



ADVICE LETTER SUMMARY

ENERGY UTILITY



MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No.: Bear Valley Electric Service, Inc. (U 913-E)

Utility type:

- ELC GAS WATER
 PLC HEAT

Contact Person: Jeff Linam

Phone #: (909) 394-3600 x664

E-mail: jeff.linam@gswater.com

E-mail Disposition Notice to: RegulatoryAffairs@bvesinc.com

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas WATER = Water
 PLC = Pipeline HEAT = Heat

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #: 487-E

Tier Designation: Tier 1

Subject of AL: Response to BVES performance in achieving the CARE 90 percent enrollment goal by December 31, 2023

Keywords (choose from CPUC listing): Compliance

AL Type: Monthly Quarterly Annual One-Time Other:

If AL submitted in compliance with a Commission order, indicate relevant Decision/Resolution #: D.21-10-023

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: No

Summarize differences between the AL and the prior withdrawn or rejected AL:

Confidential treatment requested? Yes No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information:

Resolution required? Yes No

Requested effective date: February 21, 2024 No. of tariff sheets: 0

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: N/A

Service affected and changes proposed¹: N/A

Pending advice letters that revise the same tariff sheets: N/A

¹Discuss in AL if more space is needed.

Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this submittal, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102
Email: EDTariffUnit@cpuc.ca.gov

Name: Jeff Linam
Title: Regulatory Affairs Manager
Utility Name: Bear Valley Electric Service, Inc.
Address: 630 East Foothill Blvd.
City: San Dimas
State: California Zip: 91773
Telephone (xxx) xxx-xxxx: (909) 394-3600 x664
Facsimile (xxx) xxx-xxxx:
Email: RegulatoryAffairs@bvesinc.com; jeff.linam@gswater.com

Name: Alicia Menchaca
Title: Rate Analyst, Regulatory Affairs
Utility Name: Bear Valley Electric Service, Inc.
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Bear Valley Electric Service, Inc.
P.O. Box 9028
San Dimas, CA 91773-9028
A Subsidiary of American States Water Company

February 21, 2024

Advice Letter No. 487-E

(U 913 E)

California Public Utilities Commission

Bear Valley Electric Service, Inc. ("BVES") hereby transmits for filing the following:

SUBJECT: *Response to BVES performance in achieving the CARE 90 percent enrollment goal by December 31, 2023*

PURPOSE

In accordance with Decision ("D.") 21-10-023, BVES is required to submit a Tier 1 advice letter by February 21, 2024. This advice letter serves as a response to Bear Valley's performance in achieving the California Alternate Rates for Energy ("CARE") 90 percent enrollment goal by December 31, 2023.

This advice letter will cover various aspects, including:

- Costs associated with different outreach strategies implemented during the initial three years of the program cycle;
- Identification of the most cost-effective strategies for enhancing CARE enrollment;
- Proposed adjustments for outreach during the remaining program cycle, based on evaluations of previous outreach efforts.

This requirement aims to ensure that utilities actively promote and facilitate access to discounted energy rates for eligible low-income customers through the CARE program.

As of December 31, 2023, total CARE participants is 1,713 customers. The estimated eligible customers for CARE is approximately 2,800, of which 61% of target has been met. Bear Valley continues its efforts to meet the 90% target, as outlined below.

1. Cost of Various Outreach Strategies implemented the first 3 years of program cycle (2021-2023)

BVES has implemented several outreach approaches to inform customers about the CARE program, which include newspaper advertisements, radio advertisements, bus stop displays, bill inserts, and informational flyers. In 2023, BVES doubled its outreach

efforts, aiming to boost CARE participation and move closer to the 90 percent enrollment target.

Cost of CARE outreach strategies (2021-2023)

Outreach Description	Average CARE Cost per year (2021-2023)
Bus Stop Display	\$1,634
Newspaper Advertisement	\$2,400
Local radio Advertisement	\$515
CARE Application Bill Inserts	\$1,748
Individual Customer Mailer for the CARE Program	\$2,095
Outreach Material Design	\$492
Customer Education and Assistance for CARE Application	\$576
Targeted Social Media	\$100

2. BVES most cost-effective strategies for increasing CARE enrollment

BVES optimizes CARE enrollment by training its customer service representatives to make the most of every customer interaction. They ensure that customers are well-informed about the program, highlight the simplicity of the application process, and enroll all eligible customers as soon as possible. Furthermore, BVES uses other cost-effective strategies to increase its CARE enrollment, including:

- a. CARE information on the BVES's Website.
- b. BVES utilizes radio advertisements to reach a broader customer base.
- c. BVES uses social media platforms, i.e. Facebook, for targeted outreach.

