

Collin Roehner

From: Collin Roehner on behalf of Records Clerk
Sent: Thursday, January 26, 2017 8:28 AM
To: 'Bill Shallcross'
Subject: RE: Radioactive: Welcome to the new age, to the new age - Docket 160101-WS

Good morning Mr. Shallcross,

We will be placing your comments below in consumer correspondence in Docket No. 160101-WS and forwarding your comments to the Office of Consumer Assistance and Outreach.

Sincerely,

Collin D. Roehner
Commission Deputy Clerk I
Office of Commission Clerk
Florida Public Service Commission
2540 Shumard Oak Blvd.
Tallahassee, Florida, 32301
(850) 413-7123

From: Bill Shallcross [<mailto:wshallcross@cfl.rr.com>]
Sent: Wednesday, January 25, 2017 6:10 PM
To: Office of Commissioner Brisé; Office of Commissioner Brown; Office Of Commissioner Graham; Office of Commissioner Patronis; Office of Commissioner Polmann
Cc: JR Kelly; Records Clerk; constantine@seminolecountyfl.gov; sayler.erik@leg.state.fl.us; jmariano@pascocountyfl.net; Walter Trierweiler; governorrick.scott@eog.myflorida.com; sunburst@eog.myflorida.com; Braulio Baez; Cindy Muir
Subject: Radioactive: Welcome to the new age, to the new age - Docket 160101-WS

It's my first rate case – and hopefully my last - so let's have fun. Talk about tone deaf. But so I will ...

Mr. McGuire: I want to say one word to you. Just one word.
Benjamin: Yes, sir.
Mr. McGuire: Are you listening?
Benjamin: Yes, I am.
Mr. McGuire: ~~Plastics.~~ **Social Media**

Apparently I can't say it enough. PSC's outreach protocols are outdated and ineffective. Using snail mail to send obtuse "notifications" ain't it. (Recent) excerpts from a few of my correspondents on these twin topics:

"Bill,

To answer your question [about how I learned about the rate hike] I kind of read the letter from UIF but honestly it wasn't until next door started posting that I truly understood how the rate change would affect me. Thank you for your efforts."

"I found out through the very wordy confusing lengthy 2-sided letter sent out by the utilities company. There are laws that state communication as such, are to be sent in plain English. Wonder if they are applicable to public utility companies."

“Next door [<https://nextdoor.com>] The Springs”

“Originally from the mailing but reminded by a FB post with a link to file the complaint. I would assume not too much rebellion from Weathersfield area due to the number of renters.”

“Thank you. I had already posted that [the PSC’s Rate Case Overview] in our community Facebook pages in the area.”

[Bill Shallcross]

If you can, I’d like you all to run complaints by Zip Code and compare and contrast the number of responses from the Longwood and Weathersfield. The result will be very informing.

Bill

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