSION:

I. INTRODUCTION

PPL Electric Utilities Corporation (“PPL Electric” or the “Company”), by and through its attorneys, hereby petitions the Pennsylvania Public Utility Commission (“Commission”), pursuant to Section 5.41 of the Commission’s Rules of Administrative Practice and Procedure, 52 Pa. Code § 5.41, for an extension of the timeline approved by the Commission on August 11, 2009, in *PPL Electric Utilities Corporation Retail Markets*, Docket No. M-2009-2104271 (Order Entered August 11, 2009) (“Order”), to conduct its next solicitation of customers regarding release of their confidential information to Electric Generation Suppliers (“EGSs”). PPL Electric requests that the Commission approve the extension, discussed herein, on an expedited basis. In support of this filing, PPL Electric states as follows:

II. PROCEDURAL HISTORY

In 2009, the Commission instituted an investigation of PPL Electric's retail markets. On May 14, 2009, the Commission issued a Tentative Order in that proceeding specifying a number of steps that PPL Electric could take to prepare for the expiration of its generation rate caps. The purpose of the Tentative Order was to minimize perceived barriers to retail competition in PPL Electric's service territory in order to promote retail electric competition. Comments to the Commission's Tentative Order were filed by PPL Electric and a variety of other interested parties, reflecting a broad cross-section of retail competition stakeholders.

One of the issues considered in the retail markets investigation was how and when PPL Electric would provide customer information to EGSs. In order to provide customer information to EGSs, PPL Electric needed to first obtain customer consent to the release of personal information. This required the Company to conduct a customer solicitation. As part of its comments in the retail market investigation, PPL Electric proposed to move its first customer solicitation date from early 2010 to September 2009 in order to provide customer information to EGSs in advance of the expiration of its generation rate caps. The Commission approved this proposal. Order at 7. The Commission also adopted the comment of PECO Energy Company that PPL Electric should update its customer information database no more than once every two years. *Id.* PPL Electric conducted its first solicitation in September 2009, in accordance with the Commission's Order. Based on the schedule established in the Order, PPL Electric planned to update its customer information database in September 2011.

In a Clarification Order in PPL Electric's retail markets investigation, entered on October 22, 2009, the Commission established the specific customer data elements to be provided to EGSs. Subsequent to that Clarification Order, and after PPL Electric's first customer solicitation, the Commission undertook a separate investigation to establish guidelines for an Eligible Customer List ("ECL"), *Interim Guidelines for the Eligible Customer List* ("ECL Proceeding"), at Docket No. M-2010-2183412. By order entered on November 12, 2010 ("November 12 Order"), the Commission established interim guidelines designed to produce more uniformity in the type of customer information provided by EDCs in their ECLs. Two parties appealed the November 12 Order to the Commonwealth Court. Upon the Commission's application, the Court returned jurisdiction to the Commission for reconsideration of the November 12 Order, pursuant to Section 703(g) of the Public Utility Code. 66 Pa. C.S. § 703(g).

As part of its reconsideration of its ECL Proceeding, and in order to achieve statewide uniformity in its resolution of the various issues regarding the ECL, the Commission provided notice of its intention to reconsider the PPL Electric retail markets Order.¹ Comments on the ECL Proceeding were filed with the Commission on July 13, 2011. Reply comments were filed on July 28, 2011. There is no definitive schedule as to when a final order will be entered in the ECL Proceeding.

For the reasons set forth below, PPL Electric requests that the Commission approve an extension of the date of its next solicitation until January 1, 2012, or 120 days after the Commission enters a final order in its ECL Proceeding, whichever is later.

¹ The Commission also reconsidered *Petition for Duquesne Light Company for Approval of Default Service Plan for the Period January 1, 2011 through May 31, 2013*, Docket No. P-2009-2135500 (Order entered July 30, 2010).

Without such an extension, PPL Electric, in all likelihood, would be required to conduct its next solicitation without knowing the results of the ECL Proceeding. This would likely require yet another solicitation to reflect any changes in Commission requirements, which would be costly and confusing to customers. Even if the ECL Proceeding were concluded in early August, PPL Electric would require approximately 120 days to implement any new requirements, which would make it impossible to conduct a revised solicitation in September 2011.

III. DISCUSSION

PPL Electric is requesting an extension of its obligation to complete its customer solicitation and to update its ECL because the Company will be unable to provide customers with the appropriate range of choices regarding release of their personal information until the Commission has completed its reconsideration in the ECL Proceeding. PPL Electric is currently required to re-solicit its customers by September 2011, as established by the Commission in its PPL Electric retail markets Order. Each individual solicitation costs PPL Electric approximately \$800,000 to complete. However, PPL Electric will not have sufficient information to conduct the solicitation until the Commission issues a final order on reconsideration in the ECL Proceeding. Moreover, even if PPL Electric were to conduct a solicitation now based on its current rules, it would likely have to conduct another solicitation to comply with revised requirements in the ECL Proceeding. That process would be expensive and, more importantly, confusing to customers.

Even if the Commission were to issue a final order in the ECL Proceeding prior to September 2011, PPL Electric would not have sufficient time to implement the

Commission's new requirements. Based on comments received by the Commission in the ECL Proceeding, it appears that the Commission may substantially revise its rules regarding the ability of customers to restrict the release of their information. If this occurs, PPL Electric will have to substantially revise its current solicitation strategy and may be required to conduct an extensive education campaign prior to its next solicitation. If PPL Electric conducts a September 2011 solicitation prior to implementing any adjustments based on the Commission's Order in the ECL Proceeding, the Company may be forced to conduct another solicitation that conforms to the new ECL requirements. This additional solicitation would cause an unnecessary expense and would likely result in increased customer frustration and confusion, and less customer participation.

PPL Electric will require at least 120 days from the date a final order is entered in the ECL Proceeding to reprogram its computers to accommodate the data that must be captured in order to meet the Commission's new ECL requirements. An extension until January 2012 or 120 days after the date the Commission's Order is entered, whichever is later, should provide PPL Electric with sufficient time to make any changes that are required by the Commission's Order in the ECL Proceeding.

IV. CONCLUSION

WHEREFORE, PPL Electric Utilities Corporation respectfully requests that the Pennsylvania Public Utility Commission approve an extension of PPL Electric Utilities Corporation's customer solicitation requirement until January 2012 or 120 days after the date the Commission enters its Order in the ECL Proceeding, whichever is later, as set forth in this petition. PPL Electric additionally requests that the Commission enter its final order approving the proposed extension on an expedited basis.

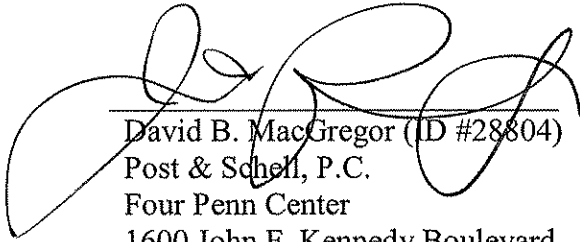
Respectfully submitted,

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Of Counsel:

Post & Schell, P.C.

Date: August 2, 2011


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