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Community OUTREACH

News to the Neighborhoods from Memphis Light, Gas and Water Division

May/June 2013

Jerry R. Collins Jr. Reappointed

Congratulations to MLGW President and CEO Jerry R. Collins Jr. on his reappointment at the helm of the utility. Recently, the Memphis City Council voted unanimously to confirm Collins' reappointment as President and Chief Executive Officer for a five-year term. His appointment became official on March 19.

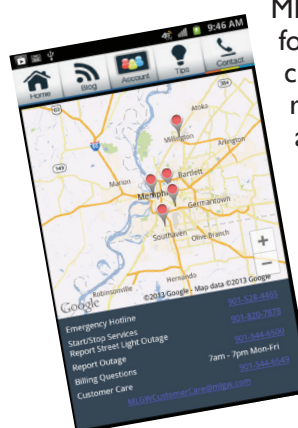
"I am deeply grateful to the Mayor and the Council for the opportunity to continue to lead MLGW," said Collins. "MLGW will continue to provide reliable service to our customers at the lowest possible rates, and we will continue to work hard to improve the quality of life for Shelby County residents."

Collins has served as President and

CEO of MLGW since 2007. He is the 10th person to lead the utility. A native Memphian, Collins previously served as Director of Public Works for the City of Memphis. He is a Registered Professional Engineer in the State of Tennessee.



MLGW Releases New Android App



MLGW has released a new application for Android devices that allows MLGW customers to access a variety of utility related information, including outage status and a new mobile-friendly outage map. The app is available for free at <https://play.google.com/store> or through Android devices. One of the app's most useful features is the ability for customers to check the status of an outage at their address.

In order to download the app,

customers will need the phone number associated with their MLGW account and the last four numbers of their social security number OR their 16-digit MLGW account number. Other features:

- Payment arrangements
- Important numbers
- Payment and MLGW office locations
- Bill due date and amount
- Energy tips

MLGW's app is also available to iPhone and iPad users via iTunes at www.apple.com or through iPhone, iPod or iPad devices. MLGW hopes to add a bill payment component to these apps within the next year.

Soles4Souls Results: A Step in the Right Direction

MLGW collected 1,519 pairs of shoes to help individuals around the world through a Soles4Souls campaign held recently.



Soles4Souls is an organization that provides footwear for those in need and keeps shoes with life still left in them out of landfills. Soles4Souls is headquartered in Old Hickory, Tennessee, outside Nashville, and was started in 2005 in response to the Asian tsunami and Hurricane Katrina. More information about Soles4Souls can be found at www.soles4souls.org.

Interact with MLGW via: Twitter, Blogspot, Facebook and YouTube



Just visit mlgw.com and click on the logos.

MLGW in the Community

Community outreach and volunteer programs are always part of MLGW's schedule. Some of the upcoming events that MLGW will be participating in include the following:

May 5 – Cinco-K-Mayo Run/Walk, Fiesta; Shelby Farms, 9 a.m. - noon

May 7 – Professional Network on Aging (PN) Senior Expo, 10 a.m. – 3 p.m. at Bellevue Baptist Church, 2000 Appling Road.

May 8 – Education Day with the Redbirds, Autozone Park.

May 11 – Easthaven Church of Christ, 4833 Tchulahoma, noon – 4 p.m.

May 13 – Harvest Knoll Neighborhood Association meeting, Cornerstone Baptist Church, 7288 E Shelby Drive, 6:30 p.m.

May 29 – Bartlett Recreation Centers 20th Annual Senior Health and Fitness Day, 7700 Flatherty Place, 8:30 a.m. – 11:30 a.m.

June 1-2 – Sisterhood Showcase, Memphis Cook Convention Center, various hours.

June 8 – Community Health Fair at Chism Park, 3657 Horn Lake Rd, noon – 4 p.m.

June 14-16 – Juneteenth Freedom and Heritage Festival, Douglass Park, various hours.

June 15 – Hill Chapel MB Church Annual Health Fair, 4523 Raleigh LaGrange, 10 a.m. – 2 p.m.



Community Outreach is produced by the Communications and Public Relations department of MLGW. If you have questions, concerns or suggestions about this publication, please feel free to contact the Community Relations area of MLGW's Communications and Public Relations department at (901) 528-4820. Or call Glen Thomas, Supervisor, Communications and Public Relations, at (901) 528-4557.

