

**Collin Roehner**

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**From:** Collin Roehner on behalf of Records Clerk  
**Sent:** Monday, January 30, 2017 9:50 AM  
**To:** 'Bill Shallcross'  
**Subject:** RE: Docket 160101-WS - question of the day and the informational power of social media

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

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**From:** Bill Shallcross [mailto:wshallcross@cfl.rr.com]  
**Sent:** Sunday, January 29, 2017 8:50 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; lconstantine@seminolecountyfl.gov; sayler.erik@leg.state.fl.us; Cindy Muir  
**Subject:** FW: Docket 160101-WS - question of the day and the informational power of social media

It used to amaze me when folks would tell me they don't know whether they live in an incorporated or unincorporated area with the confusion due to USPS designated Zip Codes (and related city name). In fact, many people live in Seminole County with a Winter Park (Orange County) mailing address. Similarly for Maitland and Apopka, but not nearly as many.

I would ask them: Do you pay taxes to, say, Winter Park? Though I can understand this ignorance from single family home *renters*.

Furthermore, most people outside city limits served by, say, Winter Park, don't realized they pay a premium for water and sewer above that charged to city residents – though it is paradoxically – for the informed customer - one the ploys to attract annexations.

My point being, of course, if someone doesn't even know where they live, how can you can expect them to understand dense, obtuse notifications from UIF/PSC? To wit – and I know you all are not trying to be intentionally misleading though all are not in agreement on that point - I'm just asking for you folks to take a step back and look at this from a new perspective. If people can't understand what you're sending them, then all is for naught. Though again I assert many aren't even opening the mail.

Even I find these notifications confusing, despite being targeted mailings, when they start off – (re: the one size fits all communications that are easiest to disseminate):

**APPLICATION FOR INCREASE IN WATER AND WASTEWATER RATES IN CHARLOTTE, HIGHLANDS, LAKE, LEE, MARION, ORANGE, PASCO, PINELLAS, POLK AND SEMINOLE COUNTIES BY UTILITIES, INC. OF FLORIDA** – All of which doesn't matter to a consumer in "Seminole" -

And continuing on:

On November 1, 2016, the Florida Public Service Commission approved interim [what does interim mean?] water rates for Utilities, Inc. of Florida customers in Seminole County **excluding Sanlando and Longwood**.

The obvious question being: if I live in Seminole County, but not specifically Longwood or Sanlando – common names locally with the former being an incorporated city and the latter simply a community in Seminole County, but for the rate request specifically and confusingly instead referring to UIF franchise areas that may or may not conform with those labels – why tell me those exclusions if I don't live in Sanlando or Longwood; though which one applies to the customer anyway – see evidence, below? Again the LSAT analogy. Give me superfluous information and ask me to cull the part(s) that apply to me to continue to answer the question correctly.

**So PSC has made the most basic of assumptions that in reality negates any comprehension of Rate Case Overview - notwithstanding that UIF's notification mailings target customers. But here in the trenches ...**

Multiple choice – pick only one.

Seminole	\$27.26	\$53.64
Seminole - Longwood	N/A	\$37.26
Seminole - Sanlando	\$9.24	\$24.64

So here's the case in point (below), and I fully understand as there is nothing in a UIF bill that indicates what franchise a customer resides in, though for most folks – say in Highlands – it is obvious. For more assured crystal clarity – a/k/a "transparency," if "Seminole" was further defined as Weathersfield that would help customers understand it is Seminole the franchise and not Seminole the county. I've had to explain this many times over to people seeking information from me regarding the rate hike – they routinely ask: does it affect me?

At the February 2<sup>nd</sup> "Seminole" hearing, you all should bring a franchise map to set right a lot of confusion.

From a recent apparently intelligent correspondent:

Bill,

My husband and I were discussing the proposed increase this evening. **We are not understanding which rate increase our specific area would fall under.** We live in Wekiva. However, our address is Longwood, FL. Do you know if there is a way for us to find out if we are considered Longwood or Sanlando? The rate increases are significantly different.

**Thank you for all your efforts in bringing this issue out to the public. This is currently the number one topic on social media NextDoor for the Wekiva area. Many posts are referencing your letters and communications.**

I am also going to do my best to make sure I am present for the meeting on February 2nd.

Thank you again!

By the way here's a notice from my health insurance company – clearly conveying they want the broad spectrum of Florida residents to understand important information:

**ATTENTION:** If you speak English, language assistance services, free of charge, are available to you. Please call the toll-free phone number listed on your identification card.

**ATENCIÓN:** Si habla **español (Spanish)**, hay servicios de asistencia de idiomas, sin cargo, a su disposición. Llame al número de teléfono gratuito que aparece en su tarjeta de identificación.

**請注意：**如果您說中文 (**Chinese**)，我們免費為您提供語言協助服務。請撥打會員卡所列的免費會員電話號碼。

**XIN LƯU Ý:** Nếu quý vị nói tiếng **Việt (Vietnamese)**, quý vị sẽ được cung cấp dịch vụ trợ giúp về ngôn ngữ miễn phí. Vui lòng gọi số điện thoại miễn phí ở mặt sau thẻ hội viên của quý vị.

**알림:** **한국어(Korean)**를 사용하시는 경우 언어 지원 서비스를 무료로 이용하실 수 있습니다. 귀하의 신분증 카드에 기재된 무료 회원 전화번호로 문의하십시오.

**PAALALA:** Kung nagsasalita ka ng **Tagalog (Tagalog)**, may makukuha kang mga libreng serbisyo na tulong sa wika. Pakitawagan ang toll-free na numero ng telepono na nasa iyong identification card.

**ВНИМАНИЕ:** бесплатные услуги перевода доступны для людей, чей родной язык является **русском (Russian)**. Позвоните по бесплатному номеру телефона, указанному на вашей идентификационной карте.