



MEDIA ADVISORY

PRESS CONTACT:
Lizet Moreno
(831) 539-3293

RISING INCOME INSECURITY FOR SENIOR CITIZENS UTILITY PAYMENT ASSISTANCE & CONSERVATION MEASURES CALL TO ACTION

Watsonville, CA - (November 27, 2011) - Central Coast Energy Services (CCES), in partnership with the Monterey County Area Agency on Aging (AAA), have arranged to meet with Aging and Disability Service Providers to push for increased public awareness about the importance of energy conservation and utility payment assistance programs available for senior citizens, in particular, Pacific Gas and Electric Company (PG&E) California Alternate Rates for Energy (CARE) program.

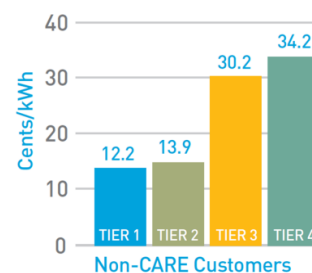
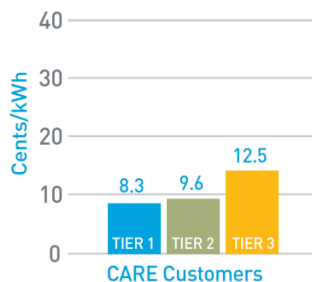
Date: Wednesday, November 2, 2011

Time: 11:00 am

Location: 1000 South Main Street, Suite 302, Salinas

On November 1, PG&E will introduce a new CARE electric rate (Tier 3). As a result, CARE customers who use higher amounts of electricity may see an increase in their bills. AAA Director Sam Trevino stated, "Ensuring that seniors and people with disabilities on fixed incomes receive information about service changes is of vital importance. The availability of utility payment assistance programs helps reduce increasing anxiety levels about income insecurity among seniors and people with disabilities"

The CARE program provides a monthly discount on energy bills for income-qualified households. CCES has been helping customers enroll in the CARE program in Monterey and Santa Cruz Counties since 2000. Customers enrolled in CARE receive a substantial rate discount in comparison to rates by non-CARE customers, as shown in the chart below.



The PG&E CARE tiered rates reward energy conservation, and seniors provide the greatest example of efficiency. Senior citizens who have applied for CCES programs have historically had significantly lower energy burdens (percent of a household's income that is spent on home energy costs), as indicated below. Senior citizens typically have lower energy burdens

because they are conscious about their energy usage due to their fixed incomes. CCES Board Chair, Michael Drury stated, "It's important to raise awareness about the need for programs that ensure the health and safety of senior citizens in our communities. As we continue to focus on meeting the needs of the elderly, frail and people with disabilities, CARE is a stable source of assistance for individuals who live on fixed incomes."

CCES LIHEAP Households Served



CCES also provides the Home Energy Assistance Program (HEAP), which provides eligible, low-income households with a credit of up to \$309 on utility bills as well as free home weatherization services. Weatherization services improve energy efficiency with installation of measures such as weather-stripping for drafty windows and doors, insulation, compact fluorescent light bulbs, replacement of refrigerator, stove, furnace, water heater, windows and doors. The program is offered at no cost to homeowners and renters, including those who occupy mobile homes.

Panel members to speak:

- Dennis Osmer** Executive Director, Central Coast Energy Services
- Sam Trevino** Director, Monterey County Area Agency on Aging
- Linda C. Fontes** Manager, Pacific Gas and Electric Company

Information on how to apply for CARE and other CCES programs will be available at the event.

Please RSVP:

Lizet Moreno, (831) 539-3293 or Lizet@EnergyServices.org

Light lunch will be served

