

## PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



August 28, 2018

Jeffrey T. Linam  
Vice President of Rates & Regulatory  
California-American Water Company  
4701 Beloit Drive  
Sacramento, CA 95838-2434

Dear Mr. Linam,

The Commission has approved California-American Water Company's Advice Letter No. 1211, filed on July 31, 2018, regarding authorization for the Bill for Water Service Redesign.

Enclosed are copies of the following revised tariff sheets for the utility's files:

<u>P.U.C. Sheet No.</u>	<u>Title of Sheet</u>
8805-W	Bill for Water Service
8806-W	Table of Contents (Page 6)
8807-W	Table of Contents (Page 1)

Please contact Bradley Leong at 415-703-2307, if you have any questions.

Thank you,

/s/ROBIN BRYANT

Robin Bryant  
Water & Sewer Advisory Branch  
Water Division

Enclosures





4701 Beloit Drive  
Sacramento, CA 95838  
[www.amwater.com](http://www.amwater.com)

P (916)-568-4251  
F (916) 568-4260

July 31, 2018

ADVICE LETTER NO. 1211

TO THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

California-American Water Company (California American Water) (U210W) submits this advice letter, including the following tariff sheet applicable to all of its water and wastewater customers.

<u>C.P.U.C. Sheet No.</u>	<u>Title of Sheet</u>	<u>Canceling Sheet No.</u>
8805-W	BILL FOR WATER SERVICE	8061-W
8806-W	TABLE OF CONTENTS (Page 6)	8068-W
8807-W	TABLE OF CONTENTS (Page 1)	8804-W

**Purpose:**

By this advice letter, California American Water (“Cal-Am”) requests authorization from the California Public Utilities Commission (“Commission”) to introduce a new invoice design for all water and wastewater customers in the state.

**Background:**

California American Water requests permission to launch a new invoice design for all customers in March 2019. Aside from changing to an 8.5x11 inch form in 2013, the current invoice design has not changed significantly in over 12 years. Work on the bill redesign grew out of an internal review of billing and payment options in 2015 which resulted in a recommendation for a full bill redesign to improve customer understanding of our invoices.

A multi-disciplinary national American Water team developed the new invoice in a process that included a review of redesigned invoices by other water and energy utilities, consultation with billing vendors, interviews with customer facing employees and customer input.

The customer benefits of the new design include:

- Easy to locate “amount due” and “due by” date.
- Bill content based upon what information customers find most useful
- More information contained within the invoice structure as opposed to using additional mailings and the use of separately printed and inserted additions to the bill
- Data on monthly water use for customers to improve conservation and efficiency is highlighted

The new bill format continues to comply with Commission General Order 103-A and Standard Practice U-15-W. For example, consistent with General Order 103-A, the bill continues to show the time period, price per unit delivered, date the bill is due, and the date when any late fee can be applied. Consistent with Standard Practice U-15-W, the new bill also maintains detail information on, among other items, service charges, quantity charges, quantity rates, and the Commission surcharge. The new bill format also continues to provide the information and disclosures required by Cal-Am's tariff Rules 5 and 9.

The presentation of data on water use is improved on the new bill design. Daily water use for the billing period is printed in large font and placed in a "water drop" graphic to catch the customer's attention. The 13 month water use graph is now presented in a three color format and the numerical representation of year to year comparison is expressed in gallons rather than cubic feet or hundreds of gallons. The new billing design allows for "onsert" conservation and water efficiency communications which can be more impactful with color and graphics.

The change to the invoice design is expected to be cost neutral. While the invoice will include additional pages, this cost is neutralized by the use of "onserts" instead of pre-printed inserts. The onserts will include required and voluntary content normally found in bill inserts that can be built into the invoice pages of the new design.

**Tier Designation:**

This advice letter is submitted pursuant to General Order No. 96-B and is designated as a Tier 2 filing.

**Effective Date:**

California American requests an effective date of July 27, 2018

**RESPONSE OR PROTEST<sup>1</sup>**

Anyone may submit a response or protest for this AL. When submitting a response or protest, **please include the utility name and advice letter number in the subject line.**

A **response** supports the filing and may contain information that proves useful to the Commission in evaluating the AL. A **protest** objects to the AL in whole or in part and must set forth the specific grounds on which it is based. These grounds<sup>2</sup> are:

- (1) The utility did not properly serve or give notice of the AL;
- (2) The relief requested in the AL would violate statute or Commission order, or is not authorized by statute or Commission order on which the utility relies;
- (3) The analysis, calculations, or data in the AL contain material error or omissions;
- (4) The relief requested in the AL is pending before the Commission in a formal proceeding; or
- (5) The relief requested in the AL requires consideration in a formal hearing, or is otherwise inappropriate for the AL process; or
- (6) The relief requested in the AL is unjust, unreasonable, or discriminatory, provided that such a protest may not be made where it would require relitigating a prior order of the Commission.

