



We Protect Your Information

By the time it takes you to read this sentence, 1 of 4 people in the United States will have their identity stolen. We want you to know that Alameda Municipal Power has taken proactive steps to protect your identity, and is in full compliance with the U.S. Federal Trade Commission's new "Red Flag Rules."



A Red Flag is a warning sign activated by specific activities or patterns that indicate potential identity theft. In order to assure that Red Flags don't go unnoticed, AMP has completed an organization-wide risk assessment of its operation.

AMP has stringent procedures in place for establishing, accessing, and modifying accounts, as well as for the security and disposal of customer information. All AMP personnel with any access to confidential or sensitive

information are trained on the components of our Identity Theft Prevention Program. Incidences of potential identity theft and corrective measures are reported to the Public Utilities Board annually.

We appreciate the help our customers provide by reporting suspicious activities. In one instance, we were notified of an individual posing as an AMP employee who called with a claim that an electric bill was overdue and service would be turned off unless a credit card number was provided. This timely call allowed a quick and aggressive response by AMP staff to involve authorities and warn customers at all possible contact points. Authorities identified the perpetrators and took actions to keep our customers information safe.

We don't want any of our customers to fall victim to identity theft. The Federal Trade Commission has put together a one-stop national resource to learn about the crime of identity theft. This great resource is available on the web at www.ftc.gov/bcp/edu/microsites/idtheft/. 

While You Are Away

The Memorial Day holiday marks the start of summer vacations. Travelers are often surprised when their electric bill does not drop greatly while they are away.

Although you may not be home, your refrigerator, freezer, and clocks are still running. Electric water heaters will continue to keep water hot. If your electric space heater does not specifically have an "off" position, it may be on without your knowledge. Most televisions allow a small amount of current to pass through, even when the power is off. Aquariums and waterbed heaters can add to a vacation electric bill. Other small appliances, such as rechargeable flashlights, consume electricity.

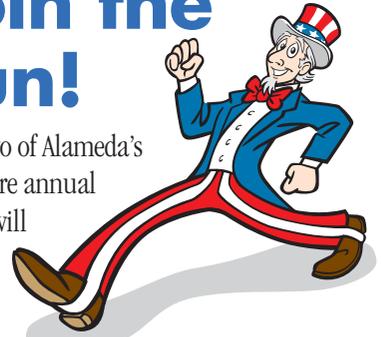


It may seem obvious advice; however, make sure to turn off or disconnect all unnecessary electrical devices before you hit the road. Unplug your television and other equipment. If your trip takes you away from home for more than 3 days, turn off your electric water heater. You will be saving money, saving the environment, protecting your appliances, and you will have the peace of mind that your home is safe and secure.

Remember, electricity also can protect your home while you are not there. Think about using timers inside and sensors outside for security lighting. Electricity is at your home even when you are not! Let it work for you while you are on vacation. 

Mark Your Calendars and Come Join the Fun!

Two of Alameda's signature annual events will take place next



month. The first is Independence Day, and of course, you won't want to miss the Mayor's Fourth of July Parade. Be sure to keep the last weekend of the month open as well for the Park Street Art and Wine Faire.

Again this year, the Public Utilities Board and Alameda Municipal Power will be sponsoring the events and will be a part of the festivities.

Alameda can boast that it has the second longest parade route in the United States covered by an average of 170 entries to entertain over 30,000 spectators.

The fun begins earlier in the day with the running of the 7th annual Ralph Appezato Charity Event run and walk at 9:45 a.m. Participants race the Parade route, and proceeds benefit Alameda charities.

The Parade itself kicks off at 10:00 a.m. and winds through the City, starting on Park Street at Lincoln Avenue, continuing south on Park Street, then west on Otis Drive, north on Grand Street, west on Encinal Avenue, west on Central Avenue, north on Webster Street, and ends on Webster Street at Lincoln Avenue.

For more information on the Parade, please contact Barbara of the Parade Committee at 633-9550. For information on the RACE, please visit www.alamedarace.com.



The 25th annual Art and Wine Faire will take place on the 25th and 26th of

See Mark Your Calendars! on page 2

Low Income Assistance

Alameda Municipal Power offers two programs specifically designed to assist low-income Alameda households, the Energy Assistance Program and Energy Assistance through Supportive Efforts.

