



## A Blueprint for the Future

**A Special Report  
by AMP General Manager  
Girish Balachandran**

The Public Utilities Board recently held one of its most significant meetings of the year, its Annual Planning Workshop. This special yearly forum affords the Board Commissioners the opportunity to focus solely on the strategies and value metrics that underlie our core electric business. During the 2-hour meeting, the Commissioners set aside the routine to concentrate on the fundamentals, customer satisfaction and community value.

Last year, the theme, “Strengthening Our Foundation,” was established to ensure a strong foundation to better prepare the utility for the future challenges affecting all electric utilities. For 2011, the sub theme “A Blueprint for the Future” has been incorporated and highlights 15 specific initiatives staff has



(From left) Commissioners Madeline Deaton and John McCahan add notations to proposed initiatives, while Vice President Peter Holmes and President Gregory Hamm discuss critical issues, risks, and opportunities. Looking on are AMP intern Ana Espinoza and Acting City Manager and Board Commissioner Lisa Goldman.

developed and proposes to address over the next 1 to 3 years. These initiatives are incremental to existing business and represent part of the framework to be built upon a well-set foundation.

Board Commissioners revisited the outcomes of the 2010 Workshop to ensure that they continue to meet expectations and remain in the best interests of the utility and its customers. They additionally considered the rapid, evolutionary changes and pressures that are affecting and

will continue to affect AMP and all electric utilities, including climate regulation, technology breakthroughs, customer expectations, and retention of a skilled workforce. While we prepare for these changes, providing electricity to all our customers in a safe manner will continue to be the highest priority.

Specifically, the following initiatives

were presented to the Board for discussion, prioritization, and resource allocation:

- Updating the current renewable portfolio standard policy
- Replacement of an expiring power contract representing 15% of AMP’s power supply
- Rate strategy and structure
- Cost-of service analyses
- North American Electric Reliability Council and Western Electricity Coordinating Council

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## It’s the 2011 Earth Day Festival AMP to Honor Alameda’s Green PowerStars

Another great Earth Day celebration is scheduled for Saturday, April 16, from 10:00 a.m. to 3:00 p.m. at Washington Park (Central Avenue at Eighth Street). Again this year, Alameda Municipal Power will join with other City departments, including Recreation and Parks and Public Works, as well as others, in sponsoring the event.

AMP will announce and welcome the four winners of our first Green Powerstar Awards! Our

**Come stop by AMP’s booth to learn how to Save Money and Energy!**

Green Powerstars will include a large business, smaller business, household, and school that have

demonstrated an exemplary awareness of the environment, with a particular emphasis on energy use.

You’re also invited to join in and enjoy free activities for the kids, Earth Day games and exhibits, and to learn about building a clean, healthy, and sustainable world. The celebration will feature simple lifestyle changes to help the environment, all part of a Zero Waste philosophy. Zero Waste considers a product’s entire life cycle in order to minimize waste.

Back by popular demand will be the Second Annual Zero Waste Team Sculpting Contest. Other features include environ-



mental information, a Zero Waste Film Festival, activities for the kids, entertainment, food, games, 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 is typically 80% clean and renewable. In fact, AMP is ahead of all other utilities in the State in the use of renewable resources!

Free, safe, and secure valet service for bikes and strollers will be provided. Washington Park also is accessible by AC

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# Power Up for Learning

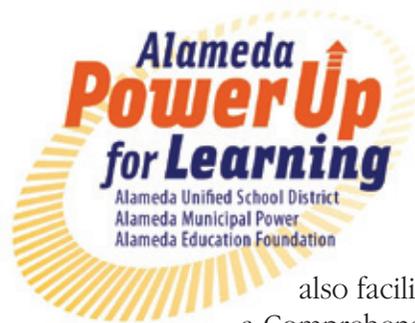
Alameda Municipal Power offers a convenient way for customers to help support our community's schools. Power Up for Learning is a collaboration between AMP, the Alameda Unified School District, and the Alameda Education Foundation. Under the program, AMP customers can elect to make monthly contributions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

Your donations to Power Up for Learning has helped the Alameda Education Foundation (AEF) obtain funding for classroom projects in our public schools. With support from AMP and your donations, the Foundation is able to take advantage of the Donor's Choose Double Your Impact Program. Because of Power Up for Learning, AEF is able to match donor contributions to fund classroom projects that may not have happened without the help from other financial sources.

Thank you AMP Customers!

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 \$3,387 to the District. More information and an enrollment form are available on our web site, [www.alamedamp.com](http://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. AMP



also facilitated a Comprehensive Energy-Efficiency Audit of all Alameda Unified School District facilities, funded through the American Recovery and Reinvestment Act of 2009. The audit identifies and prioritizes efficiency measures by their costs and benefits and offers best-practice strategies for operations and maintenance. Also, AMP has various rebate programs to assist in this effort and help offset costs. Previous AMP rebates for energy-efficiency retrofits continue to save the District almost another quarter million dollars in energy costs each year.

The District is one of AMP's largest customers, and AMP truly values its long-standing partnership with the AUSD. We're proud to do our part in supporting Alameda's schools. 💡

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- compliance auditing
- Outage restoration effectiveness
- Modernization of the AMP delivery system
- A business case for "Smart Grid"
- Preparations for new large block electric load
- City and community initiatives
- Organizational development
- Enhancement of service delivery infrastructure
- Change management
- Internal and external reporting
- Energy-efficiency strategic work plan

The Annual Planning Workshop allows the Board to pause and to review our progress from the previous year; engage in a dialogue on critical issues, risks, and opportunities; and provide strategic

direction to AMP. It provides a means for linking Board policies with strategic initiatives.

Outcomes of the Annual Planning Workshop feed into the development of AMP's Fiscal Year 2012 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 2010 Report on Accomplishments, please visit our web site, [www.alamedamp.com](http://www.alamedamp.com).



## We'd Like to Talk with You.

One trait that separates Alameda Municipal Power from the others is that we're right here in Alameda! We operate under local control by Alameda citizens like you—not by stockholders.

At least once each month, a local, appointed Public Utilities Board meets to set policy and approve purchases for one of Alameda's largest businesses, a business that you own. The Board regularly holds meetings on the third Monday of the month in City Council Chambers, City Hall (at the corner of Oak Street and Santa Clara Avenue), at 7:00 p.m.

Please be sure to check our web site as meeting times and locations occasionally do change. But no matter when or where, we encourage you to attend!

We take pride in our availability to talk directly to you, and it's something we truly enjoy. We're ready to discuss a variety of topics, from what electric power is to why Alameda has its own electric utility, with all types of audiences, from grammar schools to seniors groups. To arrange a visit by an AMP "Ambassador," please call us at 748-3911. 💡

## Save the Date!

CASA, Community Action for a Sustainable Alameda, will be hosting a Green Workshop for Alameda households on Tuesday, April 19, from 6:00 to 8:00 p.m. at the Alameda Main Library. Learn how to "green up" your home, while saving money, too! AMP is partnering with CASA in the promotion of efficient use of electricity.

See the AMP web site, [www.alamedamp.com](http://www.alamedamp.com), for more.

## 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](mailto:info@alamedamp.com)
- Internet..... [www.alamedamp.com](http://www.alamedamp.com)

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](mailto:mccabe@alamedamp.com).

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**ALAMEDA MUNICIPAL POWER**  
 Girish Balachandran  
 General Manager

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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. 💡