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2013 United Way Results: Mission Accomplished

MLGW's United Way Campaign exceeded its goal for the first time since 2008 by more than \$10,000! Holding a huge check for \$655,150 at a recent MLGW Board meeting are (l-r) President and



CEO Jerry R. Collins Jr., 2012 Steering Committee Co-Chairs Ashley Campbell and Charmaine Fleming, United Way of the Mid-South President Bryce Haugsdahl, MLGW Board of Commissioners Chairman Steve Wishnia, and United Way Fundraising Specialist Reginald Green.

Watch Your Mail for Upcoming Water Quality Report

The 2012 Water Quality Report ensures the quality of Memphis water. Watch for MLGW's annual Water Quality Report to be mailed to all water customers in May. The report shows that MLGW customers enjoy some of the purest drinking water in the nation. This federally mandated publication provides a comprehensive look at the content, origin and treatment, and production process of our drinking water. You can view a copy of the report by going to www.mlgw.com.



MLGW Average Residential Bills: Nation's Lowest

Memphis Light, Gas and Water customers pay the lowest combined bill for electricity, natural gas, water and wastewater in the U.S., according to a 2013 survey of about 50 utilities across the nation. The survey provides a snapshot of average utility bills and rates effective January 2, 2013. Full results can be found at www.mlgw.com/ratesurvey.

The average residential bill of \$234.40 represents a \$40.28 decrease compared to \$274.68 last year. In the latest survey, Memphis was followed by Springfield, MO (\$266.33), Reno, NV (\$281.97), Omaha, NE (\$283.53) and Columbus, OH (\$293.95). Nashville, Chattanooga and Knoxville ranked 12th, 15th and 21st respectively.

The annual survey is conducted by MLGW and is based on 1000 kilowatt-hours of electricity, 200 hundred cubic feet (CCF) of natural gas, 10 CCF of water and 10 CCF of wastewater, which is the usage of a typical MLGW customer.

"We are always striving to provide value for customers and our low rates reflect that commitment," said MLGW President and CEO Jerry R. Collins Jr.

Having the lowest combined bill in the nation is

not the only good news for MLGW customers. The numbers above reflect a 14.6 percent decrease in the MLGW customer's average bill, the lowest amount since 2004. The decrease is attributable to a warmer winter as well as lower natural gas prices.

With spring here and summer approaching, now is a good time to prepare your home to be energy efficient. Combining a few steps such as adding insulation, caulking windows and installing a programmable thermostat can add up to big savings. Here are a few more tips:

- Check your air conditioner's filter every time you receive your utility bill.
- Set the thermostat at 78 degrees or higher for the most energy efficient operation. Each degree below this setting adds 6 percent to your cooling costs.
- Use fans to move the air inside your home. This gives the sensation that it is five degrees cooler than the actual temperature.
- Learn more at <http://www.mlgw.com/residential/energysavingtoolsplus1>.



MLGW Sponsors School Theater Performances

Elementary school students enjoyed a multiplatform experience performed by the National Theatre for Children (NTC) to teach kids how to be more energy efficient. Sponsored by MLGW, the program took place recently at South Park Elementary and Sharpe Elementary.

The Energized Guys and the Conservation Caper includes live theatre performances, Internet and Interactive Whiteboard activities for students, along with print curriculum. Educators also receive teacher guides to help integrate the curriculum into their lesson plans and classroom posters that

reinforce the key educational points from the live show. "We want our customers to develop wise energy usage habits, and by educating children about energy efficiency, we give them a head start to a lifetime of energy conservation," said Jerry R. Collins Jr., MLGW President and CEO.

- By attending the performance, students learn:
- How electricity is made
 - The uses of electricity
 - How to identify dangerous electrical situations
 - How to stay safe around electricity

Communications & PR of MLGW Shine at VOX Awards!

MLGW's Communications & Public Relations department performed very well at the Society Public Relations of America's VOX Awards, winning two VOX Awards and two Gold Awards. Capturing PRSA Memphis' top honors were the MLGW 2012 United Way Campaign and the "Connect With Us" TV public service announcement. The Neighborhood Leaders Conference won two VOX Gold Awards, in the Community Relations and Special Event: One Day categories.

