

January 2019: Happy New Year



Warmest Welcome to new Insurance Commissioner

Insurance Commissioner-elect Ricardo Lara will begin his 4-year term as California's newly elected Insurance Commissioner on January 7, 2019. Mr. Lara has been a long-time proponent of California's Low Cost Auto Insurance and we look forward to his leadership over the next four years. We would also like to express our heartfelt appreciation and farewell to outgoing Insurance Commissioner Dave Jones. Thank you, Commissioner Jones for your service.

Insurance Commissioner Ricardo Lara



No Rate Changes in 2019



Good News!

As a reminder, there are no rate changes for existing CLCA and new customers in 2019. The CLCA program will continue to offer affordable low cost auto insurance rates to qualified California drivers. We expect the zero hike to draw in even more drivers seeking affordable insurance to meet basic liability insurance needs.

January Marketing Opportunities

If new year resolutions resonate for you and your customers, you will be happy to know, consumers chose to "make better financial decisions" as one of their Top 3 2018 new year's resolutions, according to [Statisticbrain](#). Consumers prefer to check their financial health early in the year, making this a good opportunity for producers to use CLCA Postcards. These postcards come with envelopes and are a great way to communicate with new and existing customers. Send payment reminders, policy renewals or documents needed to complete a policy. Order your free postcards by emailing us at CLCAMaterials@rhainc.com.

Producer Resources



Newly updated valuable resources for producers including job aids, CLCA brand logos and advertising

collateral are available [here](#). Here's where you can also find past Tip of the Month publications. For plan and policy support, please contact AIPSO at caarp@aipso.com or (800)622-0954

Social Media

Follow and Like us on Facebook and Twitter. Share your stories and tag us on posts you'd like to share.



February 2019: Income Guidelines Released



2019 Income Guidelines

The 2019 Federal Poverty Level (FPL) Guidelines have been released and the [CLCA website](#) is completely updated and ready to run

income eligibility calculations. The FPL guidelines are used as an eligibility criterion for the CLCA program. As indicated in the chart, drivers must be within 250% of the Federal Poverty Level to be eligible for CLCA.

For your convenience, the [CLCA website](#) includes a built-in Income Guideline calculator. We update this annually once the federal government releases the income guidelines. The website tool is easy to use. Simply [click here](#) and scroll down to [Income Eligibility](#). Select the household size or the number of people in the household and the system calculates the maximum income allowed in the household to be eligible for CLCA.

2019 Income Guideline Chart

Persons in household	CLCA Income Eligible Criterion 250% of FPL
1	\$31,225
2	\$42,275
3	\$53,325
4	\$64,375
5	\$75,425
6	\$86,475
7	\$97,525
8	\$108,575

Add \$11,050 to each additional persons in household

February Marketing Tip



When browsing through your local newspaper or online events calendar, look for opportunities to host a resource table. A resource table takes up minimum space as seen in this corner display. Place your materials with other free or low-cost resources at the event and be available to answer questions about eligibility. If you have a tablet, you can use

the [qualification tools](#) on the [CLCA website](#) to quickly identify qualified leads. We will send you all the collateral you need to set up a nice little corner, so order early and [download](#) free printable resources [here](#). Don't forget your sign in sheet and business cards. Order materials [here](#).

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Central Valley Tune in Tune Up Events



**GET MORE
LEADS**

We are looking for agents in the Tulare and Bakersfield area to join our partners at ValleyCAN and the CLCA Outreach team at these 2 major events coming up in March. The \$500 smog related vehicle repair vouchers given away at these events attract many CLCA target populations in need of smog repairs on their vehicles. If you are interested in generating these leads, email us to reserve your spot at the next Tune In & Tune Up event. Email: CLCAOutreachteam@rhainc.com



Tune In & Tune Up – Tulare!
March 9 @ 8:00 am - 12:00 pm
Tulare International Agri-Center,
4500 S. Laspina Street
Tulare, 93274

Tune In & Tune Up – Bakersfield!
March 23 @ 8:00 am - 12:00 pm
Kern County Fairgrounds,
1142 South P Street
Bakersfield, CA 93307





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DMV/CLCA Partnership

Thousands of Californians visit the DMV daily, with numerous more online and at self-serving terminals. The DMV is CLCA's largest trusted partner, helping to validate and market the CLCA program to vulnerable populations as a credible option for California drivers to meet the law.

