

The Public Utilities Board's schedule called for its Annual Planning Workshop to be held after press time for this edition of **The FLASH**, so watch for a full report in the March edition. And don't forget, all Board materials and presentations are posted to the AMP web site, www.alamedamp.com.

A Sweet Deal for Our Customers

When it moved to its new "world" headquarters in Alameda 2 years ago, Semifreddi's envisioned a new kind of bakery, one that drew on natural light for energy savings and employee well-being, fresh air pumped inside without unnecessary heating and cooling, and recycling made easy. AMP was anxious to help its new customer reach its energy-management goals and offered our Commercial Customized Rebate Program.

Our Commercial Customized Rebate Program is designed to encourage the installation of unique energy-efficient equipment. AMP's rebate check of almost \$21,000 helped Semifreddi's in the installation of light tubes to bring daylight inside and computer controls to measure natural light levels and automatically operate efficient fluorescent



From the left, AMP General Manager Girish Balachandran serves up a rebate of almost \$21,000 to Semifreddi's Director of Bakery Operations, John Tredgold, and two of the company's owners, Tom Frainier and Mike Rose.

lighting as needed, as well as the installation of motion sensors.

The company is proud to be Northern California's premiere naturally lit bakery, with 20 domed skylights and 44 solar light tubes to harvest sunlight with 98% reflectivity and no

heat transfer. This affords lighting energy savings of 100% for most of the day.

To learn more about energy-efficient equipment and AMP rebates to help you save money, please visit www.alamedamp.com or call (510) 748-3913. 

EVs Are Here

Based on the recent residential customer survey, well over a third of Alameda households want to know more about electric vehicles (EVs) and may be thinking about an EV in their own driveways.

EVs are a particularly good fit here in Alameda where they can be charged using AMP's clean and renewable power.

Right now, there are three types of EVs available in the market, hybrid electric vehicles (HEV), plug-in hybrids (PHEV), and battery electric vehicles (BEV).

HEVs have batteries and a conventional engine but are only fueled with gasoline. There are many hybrid electric models on the market, including the Toyota



Prius, Honda Civic Hybrid, Ford Fusion Hybrid and a rapidly growing number of others from major auto manufacturers.

PHEVs also have batteries and a conventional engine but can be fueled with gasoline or

plugged in to recharge. That is, a driver can plug in the car to recharge the batteries or fill the gas tank as needed. One example of a PHEV is the new

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Customers Grade AMP Service

The results are encouraging, but we're always looking to better our service!

Residential 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 advanced technologies.

You own AMP, and your opinion counts. That's why we periodically seek your thoughts on how we are performing and where you think we could do better. Overall, customer satisfaction ranked higher than other municipal and investor-owned utilities in the State, which means customers hold AMP in high regard.

RKS Research & Consulting, an acknowledged provider of utility advisory services, was

retained to conduct the survey of residential customer sentiment on specific AMP performance measures. Here are some highlights.

Although still first among all California utilities in the use of renewable resources, customers want to know more about AMP's environmental commitment and our energy management programs.

Our reliability, as assessed by customers, ranked on par with California municipal utilities, but respondents took note of several power outages and want us to better our record. Customers also wanted us to make it easier to get information about power outages.

Another area that will be receiving attention is our Internet presence. Customers want more functionality and greater ease



of navigation on our web site, and AMP staff is addressing those concerns. We're also looking at alternative electronic channels, and we've already established a Twitter account, @alamedamunipwr.

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

News Sparks

👉 **FREE CFLS!**—Bring in three of those old, expensive incandescent light bulbs to AMP's Service Center (9 a.m. to 5 p.m.) along with your latest electric bill, and we'll give you three replacement compact fluorescent light bulbs ABSOLUTELY FREE. You save the cost of the bulb, and you save on your bill for years to come! (Limit three bulbs per Alameda household, please.)

👉 **NO MORE 100-WATT BULBS?**—Curious about California's new light bulb standards? The California Energy Commission has a great FAQ on its web site at http://www.energy.ca.gov/lightbulbs/lightbulb_faqs.html.

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Chevy Volt, which is rated by the EPA to go 35 miles on a full battery. It takes 12.9 kilowatt-hours to fully charge the battery, which would cost roughly \$1.68 at AMP's average residential rate of 13 cents per kilowatt-hour.

BEVs do not have a conventional engine and can only be plugged in to recharge the batteries. One example of a BEV is the new Nissan Leaf, which is rated by the EPA to go 73 miles on a full battery. It takes 24.8 kilowatt-hours to fully charge the battery, which would cost roughly \$3.22 at AMP's average residential rate of 13 cents per kilowatt-hour.

PHEVs and BEVs can be

plugged into a standard outlet at 120 volts (Level 1) or a special outlet at 240 volts (Level 2). Level 2 charging is significantly faster than Level 1. For example, it would take only 4 hours to fully charge a Chevy Volt at Level 2 versus 10 hours at Level 1. Customers who are planning to charge at Level 2 should consider the equipment and installation costs for a home-charging station, which Nissan estimates at \$2,200.

The federal government is offering a tax credit of up to \$7,500 for the purchase of a qualifying electric vehicle as well as a credit of 50% of the cost of a charging station. The State of California is also offering a \$5,000 tax credit for qualifying clean vehicles,

although funds are limited. Closer to home, AMP is investigating and analyzing the impacts of electric vehicles and charging patterns on our system. Stay tuned for more details!

They're here; they're real; and we're looking forward to helping Alameda roll into cleaner, more economical transportation! 💡

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

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.

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 mccabe@alamedamp.com.

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