The Energy Assistance Program (or EAP) provides ongoing assistance to qualifying low-income customers. The main objectives of the program are to reduce the customer's energy use and provide bill assistance by applying a 25% discount to the customer's monthly electric bill. Program highlights include:

- A free energy audit and recommendations
- The installation of up to four compact fluorescent bulbs at no cost
- The replacement of older, inefficient refrigerators meeting certain criteria at no cost (If the household is a rental unit, a contribution from the landlord is required)
- Weatherization for homes with electric heat

The EAP is funded by AMP's Public Purpose Program. It is administered by the American Red Cross, who determines eligibility. For more information, please call the Red Cross at 814-4200.

Project EASE (Energy Assistance through Supportive Efforts) provides short-term emergency assistance to residential customers who are financially unable to pay their electrical bills and who have no alternative source of assistance. The program is intended to help after all other resources have been expended.

Project EASE is funded by voluntary customer contributions and an annual contribution from AMP. The maximum disbursement for each customer or household is \$200 within a 3-year period. Again, the American Red Cross administers this program and is also in charge of determining eligibility. For more information, please call the Red Cross at 814-4200. 

Mark Your Calendars! from page 1

July. The event will feature hundreds of artist booths, and two stages will provide virtually continuous music from 10:00 a.m. to 6:00 p.m. Food, winery, and brewery booths will help fortify visitors as they stroll along Park Street. There also will be activities for the kids and fun for the entire family.

Look for us at the corner of Park Street and Central Avenue, as Alameda Municipal Power will have lots of information on your municipal power services, including how you can lower your energy use and help the planet. Sign up for a free energy audit, and stop by our booth to learn more about how we can help you save money on your electric bill. Or you can take the AMP Challenge and get a free green reward!

Sponsored by the Park Street Business Association and held across Alameda's historic Park Street Business District, it's the largest event of its type in the City, last year having attracted an estimated 80,000 people.

For more information, call the Park Street Business Association at 523-1392.

We'll see you there! 

Watts Up? Free Energy Audits!



Who really thinks much about the purchase decision we make when we throw a switch? At Alameda Municipal Power, we strive to keep that transaction as safe, reliable, economical, clean, and transparent as possible. And we want you to get the most out of each energy dollar you

spend. That's why we offer several tools to help you understand your individual energy use and make the best buying decisions.

AMP's online Home Energy Suite (www.alamedamp.com/electricity/hes.html) offers you an array of tools that reveal how much and identify where electricity is used in your home. You also can request a free comprehensive, onsite energy audit of your home by an AMP professional auditor who will recommend ways to manage your energy use and reduce costs. To schedule an audit, just call 748-3947. Either way, you save by locating those high consumption areas and appliances.

Six tips to keep your electric bill low:

1. Replace incandescent light bulbs with energy-efficient compact fluorescent bulbs. Compact fluorescents use 75% less electricity and last 10 times longer.
2. Turn off your computer and other electronic equipment when not in use. If your electronic equipment is plugged into a power strip, turn off the power strip too.
3. Make sure all your new appliances and electronic purchases are ENERGY STAR® labeled.
4. If you have an old, inefficient refrigerator, replace it with an ENERGY STAR® refrigerator. You may qualify for a \$100 rebate from Alameda Municipal Power, and while that old refrigerator can cost up to \$35 a month to operate, a new ENERGY STAR® refrigerator will cost about \$7 a month.
5. Avoid using electric heat, but if you must, use it efficiently. Electric heat costs about four times the cost of gas heat.
6. Schedule a free energy audit from Alameda Municipal Power by calling 748-3947! 



Money Isn't All You're Saving

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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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

Just So We'll Know

To offer the best possible service to you, Alameda Municipal Power offers a "Third-Party Notification Program." It is designed to help seniors, the disabled, and anyone who depends upon uninterrupted electric service.

Third-party notification provides that Alameda Municipal Power, in case service is stopped for nonpayment of charges, will contact a third party of your choice who probably can help. The third party, however, assumes no liability for payment of your bills by participating in the program. The program ensures that we will provide sufficient notification before service is stopped. Also, it may save you the inconvenience of temporary service loss and reconnection charges.

To enroll, just call our Customer Service Representatives at 748-3900 for an application! 