

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:

- Sept 2-11** – Delta Fair, various times, Agricenter International, 7777 Walnut Grove Rd.
- Sept 24** – SeptemberFest of Hickory Hill, 9 a.m. - 6 p.m., Winridge Park (behind Winridge Elementary School, 3500 Ridgeway Rd.).
- Sept 24** – Sisters in Motion 5K, 9 a.m., Overton Park, 2080 Poplar Ave.
- Oct 1** – Emergency Preparedness Expo, 10 a.m. - 5 p.m., Tiger Lane at the Liberty Bowl Stadium.
- Oct 7-9** – Mistletoe Merchants, various times, Agricenter International, 7777 Walnut Grove Rd.
- Oct 8** – Ready Shelby Emergency Preparedness Summit, 8 a.m. - 11:30 a.m., Holiday Inn at University of Memphis, 3700 Central Ave.
- Oct 22** – Lighthouse Chapel International, 10 a.m. - 2 p.m., Hillcrest Apartments, 4155 Eastwind Dr.



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. Address all correspondence to:  
Communications and Public Relations, Memphis Light, Gas and Water Division  
P.O. Box 430, Memphis, TN 38101-0430

Light Bulb Giveaway Cited by ESPN.com as Best Promotion

At a recent Memphis Redbirds game, the first 1,500 fans were treated to a free compact fluorescent light bulb (CFL), courtesy of MLGW, to help the Redbirds celebrate "Idea Night." And what better symbol for an idea than a light bulb? ESPN thought so, too, and included the MLGW giveaway in their list of the year's best publicity stunts in minor league baseball.



This Redbirds fan was pleased with the "idea" of a CFL giveaway.

Community OUTREACH

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

September/October 2011

MLGW Employees Perform Heroic Work

The spring storm season truly tested MLGW's employees, who worked tirelessly to help restore and maintain power in our community. Looking back, it would appear that they achieved the impossible – restoring power repeatedly to thousands of customers scattered across the county in a mere matter of days.

Their effort was nothing less than heroic. While many of MLGW's employees also struggled with power outages in their own homes, they had the added difficulty of braving the elements around the clock and restoring power to the homes of other customers. Their restoration efforts began with the February 24th storm. They battled the aftereffects of the fifth strongest storm in recent history on April 4 when downed trees and power lines left 71,000 customers without power. Then they left the comfort of their own homes on April 19 to restore power to more than 64,000 customers, victims to a storm producing 70-mph winds. Once again they left their families to aid in the restoration efforts on April 26 when high winds, lightning and possible tornadoes caused about 31,000 customers to lose power, and again on April 27 after high winds raised the numbers from about 8,000 to 25,000.

When Shelby County experienced record flooding during the first half of May, our employees worked at information sites set up to help evacuated flood victims through the transition of returning home or to other living quarters. They even assisted city forces in stemming the tide of record flood

levels. On June 13, they gave a repeat performance, going out into the community and assuming their duties to restore power to approximately 50,000 customers following yet another strong thunderstorm.

At times it seems the work they do is thankless. However, the kind letters, e-mails and phone calls MLGW has received from customers commending our crews' efforts prove otherwise. Our employees' work is vital to the community and our customers have responded with their appreciation. MLGW is grateful for their efforts and is proud of their hard work and winning results.

- **Emergency Hotline: 528-4465**
- **Electric Outage Hotline: 544-6500**



MLGW crews quickly respond to one of the several spring storms.

Appointments for Annual Pilot Safety Inspection

It's that time of year when MLGW customers can schedule appointments for pilot safety inspections. The service is free to all customers prior to October 4 and after December 31. Inspection appointments worked October 4 through December 31 will be assessed a \$36 service fee that will be billed to the customer's account. The fee covers up to three gas heating appliances in your home; each additional gas appliance will incur a \$14 fee.

Customers can call 820-7878 to schedule an appointment from 8 a.m. - 12 p.m.; 12-4 p.m.; or 4-8 p.m. Saturday appointments are also available. For the best selection of dates and times, please call as soon as possible. We encourage you to use our automated Pilot Safety Inspec-



tion Program scheduling system, which is available 24 hours, seven days a week. Just call and follow the prompts to select the date and time that's most convenient for you.

Floor furnaces and wall furnaces should be cleaned prior to the technician's arrival to light your furnace. If your furnace is in the attic, proper access must be provided.

If your utilities are listed in your name, and you are 60 years of age or disabled, the service will be provided at no charge as long as you present the Customer Service Representative with verification at the time of service. MLGW representatives will always wear an MLGW identification badge.

