

STATE OF MAINE  
PUBLIC UTILITIES COMMISSION

Docket No. 2010-00256

February 26, 2021

ELECTRICITY MAINE, LLC  
Application for License to Operate as a  
Competitive Electricity Provider

ORDER IMPOSING  
SANCTIONS ATTACHMENT A

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1. On or about November 14, 2017, Electricity Maine enrolled a customer at a rate of 8.99 cents per kWh with Electricity Maine following a door-to-door sales visit. The customer told CASD that he never signed up for service from Electricity Maine. The third-party verification call included the customer agreeing to the enrollment, but Electricity Maine was unable to demonstrate it had provided the customer with a copy of the terms of service, and therefore Electricity Maine agreed to refund the customer difference between the standard offer rate and the Electricity Maine rate. C.R. 875- 879. Electricity Maine stated no improper action was found on the part of the sales agent. ODR 02-01.
2. On or about December 5, 2017, a customer contacted CASD with concern regarding his rate of 11.394 cents per kWh with Electricity Maine because he felt his rate was significantly higher than standard offer. C.R. 1020.
3. On or about December 21, 2017, Electricity Maine enrolled a customer at a rate of 10.49 cents per kWh following a sales agent visiting a customer at her home in Guilford. C.R. 663, 644. In May 2018, the customer contacted CMP and realized Electricity Maine was her supplier, and she contacted CASD because she did not recall signing up with Electricity Maine. C.R. 639, 644. Electricity Maine was unable to demonstrate to CASD it had provided the customer with a copy of the terms of service and information about how to rescind if the customer chose to cancel service. C.R. 638, 663. Therefore, Electricity Maine agreed the customer was not required to pay \$251.46, the amount charged for the electricity it had delivered. C.R. 658, 663.
4. On or about December 27, 2017, a customer contacted CASD with concern regarding his rate of 9.224 cents per kWh with Electricity Maine, which he had agreed to but was higher than the standard offer rate. C.R. 1030.
5. On December 27, 2017, a customer contacted CASD with concern regarding an early termination fee and her Electricity Maine rate of approximately 10 cents per kWh, which was higher than the standard offer rate. C.R. 1042.
6. On December 28, 2017, a customer contacted CASD with concern regarding her rate of 10 cents per kWh with Electricity Maine because the rate was higher than standard offer. C.R. 1042.

7. On January 2, 2018, a customer contacted CASD with concern regarding his rate of 10.99 cents per kWh with Electricity Maine. When CASD told the customer the standard offer rate, he indicated he would contact Electricity Maine to cancel. C.R. 924.
8. On January 2, 2018, a customer contacted CASD with concern regarding notice of a renewal rate of 10.99 cents per kWh with Electricity Maine. When CASD told the customer the standard offer rate, the customer asked how to get the standard offer provider as his supplier. C.R. 927.
9. On January 5, 2018, a customer contacted CASD with concern regarding an initial rate in 2016 of 6.3540 cents per kWh with Electricity Maine that climbed to a rate of 10.99 cents per kWh upon an automatic renewal. Rather than pay a \$100 early termination fee, the customer accepted a rate of 8.49 cents per kWh. C.R. 929.
10. On February 8, 2018, a customer contacted CASD with concern regarding a rate of 10.6494 cents per kWh with Electricity Maine. To avoid a \$100 early termination fee, Electricity Maine offered the customer a rate of 8.5 cents per kWh. C.R. 939, 953, 957.
11. On February 9, 2018, a customer contacted CASD with concern regarding a high electricity bill. She stated her bill had increased by almost \$300 on combined bills for her farm. She stated her rate with Electricity Maine had increased dramatically. C.R. 964, 965.
12. On February 12, 2018, a customer contacted CASD with concern regarding renewal of her contract with Electricity Maine at a rate of 10.49 cents per kWh. C.R. 968, 978.
13. On February 13, 2018, a customer contacted CASD with concern regarding a rate of 10.49 cents per kWh with Electricity Maine. When CASD told the customer the standard offer rate, the customer indicated the customer would contact Electricity Maine. C.R. 933.
14. On February 13, 2018, a customer contacted CASD to review his electricity bill. CASD compared the standard offer rate to the nearly 11 cents per kWh he was paying Electricity Maine. He stated he intended to contact Electricity Maine. C.R. 1007.
15. On February 14, 2018, a customer contacted CASD to review his electricity bill. The majority of his bill was associated with Electricity Maine, and he had a rate of 11.94 cents per kWh. He asked to be transferred to Electricity Maine. C.R. 1009.

