

Decoupling and Other Regulatory Incentives for Energy Efficiency in the Midwest

Balancing the Interests of Ratepayers and Shareholders

Ratepayers

- Fair and Reasonable Rates (net revenues)
- Savings from energy efficiency (lower bills)
- Reduced payback on energy efficiency investments

Shareholders

- Cost recovery
- Avoidance of revenue erosion
- Profit



Cost Recovery Mechanisms

- Decoupling
- Lost revenues
- Save-A-Watt
- Straight-Fixed Variable
- Other



Office of the
Ohio Consumers' Counsel
Your Residential Utility Consumer Advocate