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<sup>1</sup> G.O. 96-B, General Rule 7.4.1

<sup>2</sup> G.O. 96-B, General Rule 7.4.2

A protest may not rely on policy objections to an AL where the relief requested in the AL follows rules or directions established by statute or Commission order applicable to the utility. A protest shall provide citations or proofs where available to allow staff to properly consider the protest.

DWA must receive a response or protest via email (or postal mail) within 20 days of the date the AL is filed. When submitting a response or protest, **please include the utility name and advice letter number in the subject line.**

The addresses for submitting a response or protest are:

<b>Email Address:</b> <a href="mailto:Water.Division@cpuc.ca.gov">Water.Division@cpuc.ca.gov</a>	<b>Mailing Address:</b> CA Public Utilities Commission Division of Water and Audits 505 Van Ness Avenue San Francisco, CA 94102
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On the same day the response or protest is submitted to DWA, the respondent or protestant shall send a copy of the protest to Cal-Am at:

<b>Email Address:</b> <a href="mailto:melody.singh@amwater.com">melody.singh@amwater.com</a>	<b>Mailing Address:</b> 4701 Beloit Drive Sacramento, CA 95838
<a href="mailto:sarah.leeper@amwater.com">sarah.leeper@amwater.com</a>	555 Montgomery Street, Suite 816 San Francisco, CA 94111
<a href="mailto:lakhjit.thind@amwater.com">lakhjit.thind@amwater.com</a>	4701 Beloit Drive Sacramento, CA 95838

Cities and counties that need Board of Supervisors or Board of Commissioners approval to protest should inform DWA, within the 20 day protest period, so that a late filed protest can be entertained. The informing document should include an estimate of the date the proposed protest might be voted on.

### **REPLIES**<sup>3</sup>

The utility shall reply to each protest and may reply to any response. Any reply must be received by DWA within five business days after the end of the protest period, and shall be served on the same day on each person who filed the protest or response to the AL.

The actions requested in this advice letter are not now the subject of any formal filings with the California Public Utilities Commission, including a formal complaint, nor action in any court of law.

This filing will not cause the withdrawal of service, nor conflict with other schedules or rules.

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<sup>3</sup> G.O. 96-B, General Rule 7.4.3

If you have not received a reply to your protest within 10 business days, please contact me at (916) 568-4255.

CALIFORNIA-AMERICAN WATER COMPANY

*/s/ Jeffrey T. Linam*

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Jeffrey T. Linam  
Vice President of Rates & Regulatory

**CALIFORNIA-AMERICAN WATER COMPANY**

655 W. Broadway, Suite 1410  
San Diego, CA 92101

Cancelling

Revised  
Original

Cal. P.U.C. Sheet No.  
Cal. P.U.C. Sheet No.

8805-W  
8061-W

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Bill for Water Service  
See attached form

Sheet 1

(Continued)

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(TO BE INSERTED BY UTILITY)

Advice 1211  
Decision

ISSUED BY

J. T. LINAM  
DIRECTOR - Rates & Regulatory

(TO BE INSERTED BY C.P.U.C.)

Date Filed 07/31/2018  
Effective 07/31/2018  
Resolution \_\_\_\_\_



WE KEEP LIFE FLOWING™

Service Address:

JOHN Q CUSTOMER  
1234 ANYWHERE ST UNIT 1234  
CITY, ST ZIP CODE



THANK YOU FOR BEING OUR CUSTOMER.

Important Account Messages

We want to help you better understand your water bill - why you are paying the amount you are, and where the money is going. A large part of your water bill is invested directly into the water system to make sure it is reliably delivering quality water when you need it. To learn more, visit [www.californiaamwater.com/aboutyourbill](http://www.californiaamwater.com/aboutyourbill).

