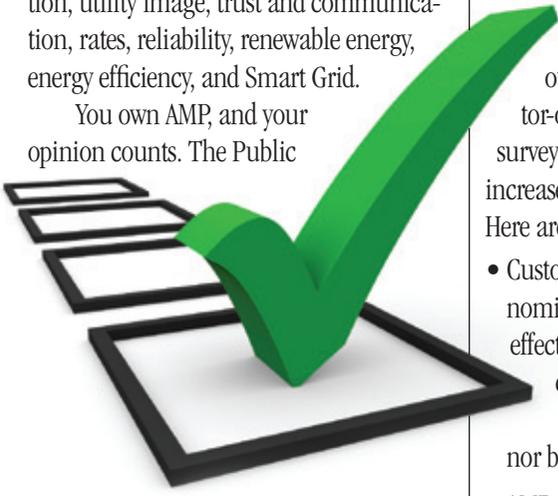




AMP Scores Well on Business Survey

Commercial customers scored AMP favorably in a recent survey of utility services. Topics included customer satisfaction, utility image, trust and communication, rates, reliability, renewable energy, energy efficiency, and Smart Grid.

You own AMP, and your opinion counts. The Public



Utilities Board has directed customer satisfaction to be a primary metric that measures the success of our business. That's why we periodically seek your thoughts on how we are performing and where you think we could do better. We also use your feedback and comparisons with other utilities to establish benchmarks for our ongoing efforts to strive for service excellence.

RKS Research & Consulting, a provider of utility advisory services, was retained to conduct the survey of commercial customer sentiment on specific AMP performance measures. Results from

the commercial survey, conducted this past November, align closely with a survey of residential customers conducted last February. While overall, AMP scored comparably to or higher than other state municipal and investor-owned utilities in many areas, the survey also identified areas where we can increase customer satisfaction. Here are some highlights.

- Customers report that the present economic environment is having uneven effects. About three-fifths, 57%, describe conditions facing their organization as neutral, neither good nor bad.
- AMP rated higher on overall customer satisfaction than other Northern California municipal and investor-owned utilities.
- Our reliability and power quality, as assessed by customers, ranked well, but respondents want us to make it easier to get information about power outages.

- Some 67% of business customers have called AMP at least once, and overall satisfaction with that experience rated among the highest of all utilities in the State. We also did well in billing, including clarity, accuracy, and providing a variety of payment options.
- AMP customers perceive the price for their electric service more favorably than customers served by other utilities, and AMP scores for value are in line with benchmarks.
- Awareness of energy-efficiency opportunities and participation in energy-efficiency programs are areas of keen interest for business customers. Generally, commercial accounts want us to do more effective and relevant communication.

We're encouraged by these results and look forward to acting on those observations to increase your satisfaction as an AMP customer. A special thank you to all those who participated! 📢

WE'D LIKE TO TALK WITH YOU!

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 on 748-3911.

It's Your Choice!

A variety of convenient choices for paying your electric bill are available to you. There are no additional fees for any of these services, and many are available around the clock, any day of the week:

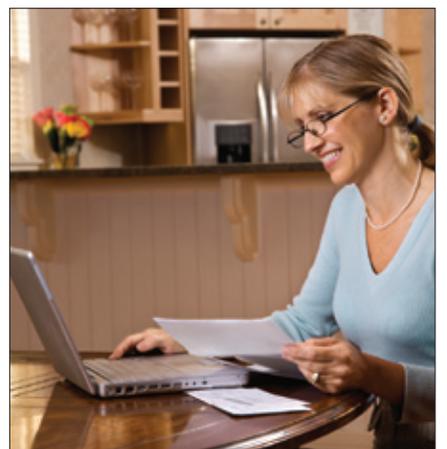
Easy Pay — Direct Debit

The best way to pay is Easy Pay, the Alameda Municipal Power automatic payment service! Enroll in Easy Pay, and your bank, savings and loan, or credit union will pay your electric bill each month automatically. No checks, envelopes, stamps, or trips to a mailbox needed. And here's the best part— this convenient, secure service is absolutely free to all customers. Easy Pay also helps keep our billing costs down, helping us keep control over rates. You can download an Easy Pay application from our web site, www.alamedamp.com, or request that one be sent to you by calling 748-3900. Complete the form and return it to us, including a voided bank check. After

we process your application, your financial institution will deduct the amount of your electric bill from any account you choose. We'll handle everything and send you a confirmation of the transaction.

eCare — Online Check or Credit Card

With AMP's secure eCARE System, you view and pay your bill online. The eCare system offers you features such as around-the-clock availability of account information, access to 18 months of usage history, and the ability to compare your usage with similar types of customers. Because you have access to the same information as our Customer Service Representatives, you can look forward to even faster service should you need it. Like Easy Pay, eCare helps reduce our billing costs. In order to use the eCARE system, you first must establish account access. To do so, simply log on to www.alamedamp.com.



Internet Banking

Many banks and other financial institutions offer online bill-paying tools. Instead of writing checks and buying stamps, you can pay virtually anyone, anytime, anywhere you have Internet access. You may still get a paper bill, but make your payment online. Each institution has differing procedures, so contact yours for details on this option.

See It's Your Choice on page 2

SAVE A STAMP! Alameda Municipal Power has four convenient pay points throughout Alameda that will accept hand-delivered payments of your monthly electricity bill!

PAY-POINT UPDATE

Aria Supermarket
1552 Webster Street
(at Lincoln Avenue)

Alameda Municipal Power Service Center
2000 Grand Street
(at Clement Avenue)

The UPS Store
875 Island Drive
(in the Harbor Bay Landing Shopping Center)

Mail Boxes Plus
2532 Santa Clara Avenue
(between Park Street and Broadway)

When paying in person, please bring your entire bill. Past-due bills must be paid at the Service Center. Payments received after 3:00 p.m. will be processed on the following business day.

Cashiers at remote pay points do not have access to customer account information. Should you have a question about your bill, please call our Customer Service Representative on 748-3900.

It's Your Choice from page 1

Pay by Phone

You can have your electric service bill sent to you via the U.S. Postal Service and elect to pay it over the phone using a Mastercard, or Visa, or check. Just call us on 748-3900.

Pay by Mail

Receive your bill the traditional way, by mail, and you can continue to mail back your payment in the self-addressed envelope.

Come See Us!

Make a payment in person, or leave it in our drop box at our Service Center, 2000 Grand Street. Only check or money order payments may be made via the drop box. If you pay in person, you may also use a Visa or MasterCard, ATM card, or cash! For your convenience, we also have three additional remote pay stations that can accept your payments. 📍

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 748-3900. 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 AMP, 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 748-3900! 💡



Although we pride ourselves on our reliability, power outages do happen.

When they do:

- Check your circuit breakers or fuses.
- Check with neighbors to determine if your home alone is affected.
- Have a flashlight and radio with fresh batteries stored in a readily accessible place.
- Call Alameda Municipal Power on 748-3900 from 8:00 a.m. to 5:00 p.m., Monday through Friday, or 748-3902 at all other times.
- Unplug or turn off appliances.
- Don't open your refrigerator or freezer unless necessary.
- Don't plug a generator into a wall.
- Don't touch downed lines.
- After service is restored, check clocks and timing devices. 💡

Winter storms may mean downed electric lines. Live electric lines don't always arc or spark, so treat all electric lines as if they were live. Don't try to move a downed line, keep people away, and call 911 or the AMP emergency line, (510) 748-3902.

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 mcgabe@alamedamp.com.

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