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From: RJ Leighty
Sent: Tuesday, May 10, 2011 8:08 AM
To: Stump-Web
Subject: Arizona Public Service - Rate Increases

ORIGINAL

Dear Commissioner Stump:

I have just received my most recent APS bill, and understand that in addition to all of the other rate increases they have received and/or applied for, they are also looking for another increase to cover their transmission costs. I'm sure my employer will be wiling to pass on a raise because my APS bill is going up. Isn't that APS' position? Every time their costs go up, so should their revenues? I mean, surely we can't expect APS to risk their profits?

Sarcasm aside, I would like to know the answer to a question that amply illustrates my frustration.

As you may be aware, APS recently changed their logo. I am curious how much it cost to effect this change, including design, selection and implementation. I'd also like to know how much they spend on Zoo Lights, The Diamondbacks, and all of their other corporate sponsorships. I'll bet it's a respectable number. And whatever that amount is, it's a foolish waste of money, the cost of which consumers will have to bear. While many businesses change logos and do sponsorships as marketing vehicles, APS has no valid reason to do so. APS' customers do not have a choice; we have to use APS for our electricity service. So what is the justification?

I can't afford to take my family to the zoo or to a baseball game, because I have to set some money aside for the unexpected. And my wife and I would love to update our look, but we just spent \$200 to take our daughter to the ER and I've got another one that needs \$4,000 worth of dental work. So I guess we'll just make do with the "look" that we've got. Seems to me that sense of responsibility is lost on APS - and a lot of other organizations.

Of course, it's great to be the "community good guy" and say "look at all the things we do!". Especially when you get to do it with other people's money. But I cannot help but wonder if APS' new logo would still be emblazoned on the Jumbotron at Chase Field if the money came directly out of the Pinnacle West shareholders' pockets.

Would you ask them that for me?

Thank you.

Sincerely,
Randy J Leighty

Glendale, AZ 85310

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