



The Flash

Volume 25 • Number 6 • June 2012

Providing Power and Information to the Alameda Community

Electric Rates Will Change on July 1

The Public Utilities Board in April approved an average overall rate adjustment of 3.25% for AMP customers effective July 1. This is the third year of a five-year rate adjustment plan that the Board deemed necessary after a financial assessment showed that revenue increases were needed primarily due to higher power and transmission costs. High voltage transmission costs throughout the state have gone up nearly 400% over the last ten years and are projected to triple again over the next



ten years, due to the cost of replacing and constructing facilities to connect to new renewable power sources. Additionally, AMP must replace a power contract that will end in 2014 with replacement power that is priced higher due to market conditions.

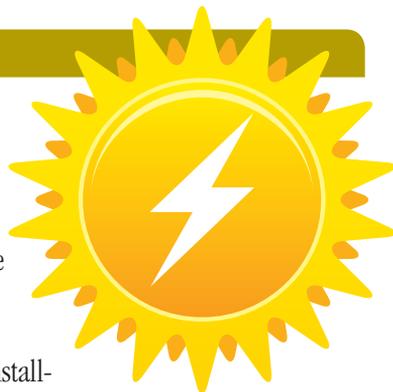
The average residential customer can expect to see an increase of \$2.50 in his or her monthly bill. Commercial customer impacts will

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AMP's Solar Rebate Program Is a Blinding Success

In 2008, the State of California mandated that all electric utilities provide rebates over the next ten years to residential and commercial customers who install an approved solar system. In May, AMP became one of the first publicly owned utilities in the state to reserve all of its commercial solar rebate funding, proving that Alameda's businesses are committed to going green! Although AMP is no longer accepting commercial solar rebate applications, other options are available on our website for commercial customers looking to invest in renewable power. A special thanks to all of our commercial customers for making Alameda one of the greenest places to do business in the Bay Area!

AMP's residential solar rebate program is still accepting applications, but the rebates are going fast. If you're thinking about installing solar, we encourage you to do it soon if you want to take advantage of these rebates. Applications are accepted on a first-come, first-served basis. For more information, visit www.alamedamp.com.



Have You Tried the New AMP

AMP is turning 125 and to celebrate, we partnered with Tucker's Ice Cream to create a commemorative ice cream flavor. Our new flavor is now on sale



Ice Cream at Tucker's?

at Tucker's Ice Cream, 1349 Park Street. Stop by and pick up a cone or a gallon!

AMP Celebrates 125 Years of Service; Mark Your Calendars!

On July 4th we invite you to join us in celebrating two landmark birthdays: our nation's 232nd and AMP's 125th! Well, technically our birthday is July 11, but we're celebrating all month long.

The fun begins with the running of the 4th Annual Ralph Appezatto Charity Event (R.A.C.E.) at 9:45 a.m. Runners trace the parade route, and proceeds benefit local social service organizations.

The Mayor's Parade gets underway at 10 a.m. and winds through three miles of city streets, starting on Park Street at Lincoln Avenue. Be sure to look for AMP's entry this year. We've kicked things up a notch to celebrate our 125th!

Afterwards, come visit us at the Alameda Recreation and Park Department's "Jumpin' & Jivin' Jubilee" at Rittler Park from noon to 4 p.m. We'll have a booth with face painting, fun games and contests and, most importantly, Tucker's Ice Cream

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vary depending on use, but the average rate change is expected to be approximately 2.4%.

AMP rates remain significantly below PG&E rates, with residential rates approximately 24% lower and commercial rates 8.4% to 15.7% lower. What's more, AMP's lower rates save Alameda customers \$10 million a year.

AMP offers a wide array of programs and services for customers who are interested in controlling their energy costs. Customers who are having trouble paying their utility bills can get help through a variety of financial assistance programs offered by AMP. For those interested in lowering their energy usage, AMP has a number of energy efficiency programs and rebates to help customers save money and energy. Customers can also request a free energy audit to learn how to manage their energy usage and reduce costs. To learn more, visit www.alamedamp.com.



will join us to hand out free scoops of our delicious new AMP ice cream!

On July 26th at 7 p.m., local historian Woody Minor will talk about AMP's 125-year history as a part of the Alameda Museum's lecture series. As the oldest utility west of the Mississippi, Alameda Municipal Power and the city that created it are an important part of the story of electricity.

Woody's entertaining and informative talk will charge you up! For more information, visit www.alamedamp.com.

125 Years of Fun Facts!

On July 11, 2012, 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....? Alameda's Department of Public Utilities generated all its own power until 1920, when the cost of oil reached an outrageous \$1 per barrel. The electric plant was shut down and, except for a brief period during the drought of 1924, all power has been secured under contracts from facilities located outside of the City.

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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