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Arizona Corporation Commission

1200 W. Washington Street

Phoenix, Arizona 85007

ARIZONA CORPORATION COMMISSION  
DOCKET CONTROL

(602) 258-3069

www.phoenixdowntowndeli.com  
downtowndeli@qwestoffice.net

Re: Southwest Gas rate case - G-01551A-10-0458 and

APS rate case - E-01345A-11-0063  
<sup>0224</sup>

*Customer  
Letters in  
Support of  
Energy Efficiency  
& Decoupling*

Dear Chairman Pierce and Commissioners:

Our current system isn't working for me or others who are concerned about conserving energy and lowering our bills. Instead of increasing energy efficiency, utility companies are getting incentives for producing more energy. This wastes both energy and money and drives up our bills.

As an APS and SW Gas customer and business owner I would like to see more energy efficiency programs to help use less energy, lower bills, and reduce pollution. Please support energy efficiency and decoupling in the upcoming rate case.

Regards,

*Jay P. [Signature]*

THE DOWNTOWN DELI LLC

Arizona Corporation Commission

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Ecosense LLC  
P.O. Box 45481  
Phoenix, AZ 85064  
(602)330-1764

10-4-11

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE:

Arizona Public Service rate case - E-01345A-11-<sup>0224</sup>~~0063~~ & Southwest Gas  
rate case - ~~G-01551A-10-0458~~

Dear Chairman Pierce and Commissioners,

As a business owner and an Arizonan I am very concerned about the costs of energy use, so I advocate for your adoption of strong energy efficiency and decoupling policies.

I am both a Southwest Gas customer and an APS customer. Businesses and other customers could benefit from programs that make their homes or businesses more efficient by fixing leaks, changing air filters, or sealing windows. However, under the current system utilities companies have the incentive to do the exact opposite. Companies make money based off of how much energy they sell.

Under decoupling utility companies would instead be urged to help increase energy efficiency and would be rewarded for doing so. In the long run this earns customer loyalty, reduces pollution, and reduces the number of jobs and dollars that leave the state to pay for fuel or energy needs.

Thank you for considering my comments.

*Greg Brown*



October 5, 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: APS rate case - E-01345A-11-<sup>0224</sup>~~0063~~ & SW Gas rate case -  
G-01551A-10-0458

Dear Commissioners,

As an Arizonan business owner and both an APS & SW Gas customer, I am urging the Commission to support robust energy efficiency and decoupling policies in the upcoming rate cases.

Gas and electricity costs keep rising as we send billions of dollars out of state to pay for our utilities. This drain of money and resources could be helped by the adoption of more energy efficiency so that we are wasting less energy, and saving more money.

I urge you to get rid of incentives that encourage more energy use instead of less. Please support both energy efficiency and decoupling to help customers save money and energy.

Thank you for your time.

Derek Neighbors

*President, Gangplank Collective*

260 S. Arizona Ave.  
Chandler, AZ 85225

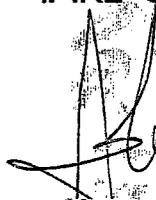
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October 4, 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: Arizona Public Service rate case - E-01345A-11-~~0063~~<sup>0224</sup> and  
~~Southwest Gas rate case - G-01551A-10-0458~~

Dear Chairman Pierce and Commissioners,

I write today to you as a business owner and customer of APS and SW Gas. I understand that you taking input in the upcoming rate cases for both utilities.

As you look at the various factors that constitute a rate case, I ask you to advance policies that will increase energy efficiency. One such policy - decoupling - will remove the current motivation for utilities to sell more, not less, energy.

Especially in this economy, spending unnecessary money is foolish and has a trickle down effect to businesses and residential customers.

I support energy efficiency to save money.

Sincerely,



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October 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: Arizona Public Service rate case - E-01345A-11-<sup>0224</sup>0063 &  
~~Southwest Gas rate case - G-01551A-10-0458~~

Dear Chairman Pierce and members of the Arizona Corporation Commission,

I am not someone who typically writes to you.

However, I understand that before you are rate cases involving APS and SW Gas, the utilities that serve my business.

Since what you determine will have an impact on my energy bills, I am writing to ask that you consider the small businesses and residential customers who have been working hard, yet struggling, to pay bills in any given month.

You have the ability to provide some certainty to us by ensuring that energy efficiency tops the list for the investment of the utilities and that they see this in their interest to make it enjoy the greatest success. A good decoupling policy fits this description.

The better the options that businesses and residents have to save money and save energy, the more you will see us embracing these options.

Sincerely,



FOCARCIA FIORENTINA@MSN.COM



October 5, 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: Arizona Public Service rate case - E-01345A-11-<sup>0224</sup>~~0063~~ and the Southwest Gas rate  
~~case - G-01551A-10-0458~~

Dear Honorable Members of the Arizona Corporation Commission,

As you are well aware, gas and electricity costs keep rising. As a small business owner, this is particularly challenging as I work to make ends meet.

As elected leaders, I encourage you to use your leadership to help business owners, like myself, have more opportunities to increase energy efficiency, which ultimately can lower my energy bills.