The use of bill inserts helps reduce mailing costs and is an effective outreach and education tool for customers to learn more about the CARE program.

3. Proposed Outreach Adjustments for remaining program cycle based on evaluation of previous outreach strategies.

In 2024, BVES plans to maintain its use of bill inserts to communicate with customers regarding the CARE program. Additionally, BVES will collaborate more consistently with community-based organizations to educate customers about low-income

programs. BVES aims to explore new cost-effective methods for customer education on the low-income programs.

BVES is currently partnering with an advertising firm to develop social media content specifically for low-income programs. This content will be promoted through the company's social media platform. To maximize reach, BVES intends to boost the visibility of these ads by investing in paid advertisements.

COMPLIANCE

Pursuant to Ordering Paragraph No. (“OP”) 8 of D.21-10-023, BVES submits this Tier 1 advice letter to provide proposed outreach adjustments. Specifically, OP 8 states,

Alpine Natural Gas Operating Company No. 1, LLC, Golden State Water Company on behalf of Bear Valley Electric Service Division, Liberty Utilities LLC, PacifiCorp, Southwest Gas Corporation, and West Coast Gas Company must file a Tier 1 advice letter by no later than February 21, 2024, if it fails to meet the California Alternate Rates for Energy (CARE) 90 percent enrollment goal by December 31, 2023. The advice letter will include, but is not limited to, information on the cost of various outreach strategies implemented in the first three years of the program cycle, the utility’s most cost-effective strategies for increasing CARE enrollment, and any proposed outreach adjustments for the remaining program cycle based on the evaluation of previous outreach strategies.

Table 1. EEC & Free Energy’s Proposed CARE Household Enrollment Goals¹

PY	Bear Valley	
	SMJU Proposal	EEC/Free Energy Proposal
2021	2,322	2,437
2022	2,368	2,740
2023	2,415	3,043
2024	2,463	3,228
2025	2,512	3,413
2026	2,562	3,598

TIER DESIGNATION

This advice letter is submitted with a Tier 1 designation.

EFFECTIVE DATE

BVES respectfully requests this advice letter becomes effective on February 21, 2024.

NOTICE AND PROTESTS

¹ D.21-10-023, at p. 15

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 Commission in acting on the request.

A protest must be mailed within 20 days of the date the Commission accepts the advice letter for submission. The Calendar is available on the Commission's website at 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 within five days.

All protests and responses should be sent to:

California Public Utilities Commission, Energy Division
505 Van Ness Avenue
San Francisco, California 94102
E-mail: EDTariffUnit@cpuc.ca.gov

The protest or correspondence should also be sent via U.S. mail and/or electronically, if possible, to BVES at the addresses shown below on the same date it is delivered to the Commission.

Bear Valley Electric Service, Inc.
Regulatory Affairs
E-mail: RegulatoryAffairs@bvesinc.com

If you have not received a reply to your protest within 10 business days, please contact Jeff Linam at (909) 630-5555.

Correspondence:

Any correspondence regarding this compliance filing should be sent by regular mail or e-mail to the attention of:

Jeff Linam
Manager, Regulatory Affairs
Bear Valley Electric Service, Inc.
630 East Foothill Blvd.

San Dimas, California 91773

Email: RegulatoryAffairs@bvesinc.com

The protest shall set forth the grounds upon which it is based and shall be submitted expeditiously. There is no restriction on who may file a protest.

Sincerely,

/s/ Alicia Menchaca

Alicia Menchaca

Rate Analyst, Regulatory Affairs

Bear Valley Electric Service, Inc.

c: Jenny Au, Energy Division
R. Mark Pocta, California Public Advocates Office
BVES General Order 96-B Service List

BEAR VALLEY ELECTRIC SERVICE, INC.

G.O. 96-B
SERVICE LIST

BEAR VALLEY ELECTRIC SERVICE, INC.

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