For more information visit [www.californiaamwater.com](http://www.californiaamwater.com)

Monthly Statement

Account No. 1015-220001234567

Total Amount Due: **\$55.73**  
Payment Due By: **September 30, 2018**

Billing Date: September 9, 2018  
Service Period: Aug 4 to Sep 7 (35 Days)  
Total Gallons: 12,716

Account Summary – See page 3 for Account Detail

Prior Billing		\$56.61
Payments - Thank You!	-	\$56.61
<b>Balance Forward:</b>	=	<b>\$0.00</b>
Fees and Adjustments:	-	\$10.36
Service Related Charges:	+	\$57.95
Pass Through Charges:	+	\$4.25
Taxes:	+	\$3.89
<b>Total Amount Due:</b>	=	<b>\$55.73</b>

View your account information or pay your bill anytime without a fee at: [amwater.com/MyAccount](http://amwater.com/MyAccount)

Pay by Phone\*: Pay anytime 24/7 at 1 (855) 748-6066  
\*A convenience fee will apply

Customer Service: 1 (888) 237-1333  
M-F 7:00am to 7:00pm – Emergencies 24/7

▼ Please return bottom portion with your payment. DO NOT send cash. Retain upper portion for your records. ▼

TRA1-S-008001/000002 PC0180 ETM1C001 1 34 6 A

Account No. 1015-220001234567



WE KEEP LIFE FLOWING™

PO Box 7150  
Pasadena, CA 91109-7150

Service to: 1234 ANYWHERE ST | CITY, ST ZIP CODE

Total Amount Due: **\$55.73**  
Payment Due By: **September 30, 2018**

If paying after 09/30/18, pay this amount: \$56.51

Amount Enclosed \$

[Empty box for amount enclosed]



8001 1 AB 0.301 00001/008001/000002 0047 2 PC0180  
JOHN Q CUSTOMER  
1234ANYWHERE ST  
UNIT 1234  
CITY ST 00000-0000



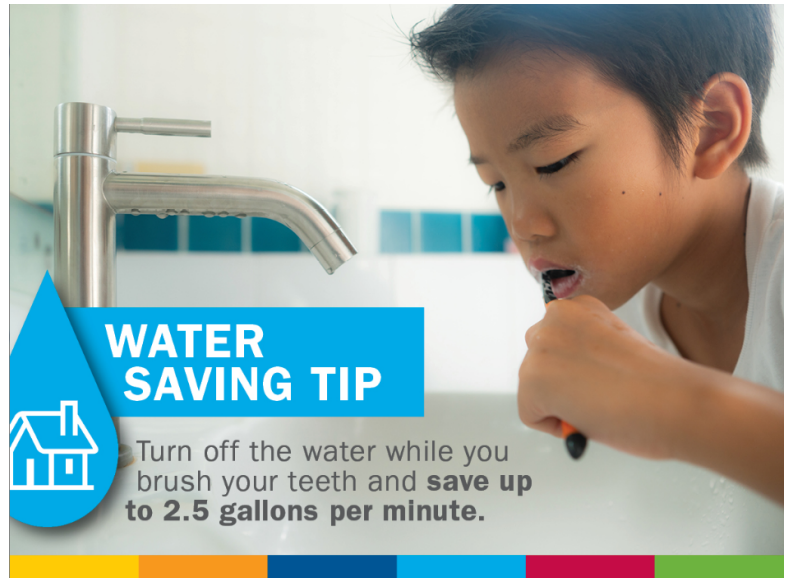
CALIFORNIA AMERICAN WATER  
PO BOX 7150  
PASADENA, CA 91109-7150

0001015210001234567000000000005573011





## Messages from California American Water


- Please send written correspondence to Customer Service at PO Box 578, Alton, IL 62002-0578. Be sure to include your name, account number, service address, mailing address and phone number including area code. Please do not include payment along with your correspondence.
- **The enclosed envelope is for payment only. Including correspondence in this envelope may delay processing of both your payment and your correspondence.**
- Paying by check authorizes American Water to send the information from your check electronically to your bank for payment. The transaction will appear on your bank statement. The physical check will not be presented to your financial institution or returned to you.
- Should you question this bill, please request an explanation from the company within five (5) days of the receipt of this bill.
- This bill is due and payable upon date of presentation. It will become past due if not paid within nineteen (19) days from the date of mailing. A late payment charge of 1.5% may be applied to the total unpaid balance if payment is not received before the past due date shown on the bill.



