



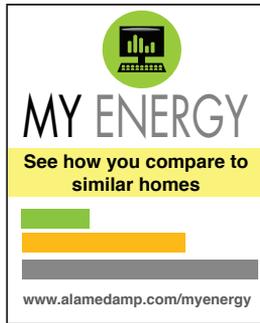
Introducing MY ENERGY AMP's interactive web portal to track your energy usage and save you money

This month, Alameda Municipal Power (AMP) launched an innovative energy efficiency pilot program—My Energy—to help you reduce your home energy consumption and save money. Working with Opower, an energy management software company, we designed a user-friendly web portal that provides you with personalized information on your electricity usage patterns along with smart, easy actions you can take to become more energy aware.

To get started, go to www.alamedamp.com/myenergy and log on. You'll need your AMP account number for your first visit.

Once you're there, you'll find:

- **Comparisons:** Learn how your electricity use compares to 100 similarly sized and equipped homes in Alameda. This information is compiled



anonymously, provided confidentially, and only viewable by you.

- **Progress tracker:** See how your energy use changes over time, so you can set targets for savings. You can even conduct an automated 30-second home energy audit.

- **Personalized energy efficiency tips:** View personalized savings tips based on your energy use patterns and

characteristics of your home. You can also browse a comprehensive library of energy-saving recommendations.

AMP is committed to providing you with the information and insights needed to use electricity wisely. If you have questions or problems logging in to the portal, please call 748-3900 or email custserv@alamedamp.com. 

AMP Free Led Holiday Light Exchange Is Back

Did you know that lighting one tree with incandescent holiday lights can add up to \$10 to your monthly electric bill? That's why AMP wants to help you make the switch to energy-efficient LED (light-emitting diode) holiday lights. Lighting your tree with LEDs adds less than \$1 to your monthly electric bill. What's more, they're environmentally friendly, do not contain mercury, and are recyclable. And LEDs generate less heat, so they're safer and less likely to overload a circuit.

AMP will kick off the holiday season with a free LED holiday light exchange at the Mayor's



Holiday Tree Lighting ceremony on December 7 from 4:30 to 6:15 p.m. at City Hall. Bring up to two strands

of incandescent holiday lights (along with a copy of your electric bill) to AMP's table and receive two free strands of new, energy-efficient LED lights.

If you can't make it on December 7, stop by AMP's Service Center, located at 2000 Grand Street, any time during business hours in December and we'll switch out two of your old strands of lights for two new strands of LEDs, while supplies last. For more information, visit www.alamedamp.com. 

Like Us on Facebook!

Check AMP's Facebook page for the latest news, tips for saving energy, and outage information.



Alameda's Intersections Get a Little Brighter

Next time you're at an intersection with a traffic signal in the evening, you might notice that everything looks a little brighter and clearer. That's because AMP and the City of Alameda's Public Works partnered to replace 251 existing high pressure sodium street lights at 82 traffic signal intersections with energy-efficient LEDs (light-emitting diodes), saving the city an estimated \$26,000 per year in electric costs and lowering greenhouse gas emissions.



LED street lights last longer than high pressure sodium lights—about 12 years compared to 5.5 years—thereby significantly reducing maintenance costs. LED lights provide much better illumination and color distinction at night, while reducing sky glow—the artificial illumination of the night sky.

This is the city's third LED streetlight conversion project and it supports the city's goal of reducing greenhouse gas emissions by 25 percent below the 2005 baseline level.

The traffic signal street light replacement is underway now and is expected to be completed in mid-December. 🌱

AMP's Service Center Closed on Veterans Day and Thanksgiving Holidays

AMP's Service Center will be closed Monday, Nov. 11 in observance of Veterans Day and on Thursday, Nov. 28 and Friday, Nov. 29 to celebrate the Thanksgiving holidays.

What's in Your Alameda Green?

Much like a nutrition label, the Product Content Label (illustrated in the table below) discloses the renewable resources that make up Alameda Green, AMP's voluntary renewable energy program. To learn more or to sign up, visit www.alamedamp.com/environment/green. 🌱

ALAMEDA GREEN PRODUCT CONTENT LABEL¹

Alameda Green is a voluntary renewable energy program from Alameda Municipal Power that matches 100% of your estimated monthly electricity usage with wind and solar for an additional 1.5 cents per kilowatt-hour. The product is made up of the following new renewable resources averaged annually.

	Green-e Energy Certified New ² Renewables in Alameda Green		Generation Location	
	2012	2013 (projected)	2012	2013 (projected)
Solar	2%	20%	California	California
Wind	98%	80%	Idaho & Washington	Western U.S.
Total	100%	100%		

1. These figures reflect the power that we have contracted to provide. Actual figures may vary according to resource availability. We will annually report to you the actual resource mix of the electricity you purchased during the preceding year.

2. New Renewables come from generation facilities that first began commercial operation on or after 1/1/99.

For comparison, the 2011 average mix of resources supplying Alameda Municipal Power includes: Large Hydroelectric (32%), Unspecified (2%), Eligible Renewable (66%).

For specific information about this electricity product, please contact Alameda Municipal Power at (510) 748-3900, email green@alamedamp.com, or visit www.alamedamp.com/power/green.



Green-e Energy certifies that Alameda Green meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

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

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 irwin@alamedamp.com

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