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**ICC Report: Increasing Numbers of ComEd Residential Electric Customers are Switching to Alternative Retail Electric Suppliers for their Electric Supply**

If you live in northern Illinois, you may have noticed the bill boards, radio ads, mailings and telephone calls urging you to switch your electric supply from ComEd to an alternative retail electric supplier. Turns out, according to a recent ICC report, 83,000 ComEd residential customers have made that switch, thanks in part to a key tool being made available to suppliers earlier this year that better enables residential and small commercial customer switching.

“Residential retail electric competition is really starting to take off in ComEd’s service territory with the introduction of utility consolidated billing and purchase of receivables,” said Kevin Wright, President of the Illinois Competitive Energy Association. “Retail electric competition is not a new concept. In Illinois, over 75% of all non-residential electric usage is served by competitive suppliers and thousands of customers choose to buy their electricity from a company other than their local utility. Customers that look to companies other than their utility for their electric supply see competitive prices and a wide array of product and service offerings not available from their utility,” said Wright.

The ICC report (available at <http://www.icc.illinois.gov/>) notes ten suppliers are currently offering at least 22 different products and services to residential customers in the ComEd area. According to the report, the vast majority of the currently available residential offerings are priced below ComEd’s rate.

“The Illinois General Assembly, the Illinois Commerce Commission, ICEA, ComEd, Ameren Illinois, consumer groups and others have worked diligently to ensure the right market structures and tools are available to foster retail electric choice. While there is still more work to be done, the Illinois General Assembly’s vision of providing residential customers with access to savings opportunities and product options available to non-residential customers is finally coming to fruition,” said Wright, a former Chairman and member of the Illinois Commerce Commission.

“While the ICC report clearly sets forth the progress made to date in fostering retail electric competition, work remains to ensure that all Illinois consumers receive the benefits of a thriving and robust competitive retail and wholesale electricity market. Consumer education efforts need to be increased. Reasonable and appropriate rules for the marketing and provisioning of retail electric supply need to be approved. In addition, other tools to enhance retail electric choice, such as referral programs, need to be implemented,” Wright said.



The Illinois Competitive Energy Association (ICEA) is an Illinois-based trade association of competitive energy suppliers dedicated to preserving and enhancing customer choice and the competitive electric and natural gas industries. Members include Ameren Energy Marketing, Champion Energy Services, Constellation NewEnergy, Direct Energy Services, Exelon Energy Company, FirstEnergy Solutions, Integrys Energy Services, MC Squared Energy Services, Midwest Generation-Edison Mission Solutions, and Nordic Energy Services.

For additional background information on the retail electric choice in Illinois, contact ICEA President Kevin Wright at (217) 741-5217.

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