Driver handbooks, posters and more

Next time you're in a DMV look around for CLCA information. The CLCA logo can be found on posters, rack cards and inside the English and Spanish driver handbooks. CLCA materials are available in all 178 DMV field offices across the state.

DMV Now Self Service Kiosks

Did you know that there are over 150 new DMV self service terminals? They are located in local grocery stores like Superior and Ralphs, and other high traffic



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New Website Launch

Designed to have core program information at the fingertips of consumers, the new website is easier to use and flows effortlessly from one program element to the next. Information that matters most to consumers is all on the landing page, including instant qualification and annual rate information. Producers like you, can [order](#) collateral materials, and [access](#) downloadable materials, [program](#) logos, newsletter articles and much more.





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SB 570 in legislation

SB 570 (Rubio), a bill to extend the California Low Cost Auto Insurance program to 2025, is currently making its way through the California state legislature. You can learn more about the bill by reviewing the bill text of [SB 570](#). Live streaming of regular and committee sessions of the [CA Senate website](#) is also available for public viewing. If you are interested in following the life cycle of the bill, we recommend checking the [SB 570](#) status to track where the bill is prior to checking the legislative calendar. Look for updates of SB 570 (Rubio) at an upcoming Tip of the Month publication.



Online FAQs in 11 languages

When your clients have multiple questions and you're pressed for time, consider sending out the online [CLCA Program FAQs](#). These educational resources are available in 11 of California's top languages: English, Spanish, Hmong, Armenian, Japanese, Korean, Russian, Tagalog, Vietnamese, Chinese and Khmer/Cambodian.



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Tip of the Month

For CLCA Producers



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facebook



Insurance Awareness Day

June 28th, has been designated as National Insurance Awareness Day. In recognition of this, here are a few tips on how you can celebrate and/or leverage the special occasion.

1. Signs: Create some fresh new signs using colorful paper and ink. Window paint can also be a bold and striking effect. Think about both inside and outside of the office to draw in customers.
2. Balloons: Balloons are always a colorful way to attract attention. Balloons mean something special is happening.
3. Social Media: Create celebratory posts. Do a live stream and remind customers to check their policies for gaps or changes to their insurance needs.



June Marketing Tip

As we ease into 2019's halfway mark, young people will reach many milestones this summer. Graduation celebrations will fill up the calendars of many families providing an opportunity to consider their changing financial and insurance needs. Some older children may have fallen off their parents insurance while other young drivers may be eligible to hold their own individual policy. Either situation



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Summer Networking

We hope you are enjoying the start of summer and invite you to join us at various events and collaborative mixers across the state. Join a local community collaborative, attend a free backpack giveaway event, or assist a local public library at a Free Summer Lunch event. These are just a few ways you can network in your community. Being a CLCA producer allows you to give back to your community while earning name recognition. CLCA has some exciting new ventures and partnerships and will gladly make room for you and your team at any public-facing event. Reach out to your local Outreach Specialist or email us at: CLCAOutreachteam@rhainc.com to find out if the team will be in a city near you this summer.

Summer Schedule Sneak Peak

- Los Angeles County Parks After Dark community events all across the county
 - Northern California: Rapid Response Team outreach to companies/employees expecting layoffs.
 - Central California: ValleyCAN free emissions test events
 - San Diego/Imperial counties: Special Enrollment season in healthcare events.
-



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Auto Insurance is required by law!

Get Reliable Insurance for Less
Making low cost auto insurance available for Californians. California's Low Cost Auto Insurance Program is a state-sponsored program that makes insurance affordable for California residents who meet the eligibility requirements, regardless of immigration status.

Who qualifies for this program?
Qualifying drivers must:

- Have a valid California driver's license
- Own a vehicle valued at \$25,000 or less
- Meet income eligibility requirements
- Be at least 16 years old

What does it cost?
The annual premiums in California vary by county. Discounts are available if the consumer has been a licensed driver with 3 years of good driving history. To check the rates in your county or calculate a payment schedule, go to www.mylowcostauto.com/coverage.

How do I sign up?
Follow these two steps:

- 1 Complete the eligibility questionnaire at: www.mylowcostauto.com
- 2 Then complete the application process:
 - Now 100% online
 - OR
 - Meet with a local agent, at no cost.

If you do not have Internet access or need additional assistance, please call 1-866-602-8861.

INSERT YOUR CONTACT INFORMATION HERE

August Marketing Tip: Free content

Media, news editors, and content marketers are constantly seeking good content for their newsletter(s) and publication(s). Most of these opportunities are free, however, some may charge a nominal fee.

This is an underutilized and untapped marketing opportunity for you as a CLCA producers to gain name recognition while engaging your community through this media outlet.

Consider utilizing any of our pre-written newsletter articles found on the [Producer Resources Page](#) and customize it with your contact information.

A great place to start looking for content producers and editors is in your own neighborhood, city and county. Look around high traffic places like malls and shopping centers. What publications are free to the public? Check your local newspaper. Is there a community section in your local newspaper? Check with local nonprofit organizations or churches with bulletins. They may have a special announcement section. Schools are also gearing up in August for Back-to-School events, and may be looking to fill their newsletters. Why not take a few minutes





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For CLCA Producers



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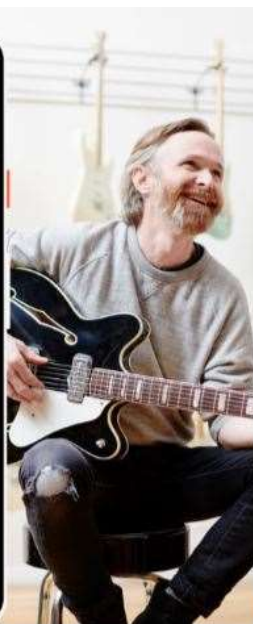
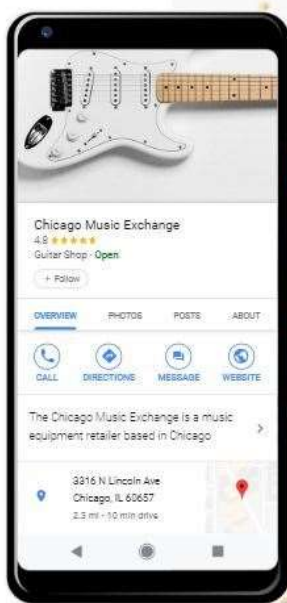
September Marketing Tip: "Google My Business" free marketing tool

If you are looking for more ways to get your business name on the Internet, have a look at Google's free marketing tool for business: "Google My Business" This free platform allows business owners to completely control how the business appears on Google Search and Google Maps. The platform is easy to use and works just like an online directory with many interactive features to engage with your customers.



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We are constantly looking for free or low cost ways to support CLCA producers, and we recommend this tool. This free website, upon sign-up, allows you to add keywords such as 'Low Cost Auto Insurance' "low-income insurance" "state insurance programs" and other creative keywords for customers to find your business when they surf the web.



Millions of people do Google searches daily; and this tool allows you to get ahead of how customers will find you and experience your business firsthand. If you use this tool, we recommend asking your customers to write a review about your business. Reviews are trusted sources for consumers shopping for products and services. Some consumers shy away from businesses without any reviews. Having a



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October Marketing Tip: Celebrate the season

The holiday season has arrived. Like retail stores everywhere, CLCA is stocked up and ready to support appearances and outreach opportunities. We invite you to join us as we celebrate the 2019 holiday season at local community events. We can also assist you in creating your own seasonal holiday events.



We suggest exploring what your local community organizations, churches, schools, parks and even chambers of commerce are already planning. Many of these activities are annual events attracting hundreds of followers and participants. Look around your local stores and library for fliers about community resource festivals. There are also trunk-or-treats, or trick-or-treat after-school safe spots for children. One widely celebrated event is a Mexican celebration known as Día de los muertos or Day of the Dead. This event became mainstream and popularized by the Disney movie, *Coco*. Look for these fun and engaging community events to participate in to get your name and business some additional exposure. If you need support coordinating access to these community events and gathering up some resources/giveaways, reach out to a Specialist at CLCAOutreachteam@rhainc.com. We're happy to help.



SB570 Signed into Law

We are thrilled to report SB570 was approved by Governor Newsom on September 6, 2019 and signed into law. SB570 extends California's Low Cost Auto Insurance Program to 2025 with program enhancements allowing more eligible California households to qualify. SB570 highlights:

- Extends the repeal date to January 1, 2025.
- Eliminates the gender distinction in the rate surcharge applied to drivers under 24 years of age.
- Allows students who are claimed as dependents for income tax purposes to purchase a CLCA policy if the student lives at home.
- Extends the annual eligibility re-certification to three years.
- Eliminates the prohibition on purchasing voluntary market coverage.
- Allows financially independent 18 year olds, and 16 and 17 year old emancipated minors to purchase CLCA insurance.



November Marketing Tip

The season of giving is upon us. Since referrals generate the easiest new business for your agency, use insurance postcards to get your existing clientele bringing in their friends and family. Spreading the good word about CLCA is a gift that keeps new customers coming in your door. [Order](#) a pack of Producer Postcards and start sending cards this holiday season!

Introducing CLCA's New Online Chat Feature.

Consumers now have quick access to support. Customer representatives are there to answer consumer questions, but more importantly to connect interested consumers to you to enroll. Make sure your profile is up to date in the [producer directory](#) to ensure consumers can find you. Also include languages supported in your office to show your support for non-English speakers. To update your profile information email caarp@aipso.com.

What Does It Cost?
With this state-wide program, wherever you live in California, you'll find these policies more affordable than what most private plans offer.

Rate Calculator
Find out the annual premium in your county
What county do you live in?
Select a County
Have you been continuously licensed for 3 years?
Please Select
Are you a male 18-24 years old?
Please Select
Are you less than 18 years old?
Please Select
Your Annual Premium:
Apply Online Now!

Chat With Us!



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2020 Rates

California Low Cost Auto Insurance just got better with new, lower rates in 2020. Keep this affordable option top of mind when meeting with income eligible drivers. This affordable solution can help protect your customers and other drivers on the road. Rates will be posted to the [CLCA website](#) January 1, 2020, but available now in EASi to enroll consumers with 2020 policy start dates. Reach out to AIPSO at 800-622-0954 with questions.



Winters Arrival

Rain, snow, and colder weather are the true sign winter has arrived in California, yet it won't be here officially until December 21. Winter is a great time to reach out to your customers. More than at any other time of the year, the holidays are a time to remember insurance marketing is a long term endeavor. Your goal may not be to sell insurance right now, but the gifts you give customers over the holidays could reap returns far into the future. Reach out to your customers to offer your warm holiday greetings! See more winter marketing tips below.



Winter Marketing Tips

Be Helpful

- Offer workshops, blog posts, or handouts on winter road safety
- Go on radio, create a podcast or video, or develop a blog that helps people prepare for winter

Build Relationships

- Acknowledge clients with a card or encourage them to visit your office or website for a small gift
- Take part in a community event
- Organize a charity drive to better your community as you increase awareness about your business

Integrate community, family, and the holidays into all marketing.



Producer Resources

To make your CLCA marketing campaigns a breeze, visit the resource webpage for producers. Find CLCA brand logos, social media ads, and job aids. You can also find past Tip of the Month publications. FREE advertising collateral materials are available [here](#). For plan and policy support, please contact AIPSO/"CAARP" by email to caarp@aipso.com or call (800)622-0954.



Disclaimer: The State of California, the California Department of Insurance and Richard Heath and Associates do not endorse any of the companies or views shared in this article. We do not offer advice for insurance producers in conducting business. We only offer best practice information to producers to help market and promote the CLCA program.

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Marketing and Outreach team

Email us for questions and support CLCAOutreachteam@rhainc.com

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Out in the Community

On September 7th, the CLCA Outreach team joined the California Highway Patrol and other members of the Safe Kids Central California Coalition to help inspect and giveaway car seats to families in need. CLCA collateral is prominently displayed at the registration table-- featured here-- where families can complete the form and receive educational materials about the CLCA program.

Producers are welcome to attend and join us with their individual business cards to distribute. Let us know if you are interested in attending Car seat and traffic safety events in your area by contacting your local Specialist or emailing us at CLCAOutreachteam@rhainc.com.

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review on your business profile means someone took the time to share their great (or bad) experience with you. If permitted, have a sign in your front lobby that says "Find us on Google" or "We love Google Reviews" Don't forget to upload the [CLCA logo](#) on your Google Site.

[Click here](#) for [FAQs](#) about this free service



Out in the Community

On August 16th, the CLCA Outreach team attended Congresswoman Linda Sanchez' 17th Annual Senior fair in Cerritos, CA. Over 1500 seniors were bused in from all over the Congresswoman's region, 150 government entities, medical centers, mental health clinics and community organizations were there to provide products and services to seniors in the region.

If you are interested in attending community events with the Outreach team, please reach out to us at

CLCAOutreachtteam@rhainc.com.

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¡Se requiere seguro de auto por ley!

Obtenga un seguro confiable por menos

El Programa de Seguro de Auto a Bajo Costo de California es un programa patrocinado por el Estado que hace el seguro sea accesible para los residentes de California que cumplen con los requisitos de elegibilidad, independientemente de su situación migratoria.

¿Quién califica para este programa?

Los conductores que califiquen deben:

- Tener una licencia de conducir válida de California
- Poseer un vehículo valorado en \$25,000 ó menos
- Cumplir con los requisitos de elegibilidad de ingresos
- Tener por lo menos 16 años de edad

¿Cuánto cuesta?

Las primas anuales en California varían por condado. Descuentos están disponibles si el consumidor ha sido un conductor con licencia por 3 años con un buen historial de conducir. Para verificar las tasas en su condado o calcular un plan de pago, vaya a www.mylowcostauto.com/coverage.

¿Cómo me inscribo?
Siga estos dos pasos:

- 1 Complete el cuestionario de elegibilidad en www.mylowcostauto.com
- 2 Luego complete el proceso de solicitud
 - Ahora 100% en Internet
 - Reunase con un agente local, sin costo alguno

Si no tiene acceso a Internet o necesita asistencia adicional, por favor llame al **1-866-602-8861**.




to find these outlets and offer one of our pre-written newsletters. All you need to do is add your contact information on the bottom of the newsletter and send it off. To download a pre-written article, visit the Producer Resources page and make a selection. Articles are available in English and Spanish. And if these don't work for you, create your own article, add your personality and/or reach out to us for ideas.



Got any stories?

Do you have a great story to share with the CLCA community of outreach and education partners, agents and Specialists? If so, send it to us at CLCAOutreachTeam@rhainc.com. We are always happy to hear from you and may feature your story in our next Tip of the Month publication. The Tip of the Month goes out to all active CLCA Producers and is archived for the general public in the Producer Resources Page.

Featured here is a consumer who was actively seeking coverage and was excited to see our small set-up at a resource fair in Riverdale, CA on July 23, 2019. Specialist, May Ly explained the program and benefits to her and she was

happy to be referred to a local agent to complete her application.

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July Marketing Tip

As temperatures begin to rise this summer, we encourage you to think of safe ways to enjoy the summer.

Heat-safety infographic: Remind your staff and customers about heat illness prevention and how to stay-cool during extremely hot weather. You can send out the attached infographic produced by the Department of Emergency Services as a public service announcement to your customers.

There are also several local cooling stations in the community such as senior centers and public libraries. Some local parks and recreation centers may also have cooling rooms available to the general public seeking relief. Simply "Google" or "Yelp" for these locations. Use this opportunity to visit these cooling centers and offer your CLCA business card and educational materials to remind them of who their CLCA agent is in the area.

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Happy
Father's
Day

**JOIN US AT A LOCAL
OUTREACH EVENT**

poses a marketing opportunity to these families. Consider a CLCA postcard, an email or a phone call to families with graduating children.

Also note if passed, [SB570](#) (Rubio) expands the opportunity to hold individual policies. Look for a brief on [SB570](#) (Rubio) once it passes.

In California, more than 4 million drivers are uninsured. This is the target market and outreach and education efforts help reach these 4 million Californians to offer an affordable auto insurance option through CLCA. Producers are invited to join us a local outreach event by emailing: CLCAOutreachteam@rhainc.com. The Outreach team wishes all fathers a very happy Father's Day. Enjoy your summer!

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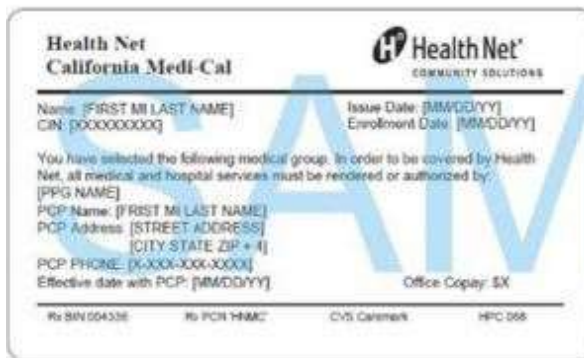
"Poppy" design

FRONT PANEL OF ID CARD



"Blue and White" design

BACK PANEL OF ID CARD



Eligible Proof of Income

The State of California Benefits Identification Card (BIC) is solid proof of income eligibility for enrollment in CLCA. However, sometimes it isn't clear when a medical identification card is presented by a customer as proof. While some of these customers may be eligible for affordable health insurance options in the Covered California marketplace, not all affordable health plan options have the same income eligibility criteria as CLCA. Only clearly identified Medi-Cal and/or Medicare cards are acceptable as proof of income to be eligible for CLCA. When Medi-Cal or Medicare cards are not clearly labeled or identified on a Medical ID card, it may not be acceptable proof of income when submitting policy requests. When in doubt, please consult AIPSO/CAARP¹ by email to caarp@aipso.com or call (800)622-0954. Visit the [Producer Resources Page](#) for a Job Aid on Proof of Income documentation.



May Marketing Tip

May is a wonderful opportunity to rally up the support of moms and their influence on financial matters for the household including the purchase of auto insurance.

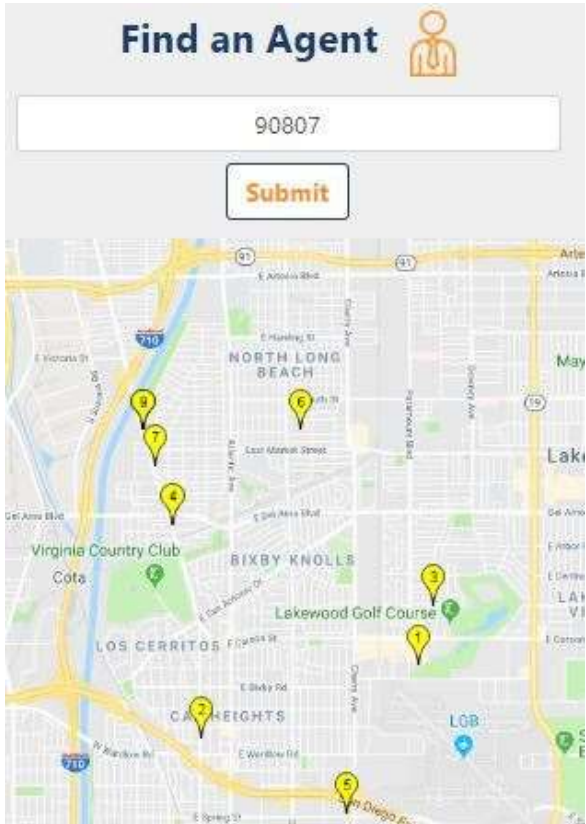
Several other religious and cultural observances occur in May such as Ramadan and Cinco de Mayo. These celebrations and observances are an excellent way to reach and engage CLCA target populations, discuss need, and offer the right product. We welcome your participation at any of our outreach and education public activities. Currently we have events in Los Angeles, Orange, San Bernardino and Fresno counties. We are also gearing up for more events this summer in Imperial, San Diego and Northern California. Contact us at CLCAOutreachTeam@rhainc.com



**JOIN US AT A LOCAL
OUTREACH EVENT**

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Find an Agent Feature

Finding an agent has never been easier on the new website design. Consumers will see the option to Find an Agent immediately when visiting the website. The process remains the same with just a zipcode to generate a list of area agents.

Referrals to Area Agents

The CLCA outreach team also utilizes the "Find an Agent" tool to review which agents are in an outreach area and verify their language assistance capacity. Referrals are then made to area agents who are Lead Accepting Producers first and have accepted the responsibility of following up with consumer leads to their agency.



California Colors

Did you know that California's Low Cost Auto Insurance program colors were inspired by California's state flower, the Golden Poppy, sometimes known as the Flame flower? During this year's super bloom, this beautiful state flower will help blanket CLCA colors on hillsides, mountains and deserts creating some of the most vivid and bright orange images across the state. The next time you see a California golden poppy, take pride in knowing that you are helping to spread the word about CLCA and the benefits of blanketing families with insurance protection.



Featured Producers: Bakersfield agents Mike Alexander and Pardeep Khullar

On March 23, 2019, the CLCA outreach team went live on Facebook from Bakersfield. The team was accompanied by two outstanding agents, Mike Alexander and Pardeep Khullar. Mike Alexander is a State Farm agent who has been selling CLCA insurance since its inception in the early 2000s. Pardeep Khullar of Khullar Insurance is a newer CLCA agent and excited to serve the community. The producers met for the first time at the event and discovered they were neighbors. Both helped to speak to consumers and collected leads at the Tune in Tune Up Bakersfield event. The event drew over 500 drivers who received a complimentary emissions test and a \$500 smog repair voucher from Valley CAN.



April Marketing Tip

Last month we recommended using a social networking tool like Facebook Live to engage with customers. The CLCA outreach team tested the tool at the **March 23rd** Tune in & Tune Up--Bakersfield! event at the Kern County Fairgrounds. The live event had a low turn-out, however, the post-event views was an enormous success with 289 views of the [FB Live video](#) to date, making it the highest viewed of all CLCA videos. The tip this month is to maximize the use of free marketing tools such as FB live. You may not get the audience you need at 9am on a Saturday morning, but the video stays on your Facebook page post-event and reaches your audience on their own time. The live event creates an organic visual image that feels authentic to your brand.



In a study conducted by [Venngage](#), the vast majority of marketers consider visual images an essential part of their marketing strategies. Click on the [14 statistics image](#) to learn more about these marketing tips.

Producer Resources

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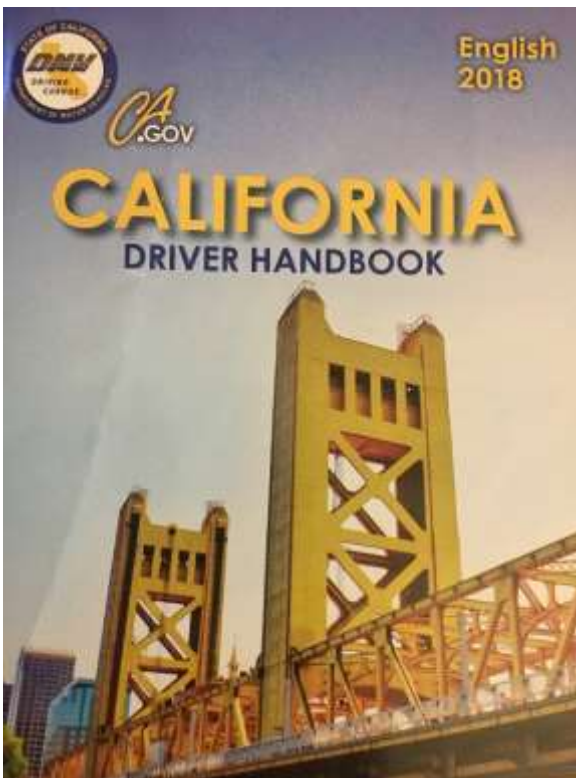
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places. The "DMV Now" program is a self-service terminal in English and Spanish. It accommodates most DMV online business transactions such as vehicle registration renewals and proof of insurance uploads. Drivers can get their vehicle registration stickers immediately. The DMV reported over 6.1 million people utilizing this service. Here's a map of all the [DMV Now Kiosks](#) around California.



Online Vehicle Registration Renewal

Did you also know that when renewing vehicle registration online, the DMV includes a logo and link of CLCA in their 'Thank You' page? CLCA is one of only four state programs given this opportunity by the DMV. Make sure you are an active Lead Accepting Producer to take full advantage of all this free marketing to the CLCA website and ultimately to you through qualified leads.



Featured Producer Partner: Seal Services Inc.

Meet Alfredo Lopez a Lead Accepting Producer and owner of Seal Services Inc, in Fresno, CA. He is featured here speaking at the 16th Annual Farmworkers



Appreciation Day on January 25, 2019 in Mendota, CA. Seal Services offers multiple services including CLCA insurance. They have four offices in the Central Valley, three in Fresno and one in Sanger. On the Seal Services team is also Patricia (Patty) Caballero, Aurora Gonzalez and Nancy Gonzales, who provide CLCA with Spanish language assistance at multiple outreach events. The Seal Services team has been a valuable part of CLCA marketing efforts with the Latino community in the Central Valley. They are quick to respond and make themselves available for community events. According to CLCA Specialist May Ly, "Alfredo and his team of agents are genuine and caring and believe representing CLCA at community outreach events helps to build trust and long term relationships with communities." We are proud to feature this hard working team. Thank you for all you do for the CLCA community, Seal Services Inc.



March Marketing Tip

Facebook Live is a new and exciting tool available as a social media marketing strategy to engage with customers, giving them a window into your world. Most marketers use this tool to introduce a new product or just keep their viewers and followers entertained and informed. CLCA will do just that on **March 23rd** at the Tune in & Tune Up--Bakersfield! event at the Kern County Fairgrounds. **Join us at 9am**



and again at 10am as we go "Facebook Live" from the event site with interviews with partners and consumers. We expect over 500 drivers to attend the event and receive a free emissions testing plus a \$500 smog repair voucher if needed. If you are in the area and would like to participate, send us an email to hold your spot: CLCAOutreachteam@rhainc.com



Mark your calendar to join us on **March 23rd at 9am and 10am** as we go LIVE on FACEBOOK. [Download the Facebook app on your phone to join.](#)

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