You are likely aware that decoupling has the ability for utilities to make money based on how well they cut expenses vs. how much energy they sell, which increases costs to their customers.

As you discuss the APS and SW Gas rate cases, please move forward with energy efficiency and decoupling policies that are in the interests of the public.

Thank you for the ability to comment.

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

October 6, 2011

RE:

~~SW Gas rate case - G-01551A-10-0458~~

APS rate case - E-01345A-11-~~0063~~0224

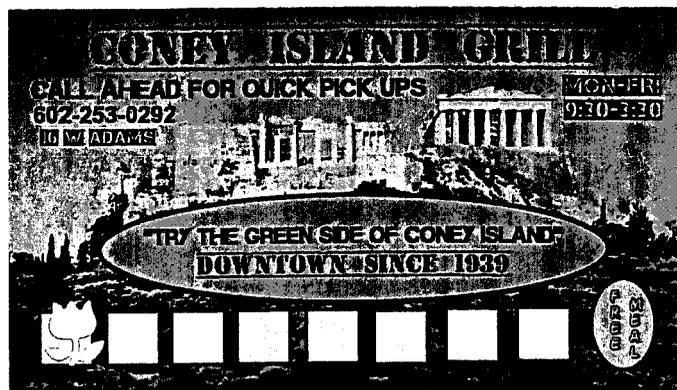
Dear Arizona Corporation Commissioners,

Across the country, conservation and decoupling programs have saved money. While, thanks to your leadership, energy efficiency requirements are required, currently Arizona is not implementing a decoupling program. I am hopeful that in the rate cases of SW Gas and APS before you, that will change.

Having a decoupling policy combined with energy efficiency policies will better ensure that utilities see benefit to conserving energy, which in turn benefits Arizonans.

I appreciate you taking the time to read my thoughts.

*Tyler Ellis - Coney Island Grill - (owner)*



October 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: Arizona Public Service rate case - E-01345A-11-<sup>0224</sup>~~0063~~ and  
~~Southwest Gas rate case - G-01551A-10-0458~~

Dear Chairman Pierce and Commissioners,

As an APS and SW Gas customer and a business owner who is interested in reducing waste and the cost of energy, I would like to see the adoption of strong energy efficiency and decoupling measures in the upcoming APS and Southwest Gas rate cases.

With our current system, utility companies are rewarded for energy inefficiency. Reducing financial incentives for companies when they sell more energy will urge them to see that customers want to save energy and money at the same time. In the long run the use of less energy will lower rates.

Please support both energy efficiency and decoupling in the upcoming weeks and into the future.

Thank you for your time.

Shelby Rayner  
12409 W. Indian School Rd., Ste. D403  
Avondale, AZ 85392

October 4, 2011

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

RE: Arizona Public Service (APS) rate case - E-01345A-11-<sup>0224</sup>~~0063~~ and the Southwest  
Gas rate case - ~~G-01551A-10-0458~~

Dear Commissioners,

It was recently brought to my attention that utilities lose money when we conserve electricity and gas. That seems backwards.

I am a business owner and one of the ways I have found to increase my profits is to be less wasteful and to encourage my customers to be less wasteful.

With the rate cases for APS and Southwest Gas before you, I am optimistic that you will change the current dynamic of utilities and provide them with opportunities to get better rewarded when they conserve.



**VITAMIN T**  
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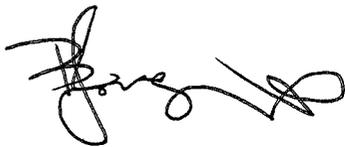
Arizona Corporation Commission  
1200 W. Washington St.  
Phoenix, AZ 85007

RE: 0224  
Arizona Public Service rate case - E-01345A-11-0063 &  
~~Southwest Gas rate case - G-01551A-10-0458~~

Dear Members of the Arizona Corporation Commission,

My business is served by APS and Southwest Gas. As most people, I think my bills are always higher than they should be. I know that being more energy efficient –whether it is lights, insulation, or appliances – can save me money. However, I also know that if my utilities were doing more to provide me with energy efficient options and if THEY were focused on this instead of building more costly new plants, my bills could be lower. I am asking you to support decoupling so that utilities focus on how well they serve their customers not how much money they make.

Thank you.



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AZ CORP COMMISSION  
DOCKET CONTROL

10-5-11

Arizona Corporation Commission  
1200 W. Washington Street  
Phoenix, Arizona 85007

Re:

Arizona Public Service rate case - E-01345A-11-0063 & <sup>0224</sup> Southwest Gas rate case - G-01551A-10-0458

Dear Chairman Pierce,

I am a proponent of energy efficiency. It has often been said that energy efficiency is the quickest and cheapest way to meet our energy needs. For businesses, such as mine, it also can make the difference in whether or not our doors stay open.

Before you is the opportunity to make sure that energy efficiency is successful in Arizona. By incorporating decoupling in the rate cases noted above, utilities will have more of an enticement to see the success of energy efficiency.

I thank you for your service to our state and urge you to enact and implement strong energy efficiency and decoupling policies.

Yours Truly,

