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**NOTICE OF APPLICATION FOR RATE INCREASE BY
GOLDEN STATE WATER COMPANY
SIMI VALLEY SERVICE AREA
REQUEST FOR PUBLIC COMMENTS
APPLICATION NO. 10-01-009**

Dear Valued Customer,

The California Public Utilities Commission (CPUC) is seeking public comments from Golden State Water Company's (GSWC) customers in the Simi Valley Service Area regarding a proposed request by GSWC to increase rates for service in 2011 and 2012. As part of its decision-making process, the CPUC is interested in your comments on any aspect of the company's operation including proposed rates, service quality or any other issue of concern.

GSWC filed Application 10-01-009 on January 13, 2010 with the CPUC requesting authorization to increase revenue in the Simi Valley Service Area by \$799,500 or 6.52% over present revenue for 2011, and an additional increase of \$213,000 or 1.64% in 2012.

The proposed requested rate increases are necessary because the present rates are insufficient as they do not produce adequate revenue to allow for investment in plant, property and other equipment devoted to providing quality utility service to customers. GSWC contends that the increase in rates is necessary by the effects of the Company's investment in water system improvements, as well as increased operating costs for items such as the cost of wholesale water, postage, liability insurance, depreciation, materials, purchased services, the General Office allocated costs, labor and payroll taxes.

In this application, GSWC is proposing a special Sprinkler System Rate for customers who are required by a local ordinance to have sprinkler systems in their homes. Customers who are required to have a larger domestic meter in their homes to meet these fire requirements will be eligible for this special rate.

GSWC is also requesting approval to convert from bi-monthly billing to monthly billing. The switch to monthly billing will help customers budget for their water bills more accurately and will also give them more immediate feedback on their usage to assist them in conserving water.

The table below shows the average monthly bill by customer class for metered customers with the increase.

Residential					Commercial			
Monthly Bill for a 5/8 x 3/4" meter using 17 CCF					Monthly Bill for a 2" meter using 101 CCF			
Year	Current	Proposed	Dollar Increase	% Increase	Current	Proposed	Dollar Increase	% Increase
2011	\$58.17	\$62.02	\$3.85	6.62%	\$378.75	\$407.98	\$29.23	7.72%
2012	\$62.02	\$62.78	\$0.77	1.23%	\$407.98	\$413.63	\$5.65	1.38%
Industrial					Public Authority			
Monthly Bill for a 2" meter using 44 CCF					Monthly Bill for a 2" meter using 184 CCF			
Year	Current	Proposed	Dollar Increase	% Increase	Current	Proposed	Dollar Increase	% Increase
2011	\$213.09	\$238.69	\$25.59	12.01%	\$617.29	\$651.76	\$34.47	5.58%
2012	\$238.69	\$242.26	\$3.57	1.49%	\$651.76	\$660.40	\$8.64	1.33%

PUBLIC COMMENT

If you wish to comment on this filing as a customer of GSWC, you may do so by e-mail or writing to the Public Advisor's Office (PAO). Written public comments by GSWC customers is very much desired by the CPUC and may be sent to the Public Advisor's Office at 320 West 4th St., Ste. 500, Los Angeles, CA 90013 or via e-mail to public.advisor.la@cpuc.ca.gov. Please refer to Golden State Water Company's Application No. 10-01-009 on any

written or e-mail correspondences. All public comments received by the PAO are provided to the CPUC Commissioners and the Administrative Law Judge (ALJ) assigned to the proceeding. All e-mails and written correspondences become part of the formal file under public comments. Participating Divisions within the CPUC who are reviewing the request by GSWC will also receive a copy of all public comments.

THE CPUC PROCESS

The CPUC's Division of Ratepayer Advocates (DRA) will review this Application. DRA is an independent arm of the CPUC created by the Legislature to represent the interests of all utility customers throughout the state and obtain the lowest possible rate for service consistent with reliable and safe service levels. DRA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering who independently evaluate the proposals of utilities and present their recommendations to the CPUC.

The CPUC may hold Evidentiary Hearings (EH) whereby parties of record present their proposals in testimony and are subject to cross-examination before an ALJ. These hearings are open to the public, but only those who are parties of record can present evidence or cross-examine witnesses during EH. Members of the public may attend these hearings, but are not allowed to participate.

FOR FURTHER INFORMATION AND TO OBTAIN A COPY OF THE APPLICATION

A copy of GSWC's Application No. 10-01-009 and related exhibits may be examined at the following GSWC locations:

- Simi Valley Customer Service Area Office located at 4680 East Los Angeles St., Suite H, Simi Valley, California 93063;
- GSWC General Office located at 630 East Foothill Blvd., San Dimas, California 91773.

Copies are also available for review at the California Public Utilities Commission's Central Files, Monday – Friday, 8am – 12 noon, at 505 Van Ness Ave., San Francisco, CA 94102.

If you need additional information, you may call our 24-hour Customer Service Center; toll free, at 1-800-999-4033, TTY 1-877-933-9533.

GOLDEN STATE WATER COMPANY