MLGW Launches Redesigned Spanish Website

As part of its continuous efforts to better serve the growing Latino segment of its customers, MLGW has launched a redesigned version of its website in Spanish, www.mlgw.com/espanol, which features easier navigation, improved graphics, an increased emphasis on interactivity and social media, and a mobile-friendly design. The site also features an increased emphasis on information such as how to conduct business with MLGW, your MLGW bill,

assistance programs, requesting service, energy-saving tips, utility safety and how to contact us, all in Spanish. Customers can also find downloadable brochures, booklets and other publications in Spanish, and can take advantage of an enhanced search engine and quick access to a number of multi-media options such as "How To" videos and related content in Spanish.



Plus-1 Push Telethon Raises More than \$47,000 for MLGW Customers

It was a day-long effort on Monday, April 8, sponsored by MLGW, MIFA and Channel 3, to increase awareness and participation of the Plus-1 program in the metropolitan Memphis community. The event featured live reports all day on WREG News Channel 3, ending with a 30 minute program at 6:30 p.m. The show focused on people who have been helped by Plus-1 and featured a phone panel to answer questions and help MLGW customers sign up to help.

The Plus-1 Push Telethon received more than \$47,000 in pledges and donations! This means that more than 230 additional families facing a temporary hardship will be able to receive utility assistance this year. The telethon combined the collective efforts of MLGW, News Channel 3, MIFA and the residents

of Memphis & Shelby County to help MLGW customers in need.

The Plus-1 program was created in 1982 and is a partnership between MIFA and MLGW that provides utility assistance for individuals and families in financial crisis. MLGW customers sign up to donate by agreeing to add at least \$1 per month to their utility bill to go to the program. Anyone can also make a one-time donation for any amount. MIFA screens clients for eligibility and priority and authorizes payments from the Plus-1 fund to their accounts. The average eligible household receives \$200 in assistance, plus negotiation with MLGW to establish a payment plan for the balance.



Smart Meter Project Pilot Results



MLGW's Smart Grid Demonstration began in 2010 as a combination of equipment, communications and processes employed to enhance internal operations, improve customer service and empower customers. The project concluded December 31, 2012 with approximately 1,200 residential volunteers utilizing Smart Meters to monitor

utility usage and provide invaluable feedback on their experiences.

Smart Meters performed well, providing 100 percent of meter readings by 7 a.m., compared to a three percent estimation rate for manual meter readings. As meter communication issues were encountered, MLGW found solutions including more powerful antennas and cellular modem configurations.

Volunteers reduced energy consumption

and most reported making energy home improvements. The vast majority also made simple changes like installing more efficient light bulbs and adjusting their thermostats. Ninety-five percent of participants surveyed said they are more aware of when their home uses electricity; 78 percent are more aware of how much electricity their appliances and devices use. Ninety-five percent would recommend Smart Meter usage.

Plus-1 Jam: MLGW Celebrates Memphis Music

Memphis Light, Gas and Water again celebrates Memphis Music during the month of May with live music on a stage set up on Beale Street by the Elvis statue on the north side of MLGW's Administration Building, and it's all for a good cause.

MLGW sponsors the second annual Plus-1 Jam, an MLGW celebration of Memphis Music that showcases local music to raise funds for MIFA's Plus-1 program. Each Thursday through Sunday throughout the month of May, musical acts will volunteer their talents at the MLGW tent located on Beale Street between Main Street and Second Street. Many of the acts include talented musicians who are MLGW employees or family members. MLGW is also recruiting musicians and bands from outside the organization.

There will be donation buckets to benefit Plus-1 as well as tip the performers. Visitors to the music stage will be able to make monetary donations to help Plus-1, which is administered by

MIFA to help those in need of utility assistance, as well as support the participating performers.

The event features a wide range of music styles, reflecting the diversity that makes up Memphis and its music. Visitors from all over the world will be able to get a taste of local musical acts while in town for Memphis in May at the MLGW stage on world-famous Beale Street.

- WHAT: Plus-1 Jam: MLGW Celebrates Memphis Music
WHEN: Weekends in May 2013
WHERE: North side of MLGW Administration Bldg. by Elvis Statue
WHO: Local musicians including MLGW employees
WHY: To benefit Plus-1 and MIFA (administrator of the Plus-1 program)