16. On February 22, 2018, a customer contacted CASD with concern about canceling her service with Electricity Maine. She had received a renewal notice for a rate of 10.69 cents per kWh. C.R. 1129, 1133.
17. On or about April 18, 2018, a customer contacted CASD with concern regarding a rate of 11.394 cents per kWh with Electricity Maine. C.R. 1073.
18. On or about May 2, 2018, Electricity Maine enrolled a customer at a rate of 12.70 cents per kWh. CASD determined Electricity Maine had prematurely enrolled the customer during the rescission period, and Electricity Maine agreed to refund the difference between the standard offer rate and the Electricity Maine rate. C.R. 715, 719. Electricity Maine indicated the agent involved in this incident had been deactivated at the time of its voluntary suspension of its marketing activities in Maine. ODR 02-01.
19. On or about May 4, 2018, a customer was enrolled at a rate of 12.70 cents per kWh with Electricity Maine following a door-to-door sales visit. When the customer received the terms of service, she contacted Electricity Maine to cancel the service. Because Electricity Maine had prematurely enrolled the customer during the rescission period, Electricity Maine agreed to refund the difference between the standard offer rate and the Electricity Maine rate. Electricity Maine later confirmed that commission money was clawed back from the vendor involved in this incident, and that the sales agent was deactivated at the time of its voluntary suspension of its marketing activities in Maine. EXM 01-16; ODR 01-06; ODR 02-01. This customer was invoiced 4 times for a total billed amount of \$108.89, which was not paid by the customer. C.R. 666, 668, 669, 672; ODR 01-06.
20. On or about May 14, 2018, Electricity Maine enrolled a customer identifying himself as “elderly” and sometimes forgetful at a rate of 12.70 cents per kWh following a door-to-door sales visit. The customer contacted CASD because he had told the sales agent he did not want to sign up for service from Electricity Maine. The third-party verification included the customer agreeing to the enrollment, but Electricity Maine failed to properly process the customer’s request to terminate service, which the customer had made in advance of Electricity Maine establishing service to the customer. CASD concluded Electricity Maine could only collect the difference between the standard offer rate and the Electricity Maine rate for the service provided, which resulted in \$47.96 in favor of the customer. CASD spoke to the customer at length to make sure he understood how CASD had resolved the matter. C.R. 822, 826, 837, 867. Electricity Maine indicated the agent involved in this incident had been deactivated at the time of its voluntary suspension of its marketing activities in Maine. ODR 02-01.

21. On June 18, 2018, a customer contacted CASD with concern about how an Electricity Maine door-to-door sales agent had approached her and she stated she threw the sales agent out of her home. C.R. 1160.
22. On August 9, 2018, an 87-year-old customer contacted CASD with concern regarding a rate of 11.99 cents with Electricity Maine. C.R. 1092.
23. On August 23, 2018, a customer contacted CASD with concern regarding an early termination fee, which he stated he was not responsible for because he had canceled during the renewal period. He was angry and referred to Electricity Maine as a bunch of crooks. C.R. 1204, 1206.
24. On September 5, 2018, a customer contacted CASD after receiving a high electricity bill. He was enrolled with Electricity Maine at a rate of 10.64 cents per kWh. The customer signed up for service in 2013, but Electricity Maine was unable to provide documentation of having served the required renewal notices, and the customer stated he was not sure how he had Electricity Maine as his supplier. Electricity Maine agreed to place the customer back on standard offer service and to provide a refund of \$190.31, the difference between what the customer was billed and what he would have been billed under standard offer. C.R. 794, 809, 819.
25. On September 11, 2018, a customer contacted CASD with concern about high rates and an early termination fee. She referred to Electricity Maine as scammers that cheat elderly and disabled people. C.R. 1208, 1209.
26. On September 23, 2018, a customer contacted CASD with concern about a rate of 12.59 cents per kWh with Electricity Maine. C.R. 1213.
27. On November 18, 2018, an 80-year-old customer contacted CASD with concern about how to cancel his service with Electricity Maine because he was told he had to call back to cancel and he may forget to call. C.R. 1224.
28. On December 12, 2018, a customer contacted CASD with concern about a renewal rate of 12.49 cents per kWh with Electricity Maine. C.R. 1247.