



March 4, 2009

Advice Letter No. 228-E

(U 913 E)

## California Public Utilities Commission

Golden State Water Company ("GSWC"), doing business as Bear Valley Electric Service ("BVES"), hereby transmits for filing an original and four conformed copies of this advice letter with the California Public Utilities Commission ("Commission").

**SUBJECT: CARE Outreach Plan Compliance Filing**

### **Purpose**

BVES hereby submits its CARE Outreach Plan for the years 2009-2011 for Energy Division approval. The advice letter is being filed pursuant to Ordering Paragraph No. 21 in Commission Decision No. ("D") 08-12-019.

### **Background**

D.08-12-019 approved the CARE/LIEE 2009-2011 CARE and LIEE Budgets for the Small and Multijurisdictional Utilities. Specifically, Ordering Paragraph No. 21 of the aforementioned decision states, in part:

*Bear Valley shall submit its CARE outreach plan to the Energy Division as a Tier 2 Advice Letter filing no later than 90 days after the effective date of this decision. Energy Division may approve the program by letter, after asking DRA to comment.*

This advice letter adheres to the provisions in D.08-12-019. Attached is BVES' CARE Outreach Plan for the years 2009-2011 for approval.

### **Tier Designation**

Pursuant to D. 07-01-024, this advice letter is submitted with a Tier 2 designation.

### **Effective Date**

GSWC is requesting an effective of April 1, 2009.

**NOTICE AND PROTESTS**

A protest is a document objecting to the granting in whole or in part of the authority sought in this advice letter.

A response is a document that does not object to the authority sought, but nevertheless presents information that the party tendering the response believes would be useful to the CPUC in acting on the request.

A protest must be mailed within 20 days of the date the CPUC accepts the advice letter for filing. The Calendar is available on the CPUC's website at [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

A protest must state the facts constituting the grounds for the protest, the effect that approval of the advice letter might have on the protestant, and the reasons the protestant believes the advice letter, or a part of it, is not justified. If the protest requests an evidentiary hearing, the protest must state the facts the protestant would present at an evidentiary hearing to support its request for whole or partial denial of the advice letter. The utility must respond to a protest with five days.

**All protests and responses should be sent to:**

California Public Utilities Commission, Energy Division

ATTN: Tariff Unit

505 Van Ness Avenue

San Francisco, CA 94102

E-mail: Honesto Gatchalian ([ijnj@cpuc.ca.gov](mailto:ijnj@cpuc.ca.gov)) or Maria Salinas ([mas@cpuc.ca.gov](mailto:mas@cpuc.ca.gov))

Copies should also be mailed to the attention of the Director, Energy Division, Room 4004 (same address above).

**Copies of any such protests should be sent to this utility at:**

Golden State Water Company

ATTN: Ronald Moore

630 East Foothill Blvd.

San Dimas, CA 91773

Fax: 909-394-7427

E-mail: [regulatoryaffairs@gswater.com](mailto:regulatoryaffairs@gswater.com)

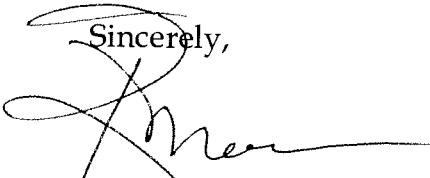
If you have not received a reply to your protest within 10 business days, contact Ronald Moore at (909) 394-3600 ext. 682.

March 4, 2009

No individuals or utilities have requested notification of filing of tariffs. A copy of this advice letter is being furnished to the entities listed to the attached BVES service list via U.S. mail service and electronically via e-mail.

In accordance with Public Utilities Code Section 491, notice to the public is hereby given by filing and keeping the advice letter filing open for public inspection at Bear Valley Electric Service and Golden State Water Company Headquarters.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Moore', written over the word 'Sincerely,'.

Ronald Moore

Senior Regulatory Analyst, Regulatory Affairs

c: Donald Lafrenz, CPUC - Energy Division  
R. Mark Pocta, Division of Ratepayer Advocates  
Service List A.08-07-015

## **BVES 2009 – 2011 CARE PROGRAM OUTREACH PLAN JANUARY 2009**

Given the limited operating budget, BVES will focus its outreach efforts on the least cost approaches first and try others as needed, and subject to budget limitations, to attract more customers to the program. <sup>1</sup> BVES also will evaluate the effectiveness of different approaches to determine whether they should be continued or expanded.

Following are the different outreach activities BVES plans to consider, with implementation dependent on effectiveness and budget impacts.

1. Individual Customer contact – BVES has placed CARE and LIEE information prominently in the lobby of its main office where many customers come to pay their bills. Customer service representatives will be instructed to routinely ask customers if they are aware of the CARE and LIEE programs. BVES will ensure that its field personnel are familiar with the CARE program and have information to leave with customers where appropriate or when they are asked about getting assistance.
2. Website – The BVES website now has CARE and LIEE information and CARE enrollment information.
3. Bill inserts – BVES currently includes an insert on the CARE program with residential customer bills once per year. This will be increased to twice per year. BVES also will include information and articles about CARE in its bill newsletter, “Bear Facts.”
4. News releases and media stories – BVES will work with local media outlets to provide stories on the CARE program.
5. Community events – BVES will look for opportunities to provide CARE information at local community events, such as “Family Night Out”, “Boo at the

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<sup>1</sup> For 2009-2011 BVES’ total annual CARE administrative budget is \$8,520. The budget includes the cost of outreach, processing, verification, and recertification.

Zoo”, “MS Walk”, Chamber activities as well as Rotary, Kiwanis, and similar group activities.

6. Coordination with local agencies – BVES will work with community agencies that serve low-income customers to be sure they have information on the CARE program to provide to their customers. This will include government agencies and faith based organizations. BVES has already teamed up with the “211” dial service, Lutheran Services, Kiwanis, and HEAP.
7. Radio spot advertising – BVES will include information on CARE in its current advertising in radio weather spots.
8. Direct mail – BVES will evaluate how to identify potentially eligible CARE customers not currently in the program to be reached through direct mail campaigns. For example, BVES could send a direct mailer to only the local residential customers who are not already on CARE.
9. Leverage with SWGas - Since the Commission approved BVES’ request to change the CARE eligibility levels to be consistent with Southwest Gas (SWGas) (i.e., 200% of the Federal Poverty Level), BVES will coordinate and try to leverage outreach efforts with SWGas. BVES also will work with SWGas on methods to exchange information on their CARE customers so that customers enrolled in one SWGas’ program can be contacted and offered to be enrolled in the BVES program.

**GOLDEN STATE WATER COMPANY**

**DISTRIBUTION LIST**

**BEAR VALLEY ELECTRIC DIVISION**

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Big Bear Lake, CA 92315

City Attorney  
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P. O. Box 2800  
Big Bear Lake, CA 92315

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385 N. Arrowhead Ave., 2<sup>nd</sup> Floor  
San Bernardino, CA 92415-0140

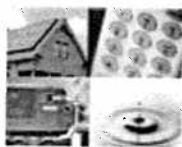
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California Public Utilities Commission

CPUC Home

# CALIFORNIA PUBLIC UTILITIES COMMISSION Service Lists

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**PROCEEDING: A0807015 - WEST COAST GAS CO.  
FILER: WEST COAST GAS COMPANY (U910G)  
LIST NAME: LIST  
LAST CHANGED: FEBRUARY 27, 2009**

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**TOP OF PAGE**  
**BACK TO INDEX OF SERVICE LISTS**