

## Conserve Water in Summer's Dog Days

Memphis has some of the lowest water rates in the U.S. But you should still conserve and save, especially while watering outside:

- Water plants/lawn during earliest or coolest time of day.
- Place sprinklers to only water lawns and gardens, not the sidewalk or street.
- Soaker hoses work best for shrubs and trees.
- Timers on hoses or sprinklers give you better control of water usage.

## TN Appliance Rebate Program

Tennessee's Appliance Rebate Program, implemented in July, offers rebates to customers who buy energy-efficient air conditioning and heating equipment.

Eligible equipment, purchased on or after April 22, 2010, includes Energy Star-qualified room air conditioners, central air conditioners, air-source heat pumps and gas furnaces. Kitchen appliances, such as refrigerators or dishwashers, are not eligible. Rebates range from \$250 for central heating and cooling systems and air-source heat pumps to \$40 for room air conditioners.

For more information on the Tennessee Appliance Rebate Program, visit [tnecd.gov/recovery/energystar.html](http://tnecd.gov/recovery/energystar.html).



**Aug. 28:** India Festival. Agricenter International, 10 a.m. - 6 p.m. Vibrant art, culture, music, cuisine and heritage of India. Adults \$2, kids \$1. Info: <http://indiafest.iamemphis.org>.

**Sept. 3-12:** Delta Fair & Music Festival. Agricenter International. Family fun, rides, live music. More info: 867-7007 or [www.deltafest.com](http://www.deltafest.com).

**Sept 7:** Free Area-Wide Square Dance. First Evangelical Church, 735 Ridge Lake Blvd., 7-9 p.m. More info: 628-4356 or visit [www.memphissrd.com](http://www.memphissrd.com).

**Sept. 11-12:** Germantown Festival. Fun for the family. C.O. Franklin Park, 7701 Poplar Pike. More info: 757-9212 or visit [www.germantownfest.com](http://www.germantownfest.com).

**Sept. 18:** Cooper-Young Festival. Artisans, live music. Cooper at Young, 9 a.m. - 7 p.m. More info: 276-7222 or [www.cooperyoungfestival.com](http://www.cooperyoungfestival.com).



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# Customer CONNECTION



PRODUCED MONTHLY BY MEMPHIS LIGHT, GAS AND WATER DIVISION

## MLGW's Constant Efforts to Improve Reliability

MLGW recently received an "A" in reliability, according to 2009 phone and Internet surveys of customers who had direct contact with the utility conducted by Renee Enterprises, audited by the Sparks Bureau and the University of Memphis. Ninety-seven percent believe their service is reliable and 92.4 percent have a positive perception of MLGW in the community.

MLGW constantly works to improve reliability – rebuilding and strengthening its electric system. Old equipment and underground cables are replaced as needed. These efforts not only bolster day-to-day reliability, they also prepare our system to better survive severe weather and natural disasters. Improvements also include animal mitigation and tree trimming.

In 1980, MLGW adopted specifications for a premium underground system for new installations and replacements. The performance of this

*(continued inside)*

## MLGW's Reliability, cont. from cover

system led MLGW to change its policy in 1998 to encourage developers to opt for underground electric feeds. Over 95 percent of new residential construction employs underground distribution. MLGW spends more than \$2 million annually to replace old, faulty underground cable originally installed in the 1960s and 1970s. The replacement systems provide excellent reliability, lower maintenance costs and longer service life.

Efforts are also being made to strengthen electric services to hospitals, water pumping stations, water treatment facilities and other critical customers to minimize the hardships that occur to the whole community when these services are disrupted.

In some cases MLGW must redesign parts of its system to improve reliability and performance. Many neighborhoods developed in the 1950s and 1960s employed overhead lines on the

rear property line which present challenges to maintain and repair. Customers in these neighborhoods suffer from outages caused by trees, storms, animals and other causes.

Long electric circuits are especially vulnerable. MLGW has installed additional lines in these areas that reduce line exposure and the risk of outages. These lines are easier to troubleshoot and repair but more importantly, fewer customers are interrupted when damage does occur. This strategy has improved reliability in many neighborhoods such as Tesseland, Country Place, Belle Meade, The Village, Scenic Hills, Alta Vista, Sherwood Forest, Normal Station, Auburn Hills, Glenview, High Point Terrace, Hedgemore, Turner Park and others.

MLGW has reduced the average number of outages experienced by its customers by more than 40 percent in the past 15 years.

## MLGW Taking Pilot Light-Up Appointments

It may seem hot out there now, but heating season is just a few months away. Beginning August 16, you can schedule your appointment for a furnace pilot light-up inspection. The service is free to all MLGW customers prior to October 6 and after December 31. Fees, to be determined, will be in effect between those dates.

To schedule an appointment or for more information about fees, call 820-7878 on or after August 16. Choose from 8 a.m. - noon; noon - 4 p.m. or 4-8 p.m., Monday through Friday. Saturday appointments are also available.

## MLGW's Streetlight Challenge

It could be your little piece of immortality: a Memphis streetlight named after you! Be the first to report a streetlight outage, and if MLGW doesn't repair it within a week, we'll give you a certificate naming the light pole after you.

Streetlights help keep us safe at night, and MLGW's new Streetlight Challenge is our new effort to be aware when streetlights are out so we can fix them. Plus, it engages our customers who are our best source for reporting such outages.

You can report a streetlight outage via [www.mlgw.com](http://www.mlgw.com) or by calling MLGW's Customer Care Center at 820-7878 and using the quick code 1-2-1-4 for English-speaking or 3-2-1-4 for Spanish-speaking customers. Please provide all information requested, including a call back number in case the utility has questions. You'll be provided a confirmation number.

Submitting an accurate address and the pole number – the number found on a metal plate about eye level on the pole – is vital to ensuring repairs are made. Some outages, such as those involving underground wiring or replacing a knocked over pole may take longer than seven days to repair. If so, MLGW will contact the customer.