## IMPORTANT INFORMATION FROM CALIFORNIA AMERICAN WATER


 **Rates:** Rates can vary based on the cost of providing service in each of the communities we serve. Before it reaches your home or business, water is treated through an intricate treating and testing process to help ensure it meets or surpasses rigorous drinking water quality standards. For additional information please visit [www.amwater.com/caaw/customer-service-billing-payment-info/water-rates/](http://www.amwater.com/caaw/customer-service-billing-payment-info/water-rates/)

 **Billing and Payment:** California American Water offers a number of payment options to fit into your busy lifestyle. Simplify things by signing us for **My Account** at [www.californiaamwater.com](http://www.californiaamwater.com). There you can sign up for paperless billing and auto pay.

 **Make-Up Bills:** You have a right to –

- Disclosure by the utility of the date covered by the billing statement when you are billed for services provided prior to the date the bill covers.
- Payment arrangements when past due bills occur after a “make-up” bill (that exceeds a normal bill by 50%) is issued for previously unbilled service. The utility shall review the bill and offer to accept payment over a period of time at least as long as the period over which the excess accrued.

 **Starting or Ending Service:** California American Water will have your water service turned on when you arrive or turned off when you move. Please contact us three days in advance of beginning or ending service. To start the process, simply call our customer service at (888) 237-1333 or log into My Account at [www.californiaamwater.com](http://www.californiaamwater.com)

 **Dispute Procedures:** Should the amount of this bill be questioned, an explanation should be requested from the utility. If an explanation satisfactory to the customer is not made by the utility and the bill is still questioned, the customer may deposit with the California Public Utilities Commission, Consumer Affairs Branch, 505 Van Ness Avenue, Room 2250, San Francisco, California 94102, telephone numbers are 800-649-7570 or 415-703-4973 and (TDD) 800-229-6846, the amount of the bill to avoid discontinuance of service. Make remittance payable to “California Public Utilities Commission,” and attach the bill and a statement setting forth the basis for the dispute of the amount of the bill. The Commission will review the basis of the billed amount and disburse the deposit in accordance with its findings.

The Commission will not, however, accept deposits when the dispute appears to be over matters that do not directly relate to the accuracy of the bill. Such matters include the quality of utility’s service, general level of rates, pending rate applications, and sources of fuel or power.

### Address Change(s)

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 City

\_\_\_\_\_  
 State

\_\_\_\_\_  
 Zip Code

( ) \_\_\_\_\_  
 Phone Number

Mobile Number

\_\_\_\_\_  
 E-mail Address

### Other ways to pay your bill



**Automatic payment**

With MyAccount, you can sign up for Auto Pay to save time and money. Your bill will be paid on time, every time, directly from your bank account on the bill due date. Best of all, it’s totally free!



**Online payment**

With MyAccount, you can pay your bill anytime from the comfort of your home. Registration is fast and easy, just visit [amwater.com/MyAccount](http://amwater.com/MyAccount)



**Pay in Person**

We have agreements with many authorized payment locations across the state. You can visit our website to find one near you.





## Meter Reading and Usage Summary

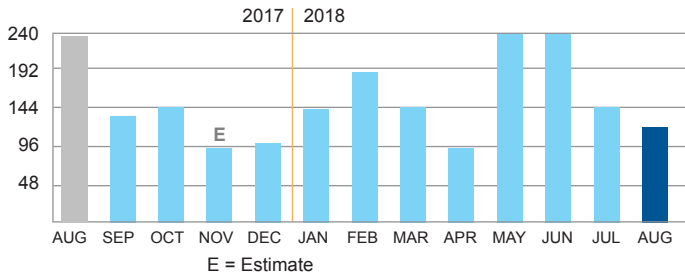
Meter No.	Meter Type	Size	From Date	To Date	Previous Read	Current Read	Meter Units*	Billing Units**	Water Used in Gallons
N12345678900	Regular	5/8"	08/04/2018	09/07/2018	1591 (A)	1608 (A)	17	127.16	12,716

A = Actual E = Estimate

\*1 Meter Unit = 100 cubic feet or 748 gallons of water \*\*1 Billing Unit = 100 gallons of water

### Billed Usage History (graph shown in 100 gallons)

- 12,716 gallons = usage for this period
- 23,936 gallons = usage for same period last year



**Next Scheduled Read Date:** on or about 10/05/2018  
**Account Type:** Residential

Average daily use for this period is:

