



**ALAMEDA  
MUNICIPAL POWER**

*A Department of the City of Alameda*

**TheFlash**

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## Greetings from Your Alameda Municipal “Public” Power Family



The employees of Alameda Municipal Power (AMP) want you to know that we are here to serve you! These are the faces of our dedicated and experienced staff who look forward each day to keeping the electricity flowing to your home, business and the community. As your locally-owned utility, we are committed to providing reliable and responsive service at competitive rates. AMP is proud to be your service provider for almost 125 years and look forward to serving you for the many years to come.

## Alameda Municipal Power Celebrates the 25th Anniversary of Public Power Week

Alameda Municipal Power (AMP) is celebrating Public Power Week, October 2 through 8, along with more than 2,000 other electric utilities that collectively provide electricity on a not-for-profit basis to 46 million Americans.

“Public Power Week is a chance for Alameda

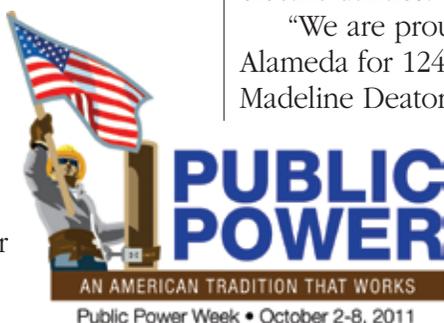
Municipal Power to articulate why the public power formula works in Alameda. We are absolutely dedicated to providing top-notch service and the lowest rates possible,” said Public Utilities Board Vice President Peter Holmes.

Public Power Week is a national, annual event sponsored in conjunction with the American Public Power Association (APPA) in Washington, DC. A tradition that began in 1986, APPA and

its members celebrate its 25th anniversary this year. APPA is the service organization for community- and state-owned electric utilities.

“We are proud to have served Alameda for 124 years,” said Madeline Deaton, Public Utilities Board Commissioner. “For us, the hard work is rewarding since our customers are our neighbors, friends and family.”

Established in 1887, AMP has carried out the lasting mission of providing hometown public power. Not only does AMP serve the community but it is part of the community. Located just down the street at the corner of Grand and Clement, AMP strives to be available and involved in the community. AMP is proud to uphold the principles of Public



Public Power Week • October 2-8, 2011

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## Go Solar



Now is the time to join the solar revolution! Alameda Municipal Power (AMP) offers an attractive solar rebate program to encourage Alamedans to take advantage of the sun’s power. If your roof faces due south and has no or minimal shading, you may be interested in reducing your monthly electric bill by going solar. There is still funding in the program for additional residential and commercial installations!

The first step is to fill out and submit an application (available on our website: [www.alamedamp.com](http://www.alamedamp.com)). AMP recommends getting quotes for a solar system from at least three installers. We suggest checking references of potential solar contractors and consulting the

See Go Solar on page 2

# Help Your Budget with the Balanced Payment Program

Your life can be a bit easier by using AMP's Balanced Payment Program.

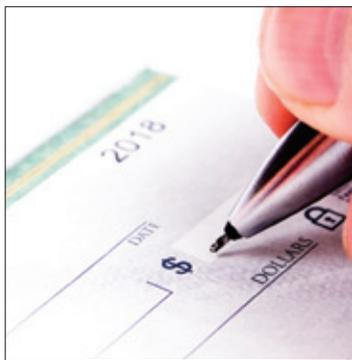
This convenient—and free—service makes budgeting easier for customers whose energy costs may vary from season to season. With the Balanced Payment Program, your bill will be predictable each month, winter or summer.

Under the Program, we calculate your average energy payment every 4 months by averaging the total payments out over the past 12 months. Rather than paying larger bills in the winter and smaller bills in the summer, your electricity bills will be consistent

throughout the year.

You may notice a small variation three times per year because of balance averaging.

Assistant General Manager—Customer Resources Sherri Hong says that the service is best for two types of customers. The first are those with electric heaters in their homes. Second are those on fixed incomes who may want to pay the same amount every month. “The typical residential bill goes up in the winter and down in summer,” Sherri explained. “For some, the difference can be from



a low of \$25 in the summer to \$45 during the winter. For others, particularly those with electric

heating, bills can go to \$100 in the winter and drop to \$30 in the summer.”

To enroll, you must have been at your current address for at least 12 months and your account must be current. To sign up, just call a Customer Service Representative at 748-3900.

Your Balanced Payment Program will begin with your next monthly bill.



## “Got Incandescents?” Free CFLs at AMP Service Center

To help you save money, bring in three of your used incandescent light bulbs to Alameda Municipal Power's (AMP) Service Center (2000 Grand Street, 9 a.m. to 5 p.m.) along with your latest electric bill, and we will give you three replacement compact fluorescent light bulbs (CFLs) absolutely free! You save the cost of the bulb, and you save on your bill for years to come! (Limit three per Alameda household.)

Compact fluorescent light bulbs, or CFLs, are the better choice for lighting your home. Ordinary incandescent bulbs waste about 90 percent of their energy generating heat. They typically last for about 1,000 hours or about 8.5 months. CFLs use 75% less electricity and provide up to 10,000 hours or 7 years of light.

### Public Power Week from page 1

Power Week including low-cost service, high reliability, safety and commitment to the citizens. AMP exists to serve its fellow citizens, friends, and neighbors.

AMP is planning a series of events to commemorate Public Power Week's 25th anniversary, and we would like you to join us. Events and activities will include displays at AMP's Service Center and City of Alameda Libraries, City Council and Public Utilities Board acknowledgement, the launch of the 2012 Green PowerStar Awards, new videos on AMP TV, a dedication ceremony of Alameda's Free Main Library solar system and educational kiosk, and the kick-off of AMP's 125 year of service. Visit [www.alamedamp.com](http://www.alamedamp.com) in September for more information!

### Go Solar from page 1

Better Business Bureau. Citizens should be aware that AMP does not endorse or have a partnership with any installer. If you decide to proceed with a solar installation, your contractor should submit a solar rebate application on your behalf.

The 2011 rebate level is \$2.25 per installed watt (AC, or alternating current). Since the inception of the solar rebate program in 2008, roughly 500 kilowatts of solar have been installed in Alameda, that collectively generate over 876,000 kilowatt-hours annually. In addition to the AMP rebate a Federal tax credit may be available—when rebates are combined your cost can be reduced by up to 50%! Take action now! Check the amount of funding left at the current rebate level or learn more about AMP's solar rebate program by visiting [www.alamedamp.com](http://www.alamedamp.com).



## Coming Soon!

A new program for AMP customers to become “Alameda Green” and combat climate change.

Look for more information in future editions of the Flash.

## 125 Years of Fun Facts!

On July 11, 2012, Alameda Municipal Power (AMP) will turn 125!—As we approach the big day, we will be sharing fun facts from our many years of service.

Did you know...before 1900, utilities including AMP, observed what was referred to as the moonlight schedule?—On nights with bright moonlight, street lights were not turned on, and instead, the moon lighted the way.

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 [acord@alamedamp.com](mailto:acord@alamedamp.com).

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General Manager

## 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)