
Breaking News Briefs...

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Change in Customer Care Center hours– Beginning July 1, the CCC hours will change to be more accessible during peak calling times. The new hours will be Monday through Friday from 7 a.m. until 7 p.m.

Water rate increase in effect – On June 26, MLGW implemented a 15 percent water rate increase approved by the City Council last fall. The increase was delayed to give utility customers a reprieve during the winter months when MLGW raised its natural gas rate by 6.8 percent. Because MLGW's water rates remain economical – ranking among the lowest in the nation – the increase will have minimal impact on utility bills.

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Now through Sept. 28: "Curious George: Let's Get Curious!" Exhibit at The Children's Museum of Memphis, 2525 Central Ave. Exhibit is free with museum admission or membership. Call 458-2678, 320-3170 or visit www.cmom.com for more information.

August 22: Entry deadline for Creative Arts, Fine Arts, Photography, Culinary and Youth contests at the Mid-South Fair. For more information, visit www.midsouthfair.org, or call Cindy Metcalf at 322-1473.

MLGW in the Community

August 8: MLGW Neighborhood Leaders Conference, MLGW's Joyce M. Blackmon Training Center, 4949 Raleigh LaGrange Rd.

Aug 29-Sept 7: Delta Fair, AgriCenter

NOTE: For more information, visit www.mlgw.com or call 528-4820.



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Customer CONNECTION



PRODUCED MONTHLY BY MEMPHIS LIGHT, GAS AND WATER DIVISION

MLGW enhances Web site with outage map and other new features

MLGW introduced a new, more user-friendly main page design at www.mlgw.com on June 16. The new design offers easier navigation, greater flexibility, and new features such as a live outage map.

The outage map incorporates Google Maps, enabling customers to zoom in for more specific outage locations. The new map also features a graph that displays an approximate range of the number of customers that are currently experiencing an outage.

MLGW has also enhanced its "In The Community" section, which displays upcoming events, conferences and various functions where you can attend and get the answers you need on various issues.

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MLGW meets challenge of rising energy costs

For the last decade, the price for residential U.S. natural gas has nearly doubled, placing a significant burden on utility customers across the nation, including MLGW customers. According to the Energy Information Administration's (EIA) short-term energy outlook report in June, the price was expected to increase further from an annual average wholesale price on the Gulf Coast of \$7.17 per thousand cubic feet (Mcf) in 2007 to an average of about \$11 per Mcf in both 2008 and 2009.

Now costs are escalating for other forms of energy. Coal has doubled in price in the past year, leading to cost increases for electricity produced from coal-fired plants including the 60 percent of power generated by TVA at its 11-fossil fuel facilities. The rising cost will be passed on to local customers via a TVA fuel cost adjustment mechanism implemented in 2006. Tennessee Valley residents have already experienced escalating electricity costs due to several TVA rate hikes of 9.95 percent, 7 percent and 7.5 percent in 2005, 2006 and 2008 respectively.

While no one, including MLGW, can control wholesale energy costs or weather conditions that influence energy consumption, a lot can be done to reduce the financial impact on households. MLGW does its part to minimize the burden including negotiating discounted supplies of electricity and natural gas through long-term prepayment contracts; making strategic purchases of natural gas; and ensuring price protection of these purchases using a combination of futures, options and market pricing. MLGW also engages in efforts to help shape the direction of federal and state electric restructuring to ensure continued access to reliable, low-cost electricity supplies.

MLGW also publicizes a wealth of information to help you make the most of your energy dollars. Anticipating a volatile energy climate for the foreseeable future, MLGW urges you to peruse its Web site at www.mlgw.com or call 544-6549 to obtain energy-saving tips, home improvement ideas, available assistance programs and an abundance of other pertinent information.

Even in a prolonged period of surging nationwide energy costs, MLGW's efforts have enabled the utility to provide competitive service. A 2008 Jacksonville Energy Authority (JEA) survey of residential electric rates from 55 public and private utilities shows that MLGW customers pay some of the lowest rates in the nation. MLGW will continue pursuing ways to contain energy costs for the welfare of our community.

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Watch at 10 p.m. for a chance to win in the Beat the Heat Cash Giveaway

MLGW and WREG TV-3 have joined forces to help you battle your summer energy costs and earn the chance to win \$300 in the Beat the Heat Cash Giveaway promotion. Each weeknight from June 25 until July 29, News Channel 3 will pose a trivia question about energy conservation and give viewers a phone number to call during the 10 p.m. newscast. The third caller to correctly answer the trivia question will win a \$300 cash credit card. Each \$300 winner will then be entered into a drawing for the Grand Prize, one year of FREE Utilities – up to \$3600. The Beat the Heat Cash Giveaway winner will be announced in the 10 p.m. newscast on Wed., July 30.

Summer Energy Tips

- Keep your thermostat no lower than 78 degrees.
- Keep blinds and drapes closed on sunny days.
- Replace lights with energy-efficient, compact fluorescent bulbs.
- Do heat-producing chores like drying clothes and cooking in the cooler parts of the day.
- Seal cracks around doors leading to the outside.
- Water lawns with a sprinkler connected to an automatic timer, early morning or late evening.

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