**386 gallons**

### Account Detail

Service to: 1234 ANYWHERE STREET

<b>Prior Billing</b>	<b>56.61</b>
Balance from last bill	56.61
<b>Payments</b>	<b>-56.61</b>
Payments as of Sep 30. Thank you!	-56.61
<b>Balance Forward</b>	<b>0.00</b>
<b>Fees and Adjustments</b>	<b>-10.36</b>
CA: San Marino Payment Assistance	-10.36
<b>Service Related Charges - 08/04/18 to 09/07/18</b>	
<b>Water Service</b>	<b>51.80</b>
Water Service Charge	9.68
Water Usage Charge (\$0.30580000 x 97.00)	29.66
(\$0.41320000 x 30.16)	12.46
<b>Other Charges</b>	<b>6.15</b>
WRAM/MCBA Surcharge (\$0.02120000 x 127.16)	2.70
Conservation Surcharge (\$0.00390000 x 127.16)	0.50
Consolidated Expense Balancing Account (\$0.02320000 x 127.16)	2.95
<b>Total Service Related Charges</b>	<b>57.95</b>
<b>Pass Through Charges</b>	<b>4.25</b>
Purchased Water Surcharge	4.25
<b>Taxes</b>	<b>3.89</b>
City Franchise Fees	0.58
Utility User Tax	2.57
Commission Surcharge	0.74
<b>Total Current Period Charges</b>	<b>55.73</b>

### Understanding Your Bill:

- Water Service:** This section consists of a water usage and a water service charge.  
*Water Service Charge:* A fixed service charge that corresponds with the size of your meter.  
*Water Usage Charge:* The volume-based charges are divided into four tiers with higher rates for higher than average levels of water use. Water usage is billed on a tiered billing structure to encourage water conservation. The water usage charge consists of a water base rate.
- Other Charges:** Additional surcharges authorized by the California Public Utilities Commission (CPUC). These surcharges fund a variety of obligations associated with the Los Angeles County system that are not included in the base rate. Note: Additional surcharges may appear upon authorization by the CPUC.
- Pass Through Charges:** These charges are billed and remitted to another entity.
- Taxes:** California American Water collects taxes on behalf of public agencies and then remits those funds to the taxing authorities.  
*City Franchise Fees:* A city fee levied on California American Water that gives businesses the right to be chartered and/or operate within that city.  
*Commission Surcharge:* This is a tax which funds our regulator and is approximately 1.44% of your bill

For more information about your charges and rates, please visit: [www.amwater.com/caaw/customer-service-billing/about-your-billing](http://www.amwater.com/caaw/customer-service-billing/about-your-billing)



**Total Amount Due**



**\$55.73**

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<u>Billing &amp; Payment:</u>		
Bill for Water Service	8805-W	(C)
Billing History for Sewer Company	4098-W	
Disregard Second Estimated Bill	8038-W	
Final Bill for Water Service	8037-W	
Final Notice of Unpaid Balance to Collection Agency	4081-W	
General Water Billing Explanation	4103-W	
Important Notice on Final Bill for Service	7239-W	
Joint Water & Sewer Sample Bill	8064-W	
Notice of Unpaid Balance to Collection Agency	4080-W	
NSF Check	4089-W	
Payment Arrangement Confirmation	4091-W	
Payment Arrangement – Re-emphasis	4092-W	
Rebill Sample	8063-W	
Reminder Notice	4049-W	
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<u>Applications, Contracts &amp; Agreements:</u>		
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Confidential and Non-Disclosure Agreement, Page 2	5940-W	
Confidential and Non-Disclosure Agreement, Page 3	5941-W	
Confidential and Non-Disclosure Agreement, Page 4	5942-W	
Connection Fee Data Form	2158-W	
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Form 73B – Application for Fire Protection Service	2911-W	
Form 74 – Shopping Center Agreement	1195-W	
Form 74B – Real Estate Development Agreement	2213-W	
Form 75 – Apartment/Condominium Complex Agreement	1306-W	

(Continued)

(TO BE INSERTED BY UTILITY)

ISSUED BY

(TO BE INSERTED BY C.P.U.C.)

Advice 1211

J. T. LINAM

Date Filed 07/31/2018

Decision

DIRECTOR - Rates & Regulatory

Effective 07/31/2018

Resolution \_\_\_\_\_

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Sheet 1

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<b><u>SERVICE AREA MAP:</u></b> California-American Water Company	5470-W
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(Continued)

(TO BE INSERTED BY UTILITY)

ISSUED BY

(TO BE INSERTED BY C.P.U.C.)

Advice 1211

J. T. LINAM

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Decision

DIRECTOR - Rates & Regulatory

Effective 07/31/2018

Resolution \_\_\_\_\_