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OPEN MEETING AGENDA ARIZONA CORPORATION COMMISSION

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UTILITY COMPLAINT FORM

Investigator: Richard Martinez

Phone: [REDACTED]

2008 APR 17 P 2:09

Fax: [REDACTED]

Priority: Respond Within Five Days

AZ CORP COMMISSION
DOCKET CONTROL

Opinion No. 2008 - 67548

Date: 4/3/2008

Complaint Description: 08Z Rate Case Items - Other
N/A Not Applicable

Complaint By: Dale Keys
First: Dale Last: Keys

Account Name: Dale Keys

Home: (000) 000-0000

Street: email

Work: (000) 000-0000

City: [REDACTED]

CBR: [REDACTED]

State: AZ Zip: [REDACTED]

is: E-Mail

Utility Company: Tucson Electric Power Company

Division:

Contact Name: Brenda BeVard

Contact Phone: [REDACTED]

Nature of Complaint:

*****REFERRED FROM CHAIRMAN GLEASON'S OFFICE*****

DOCKETED

APR 17 2008

AZ Corporation Commissioners,

DOCKETED BY [Signature]

I'm a member of the Tucson-Pima Metropolitan Energy Commission. Along with my fellow MEC members, I maintain an active interest in the recent rate filings by TEP and other utilities, and in Commission rules and regs, especially with regard to renewable energy standards. When I opened my last bill from TEP, I quickly read the insert on TEP's filings. As is typical with most public communications on energy rates and regulations, it appeared to be a legal statement full of acronyms and Corporation Commission-ese. I passed it on to my wife and asked her to read it and give me her impression. Incomprehensible! she responded. I then sent a note to a TEP official and discovered that the insert was actually prepared by Corporation Commission staff, not TEP. So let me share with you my reaction and a couple of general suggestions to improve communications and knowledge.

First, write all communications from the average reader's perspective (I suspect a 6th grade reading level) and strive to make the message inviting. Start with something like The rates that your utility company charges you, its customers, and how it provides electricity to you are governed by the AZ Corporation Commission (a body of 5 elected Commissioners). Then go on to define and talk about a tariff, the relevant rate filing, and related rules and requirements that underlie the rate filing or are changing or up for consideration. For example, you could say that in the interest of using fuels other than coal, oil and natural gas to generate electricity, the CC has set a Renewable Portfolio Standard for all AZ utilities. Then say what it is and briefly, how different utilities are planning to meet it. This can be a lead in to one reason why utilities are requesting rate increases. In others words, tell a story that leads in a logical path and informs the reader all along the way. Minimize jargon and acronyms and clearly define those that need to be used.

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Second, use short sentences and paragraphs, and throw in a few bullets along the way. This not only breaks up the material, it presents a much more attractive and inviting visual first impression. We all get so many dense, complicated but important mailings and then as a society, wonder why people don't read them. My least favorite are the new terms and conditions we keep getting from our credit card companies which sometimes seem designed to simply confuse the reader.

Energy production and use can be complicated to understand for the general public; the operation of the CC and your various rules, regs and procedures can be a maze even for the informed citizen. Let's all try together to raise the level of awareness and understanding so Arizonans can make *informed and wise* energy decisions.

Dale Keyes

~~XXXXXXXXXX~~
End of Complaint

Utilities' Response:

na
End of Response

Investigator's Comments and Disposition:

Mr. Dale Keyes:

I will file your opinion in Docket No. (E-01933A-07-0594) and I will pass it along to the Director and the technical staff. All Commissioners received your letter and will consider your suggestions.

You can view the TEP insert in question by going onto the ACC's Website (www.azcc.gov). On the bottom right hand of the screen you will notice an E Docket icon. Click on this to open and then click on the search button. Next, click on docket number search and enter the Year (07) and the following four numbers (0594) under Matter.

Double click on search. Then click on view details (highlighted in red) and wait a few seconds until the next screen appears then click on documents and wait until this opens up. Now go down until you reach result 15 of 32 under view details. Click on view details. Click on view image (highlighted in red). Click on "All" in browser and then scroll down to page number five (5).

You will now see the ("insert") Public Notice of the Application of Tucson Electric Power Company for approval of its Renewable Energy Standard and Tariff Implementation Plan and Related Tariffs Docket No. E-01933A-07-0594.

Thank you for taking the time and interest in writing to the Arizona Corporation Commission.

Sincerely,

Richard Martinez
Public Utilities Consumer Analyst II
Arizona Corporation Commission

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[REDACTED]

4/15-

Mr. Martinez,

Thanks for your response. I found and printed the insert following your directions. Unfortunately, the image and the resulting printed version are very difficult to read. Perhaps you have a hardcopy of the insert saved and could send me a copy? If so, please send it to: [REDACTED]. Thank you.

Dale Keyes

4/15

I mailed customer a hard copy to the address that customer requested it be mailed to. CLOSED.

4/16

I emailed this to Greg Freeman to have it docketed at E-04204A-07-0593. CLOSED.

End of Comments

Date Completed: 4/16/2008

Opinion No. 2008 - 67548

Substantiated/Un-Substantiated not yet determined

Notes: