

Join Us at the 2010 Earth Day “Zero Waste” Festival!

Another great Earth Day celebration is scheduled for Saturday, April 17, from 10:00 a.m. to 3:00 p.m. at Washington Park (Central Avenue at Eighth Street).

This year, a new way of thinking about the products we consume, Zero Waste, will be celebrated. The Zero Waste philosophy takes in a product's entire life cycle in order to minimize waste.

Alameda Municipal Power will join with other City departments, including Recreation and Parks and Public Works, as well as others, in sponsoring the event. Be sure to stop by the AMP booth to see how solar, landfill gas, and geothermal energy, as well as other renewable resources, are powering our community. There will be lots of energy-efficiency information that you can use, too.

You're invited to join in and enjoy free activities for the kids, Earth Day games and exhibits, and learn about building a clean, healthy, and sustainable world. A new feature this year will be a Zero Waste Team Sculpting Contest. Other features include environmental information, a Zero Waste Film Festival, entertainment, food, live music, and prizes!

Our community has a long history of leadership in the environmental arena, and AMP is proud to be a part of it. Over the past 3 decades, AMP has built a power resource portfolio that



A highlight for many guests at the 2009 Earth Day celebration was the Alameda Municipal Power booth, including its renewable power displays and energy management tips.

is now over 80% clean and renewable. In fact, AMP is ahead of all other utilities in the State in the use of renewable resources!

Bike Alameda will provide free, safe, and secure valet service for bikes and strollers. Washington Park also is accessible by AC Transit, and free parking will be available at Robert Crown Memorial parking lot.

For more information, call the Alameda Recreation and Parks Department, (510) 747-7529 or the Public Works Department at (510) 749-5840. 📞

AMP Posts Reward for Outlaw Refrigerators!

Alameda Municipal Power is out to round up a gang of local bandits and bring them to justice! You can join the utility posse and get a \$35 reward, and you won't need the trusty old six-shooter to do it.

Just turn in that old second refrigerator or freezer that's robbing your energy dollars every month. The renegade refrigerators typically hide out in basements and garages.

They're known for conning residents by putting a few extra cans of soda "on ice," but they're really desperadoes in disguise. According to Energy Management Supervisor Meredith Owens (a.k.a. "the Sheriff"), "For the most part, these refrigerators and freezers already have been replaced in the kitchen by newer, more efficient models, so they represent a stock of old, inefficient, and costly units. They draw far more electricity, and it's for the most part wasted energy." "Sheriff Owens" added that these



refrigerator ruffians can cost up to \$400 annually to operate.

Customers can be assured that the refrigerators and freezers won't be taking

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Strengthening Our Foundation

A Special Report by Girish Balachandran, AMP's General Manager

Just over a year ago the City's Public Utilities Board set a new course for Alameda's municipal utility. It approved a new name, a purpose statement, ten strategies, and five value metrics that would underlie a refocus on the core electric business. Customer satisfaction and community value became the primary metrics by which Alameda Municipal Power measures its progress.

It was clear that 2009 would be the first year of a major transition. This past January, when it undertook its 2010 Annual Planning Workshop, the Board paused to review our progress from last year, engage in a dialogue to evaluate future risks and opportunities, and provide strategic direction to AMP.

Last year, our efforts spoke to the theme, "Transitioning the Business," and returning our focus to our core electric line.

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We Want to Help

If anybody in your home depends on medical equipment for life or well-being, you may qualify for AMP's Medical Discount Program.

Residents dependent on a life-support device; paraplegic, hemiplegic, or quadriplegic; or affected by Multiple Sclerosis or Acquired Immune Deficiency Syndrome, among others, may qualify. A life-support device is defined broadly as, "...any medical device requiring utility-supplied energy for its operation that is regularly required to maintain the life of a person or provide critical life functions."

The Medical Discount Program provides a valuable side benefit in case of an emergency. A red tag is placed on the electric meter of customers who receive the Discount. This tag tells us not to cut electric power without first making a full investigation. The tag also alerts emergency personnel a household occupant may need special help in case of an emergency.

The Medical Discount is 10% of charges, excluding State and local taxes, and is available to customers receiving AMP service under Schedule D-1 – Residential Service.

To get more information or to sign up for the Medical Discount Program, please call our Customer Service Representatives at 748-3900. The application form also is available on the AMP web site, www.alamedamp.com. A doctor must certify the application by letter, and participants are required to recertify every 2 years.

We want to help. Please let us know if you or someone you know may be benefit by the Medical Discount Program. 

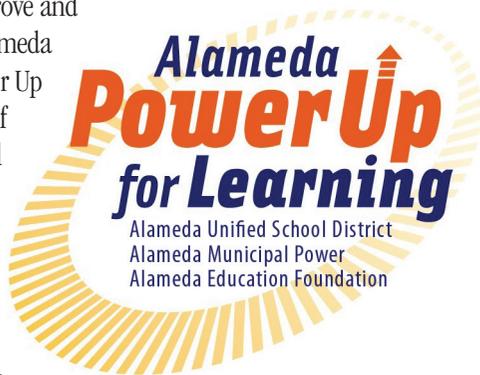
Power Up for Learning

Alameda Municipal Power offers a convenient way for customers to help support our community's schools. Power Up for Learning is a Board-approved collaboration between AMP, the Alameda Unified School District, and the Alameda Education Foundation. Under the program, AMP customers can elect to make monthly contributions to support our schools by voluntarily adding any amount of their choice to their electric bill.

The purpose of the funds is to improve and implement technology programs in Alameda schools. Funds generated through Power Up for Learning may be used for a variety of measures, including online educational database development and research portals for students in the District. Last year, customers supporting Power Up for Learning contributed \$11,500 to the District. More information and an enrollment form are available at on our web site, www.alamedamp.com.

Like all of our customer-owners, the Alameda Unified School District recognizes significant unique benefits, such as lower rates and more reliable service, just because it is served by our municipal utility. AMP continues to work closely with staff of the District to ensure that all its sites are using electricity as efficiently as possible and no energy—or dollars—are being wasted. Beginning years ago, AMP began providing rebates to help the District complete energy-efficiency retrofits to school facilities. These retrofits continue to save the District almost another quarter million dollars in energy costs each year. More recently, stimulus grant funding was received by the City to perform Building Energy Audits of all AUSD facilities and establish a baseline energy use for each facility in order to prioritize and evaluate future energy-efficiency projects.

We're proud to do our part in supporting Alameda's schools. 



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up space in the town pokey. Rather, they will be completely dismantled and appropriately recycled and no longer around to hoodwink our community.

Owens summed, "Customers really win in three ways. There's a \$35 rebate. The old refrigerator or freezer will be properly and conveniently recycled. And there will be a reduced electric bill every month."

To join the fight against the fugitive freezers, just call AMP's deputy, EGIA, toll free at (866) 964-7346 to schedule a pick up. Pick ups are made every Tuesday.

The refrigerator or freezer should be placed at the curb with the doors removed or taped securely shut. An AMP deputy will be by to arrest the miscreant and carry it away. 

The FLASH is published as a service to the customer-owners of Alameda Municipal Power. Readers are invited to submit ideas, suggestions, comments, or questions by writing to the editor at Alameda Municipal Power P.O. Box H Alameda, CA, 94501-0263 or by email to mccabe@alamedamp.com.

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ALAMEDA MUNICIPAL POWER

Girish Balachandran, General Manager

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In 2010, the theme, "Strengthening Our Foundation," reflects the need to address the major structural changes affecting all electric utilities.

Seneca, the Roman philosopher from mid-1st century AD said, "Luck is what happens when preparation meets opportunity." The Workshop continued an ongoing conversation with the Board related to planning for the future. It provided a means for linking Board policies with strategic initiatives.

So, what can we anticipate? The electric industry is going through another phase of rapid evolutionary change at the global, national, and local levels. This change is being driven by climate regulation, rapid energy technology improvements, and increased customer expectations. Advances in renewable power, Smart Grid, electric vehicle adoption, and a hyper-connected customer base will impact us. At the same time, we have a skilled workforce shortage and an economy in recession. This leads to a landscape that has many risks and opportunities. This change will influence—in deep-seated ways—our internal and external operating environment. They have the potential to impact all aspects of providing electricity.

During the 2010 Workshop, the Board examined critical issues reshaping the industry; the risks, impacts, and threats associated with these critical issues; and the related opportunities in all areas of AMP operations. The essence of the Workshop can be summarized as—strengthen our foundation to meet crucial industry transformation, ensure that this foundation is supported through electric rates set at appropriate levels, and bring telecom matters to closure.

Outcomes of the Annual Planning Workshop will feed into the development of AMP's Fiscal Year 2011 budget and work plans. Ultimately, the dialogue in the Workshop is intended to address the expectations of our stakeholders—our 34,000 customers, our City organization, and our employees. To review the Board presentation and our 2009 Report on Accomplishments, please visit our web site, www.alamedamp.com.

I look forward to seeing you at the Board's Budget Planning Workshop on April 19 when we will continue this ongoing dialogue. 

CLIP and KEEP!

Important AMP contact numbers:

Customer Service..... 748-3900

After Hours/Emergency 748-3902

TDD (hearing impaired)..... 522-7538

E-mail..... info@alamedamp.com

Internet www.alamedamp.com