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ARIZONA CORPORATION COMMISSION  
DOCKET CONTROL

ROBERT R. TAYLOR, ESQ.  
Senior Director  
Regulatory Policy & Public Involvement  
Arizona Corporation Commission

DOCKETED

DEC 20 2013

December 20, 2013

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Commissioner Bob Burns  
Arizona Corporation Commission  
1200 W. Washington  
Phoenix, AZ 85007

Re: Commission's Inquiry into Potential Impacts to the Current Utility Model Resulting from Innovation and Technological Developments in Generation and Delivery of Energy, Docket No. E-00000J-13-0375 (pertaining to closed Docket No. E-00000W-13-0135, Commission's Inquiry into Retail Electric Competition)

Dear Commissioner Burns,

SRP voluntarily submits the following responses to the questions posed in your December 6, 2013 letter to the docket. We recognize your interest in better understanding the dollars committed by each stakeholder to such an important matter.

In participating in the Commission's recent inquiry into deregulation, SRP believed it was important to educate our customers and the public regarding our concerns with restructuring the electric industry. As we have seen numerous states continue to struggle with deregulation, we believe such restructuring is not in the best interests of our customers or the state, as a whole.

During this public discussion, we found the need to further supplement our outreach efforts to counter the deregulation proponents' engagement in a public campaign consisting of multiple full page newspaper advertisements and focused efforts to lobby SRP's customers, large and small.

As a result, SRP expended approximately \$110,000 over an eight month period to help develop a voice for a wide variety of organizations that held similar views. The primary focus of our activity, however, was in the docket opened by the Commission. SRP expended significant resources responding to the questions raised by the Commission and the comments filed by the proponents. We spent between \$250,000 and \$300,000 in outside legal and consultant fees to assist us in the preparation of SRP's briefs and pleadings before the Commission. SRP does not specifically account for staff time spent on individual issues but a core team of around 10 to 15

individuals spent significant time conducting research and assisting in the preparation of responses to the Commission's questions.

We hope you find this to be responsive to your inquiry. Please don't hesitate to contact me if you have any further questions.

Sincerely,

A handwritten signature in black ink that reads "Rob Taylor". The signature is written in a cursive style and is followed by a long horizontal line that extends to the right.

Rob Taylor