



Eckert Seamans Cherin & Mellott, LLC
213 Market Street
8th Floor
Harrisburg, PA 17101

TEL 717 237 6000
FAX 717 237 6019
www.eckertseamans.com

Deanne M. O'Dell
717.255.3744
dodell@eckertseamans.com

May 20, 2013

Via Hand Delivery

Rosemary Chiavetta, Secretary
PA Public Utility Commission
PO Box 3265
Harrisburg, PA 17105-3265

Re: EDC Customer Account Number Access Mechanism for EGSs
Docket No. M-2013-2355751

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PA PUC
SECRETARY'S BUREAU

Dear Secretary Chiavetta:

Please accept this letter on behalf of the Retail Energy Supply Association (“RESA”)¹ in support of the Comments of NRG Retail Affiliates regarding the Commission’s April 18, 2013 Tentative Order. As well explained in those comments, a process enabling electric generation suppliers (“EGSs”) to access the account number for a consumer who has decided to switch to the competitive supplier at a public event but does not know his/her account number and is not on the Eligible Customer List (“ECL”) would be a significant market improvement for a number of reasons.

First, allowing customers to authorize the EGS of their choice to obtain their account number to complete an enrollment request fosters the development of a workable competitive market. This is because unnecessary barriers to effectuating a customer’s choice are removed and the customer’s desire to switch can be timely and efficiently managed. RESA also supports *implementing a similar process for small commercial and industrial customers since they should likewise benefit from this market improvement.*

Second, adopting this process will lessen frustrating delays between the time the customer makes the decision to switch and when the switch is actually made. As described in the Comments of the NRG Retail Affiliates, requiring a customer who has already made his/her decision to switch

¹ RESA’s members include: Champion Energy Services, LLC; ConEdison *Solutions*; Constellation NewEnergy, Inc.; Direct Energy Services, LLC; GDF SUEZ Energy Resources NA, Inc.; Hess Corporation; Homefield Energy; IDT Energy, Inc.; Integrys Energy Services, Inc.; Just Energy; Liberty Power; MC Squared Energy Services, LLC; Mint Energy, LLC; NextEra Energy Services; Noble Americas Energy Solutions LLC; NRG, Inc.; PPL EnergyPlus, LLC; Stream Energy; TransCanada Power Marketing Ltd. and TriEagle Energy, L.P. The comments expressed in this filing represent the position of RESA as an organization but may not represent the views of any particular member of RESA.

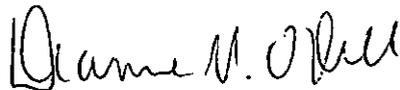
to take further action because of this impediment can sully a customer's impression of shopping and cause the customer to not move into the competitive market. Such a result would be contrary to the Commission efforts to date to promote shopping.

Third, implementation of this process may encourage greater focus by EGSs on developing sales channels for public venues. Such channels, as the Commission has recognized, are excellent ways to reach mass market customers that do not involve telemarketing or door-to-door sales. All consumers benefit from the availability of all potential marketing channels because they have greater opportunities to avail themselves of the benefits of a competitive market.

In conclusion, the process as described in the Comments of the NRG Retail Affiliates is a practical solution that can be timely and reasonably implemented to address a significant barrier preventing consumers from entering the competitive market today.

RESA appreciates the Commission's efforts regarding this important consumer initiative and looks forward to assisting in the effort.

Sincerely,



Deanne M. O'Dell

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