



# The Flash

Volume 25 • Number 2 • February 2012

Providing Power and Information to the Alameda Community

## Annual Planning Workshop

On January 30, 2012, the Public Utilities Board conducted AMP's Strategic Annual Planning Workshop to examine critical issues reshaping the electric industry; the risks, impacts, and threats associated with these critical issues; and the related opportunities in all areas of AMP operations. "The planning workshop is essential to support the planning, decision making, and focus for the utility to mitigate future risk and capitalize on potential opportunities to continue to provide reliable and responsive service to the community," commented Gregory Hamm, Public Utilities Board President. To view the meeting materials, visit [www.alamedamp.com](http://www.alamedamp.com).

### Alameda Businesses Rate AMP Tops in Reliability and Customer Satisfaction

Thank you Alameda businesses for rating AMP high in overall customer satisfaction and service! "I am so proud of the hard work of staff and our accomplishments this past year to provide excellence in service and programs to benefit our community," commented Sherri Hong, Assistant General Manager of Customer Resources, "We have some areas that need improvement and staff are busy planning our approach to improve on those areas." The findings of the survey which



include customer satisfaction ratings were presented at the January 30, 2012 Public Utilities Board meeting and available to you to view on our website at [www.alamedamp.com](http://www.alamedamp.com).

### Help Us Celebrate with Your

### Sweet Ideas!

In celebration of the 125th anniversary of Alameda Municipal Power (AMP) on July 11, 2012, Tucker's Ice Cream and AMP are excited to hold a community contest to create a commemorative flavor representing AMP and its history in and contribution to



Alameda. Please visit the web site of Tucker's Ice Cream at [www.tuckersicecream.com](http://www.tuckersicecream.com) or AMP at [www.alamedamp.com](http://www.alamedamp.com) for more details. Be the creator of Alameda's unique ice cream flavor for the community!

## Investing in Renewables

On November 21, 2011, the Public Utilities Board (Board) updated AMP's Renewable Portfolio Standard (RPS) policy to comply with new State legislation. The revised policy currently exceeds State mandates and aligns with AMP's goals to further invest in reducing greenhouse gas emissions. For more information, please visit our website at [www.alamedamp.com](http://www.alamedamp.com).



## Apply Now for a Green Powerstar Award

Show how environmentally aware you are by applying now for AMP's second annual GREEN POWERSTAR Awards. All Alameda-based businesses, homes, classrooms are invited to apply in one of four award categories, Small Business, Large Business, Home, or Schools.



Awards will be given for all around efforts to support energy efficiency and greener power use. Special consideration will be given to new, innovative strategies. Efforts should have been accomplished in 2011.

Applications are due 5:00 p.m. Friday, March 9, 2012. An Awards ceremony is being planned for April to be held in conjunction with the City's Earth Day festivities. Applications and more details on award criteria are available on the AMP website, [www.alamedamp.com](http://www.alamedamp.com).

## Has Your Bill Gone Up This Winter?

With the cold season comes the potential for increased heating costs. Visit AMP's website to use our Home Energy Calculator to identify your electricity costs. Use the calculator to find out what your portable heaters as well as your lighting, televisions, appliances and computers use and learn ways to reduce your energy costs. Go to [www.alamedamp.com](http://www.alamedamp.com) and select Save Energy, Measure It and click through to the Home Energy Calculator.

## 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 utility, today known as Alameda Municipal Power, added its first commercial and residential customers in 1895, and had 125 total customers by 1896. Prior to 1895, the utility only provided electric street lighting.

## CLIP and KEEP!

Important AMP contact numbers:

Customer Service.....	748-3900
After Hours/Emergency.....	748-3902
TDD (hearing impaired).....	522-7538
E-mail.....	<a href="mailto:info@alamedamp.com">info@alamedamp.com</a>
Internet.....	<a href="http://www.alamedamp.com">www.alamedamp.com</a>

*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)

### PUBLIC UTILITIES BOARD

Gregory Hamm, Ph.D, P.E., President  
Peter W. Holmes, Vice President

John R. McCahan, Commissioner  
Madeline Deaton, Commissioner

John Russo, City Manager

### ALAMEDA MUNICIPAL POWER

Girish Balachandran, General Manager