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## MLGW Conference Expands to Reach Broader Audience

Non-profit leaders, their staff and volunteers are invited to attend the annual Business of Service Conference (formerly the Business of Being a Church Conference) on Friday, November 11, 2011 from 9 a.m. - 2:30 p.m. The conference's new name is aimed at encouraging participation from a broader audience of organizations serving the community. The conference features educational sessions aimed at providing charitable leaders with information about local services and resources, in addition to networking opportunities. "The conference also provides an opportunity for MLGW

to update a key audience with information about MLGW operations," says Glen Thomas, MLGW Supervisor of Communications and Public Relations. "We encourage the leaders to share the information with those they serve." The conference will be held at the MLGW Joyce M. Blackmon Training Center (4949 Raleigh-LaGrange at Covington Pike). Registration is \$5 and includes breakfast and lunch. For more information on attending the conference, call MLGW Community Relations at 528-4322.

## The Peabody Debuts Four New EV Charging Stations

Community leaders, technology buffs and environmentalists gathered recently in the parking garage at The Peabody Hotel for the debut of four public-access electric vehicle charging stations. The Peabody is the first local business to receive the free charging infrastructure. Approximately 60 public access chargers will be installed at locations in Shelby County this year, as part of the effort to prepare for widespread consumer purchases of electric vehicles.

Businesses and organizations interested in serving as host locations for public charging stations should contact ECotality at SCox@ecotality.com to request participation. A site assessment will be conducted to determine the installation cost. ECotality funds typical installation costs. Locations where customers gather for at least an hour are more advantageous than sites with quick customer visits. Memphis was added to the 18-city

project in February after lobbying ECotality and Nissan for inclusion. Given the late addition, the deadline for local installations was extended from September 30 to December 31, 2011.



Mayor AC Wharton prepares to connect an electric vehicle to one of the new EV charging stations.

## MLGW Launches Web Chat Feature



MLGW has launched a Web Chat feature for residential customers on its home page, [www.mlgw.com](http://www.mlgw.com). MLGW's Web Chat has been in the pilot stage since January 2011 and more than 100,000 MyAccount customers have had access via a link in their electronic bills. The recent launch opens MLGW Web Chat for all residential customers from 9 a.m. to 5 p.m., Monday through Friday.

For customers who find it more convenient to type than talk, MLGW Web Chat provides a full range of service options, including payment arrangements. However, outage reporting

should still be reported at 544-6500 and emergency calls for situations such as gas leaks and downed power lines should still be reported at 528-4465. MLGW Web Chat is the utility's latest customer service offering for residential customers. Customers can also interact with MLGW on Twitter and Facebook. In addition, MLGW's online MyAccount feature provides detailed information about utility usage. As always, customers can send questions and feedback to [mlgwcustomer@mlgw.org](mailto:mlgwcustomer@mlgw.org). MLGW Web Chat will be available in Spanish in the near future. An MLGW Web Chat for commercial customers will also be offered at a later date.

## Move Over Law Expanded in TN to Protect Utility Workers

A piece of legislation signed recently by Governor Bill Haslam expands Tennessee's Move Over law to include utility vehicles. Before the law's expansion, police, fire and highway construction vehicles were already covered. This newly expanded Tennessee law is the first of its kind in the country. North Carolina's Move Over law includes utility workers but it applies only during emergency situations, such as storm restoration.

Effective July 1, 2011, drivers approaching a utility vehicle with flashing lights are required to move over while it is safe to do so, creating the buffer of an empty lane. If changing lanes is not possible due to safety concerns, drivers must reduce speed. Statistically, roadway crashes are the

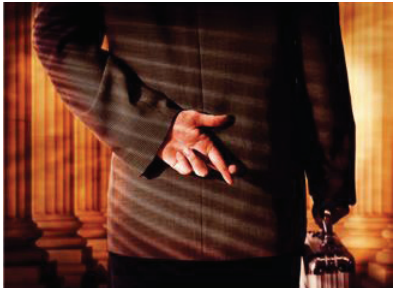
leading cause of occupational fatalities in the country. According to the Tennessee Department of Safety, more than 100 highway and street construction workers are killed and 20,000 injured each year as a result of vehicle crashes or equipment accidents on the job.



## MIFA Warns of Assistance Scam

MIFA officials recently warned the public about a scam involving an individual claiming to be a MIFA employee. The individual in question falsely told an MLGW customer that she was eligible for utility assistance for a \$100 cash fee, and that the resident's total utility bill of about \$500 would be fully paid through a utility assistance plan. Customers must be aware and understand that while MIFA does operate a public utility assistance program with funds contributed through MLGW's Plus-I program, the non-profit does not utilize personnel who offer such assistance in neighborhoods. Individuals who seek utility payment assistance must apply at MIFA's midtown headquarters in person, and there are no application fees. If the applicants meet the requirements for eligibility, payments are made directly to MLGW.

"This type of scheme takes advantage of those who need help the most," said Jerry Collins, MLGW President and CEO. "MLGW is committed to protecting these customers. One way we can do this is by finding those responsible for this scam and prosecuting them to the fullest extent of the law." Should customers be offered utility assistance by individuals claiming to be from MIFA, they should immediately contact the Memphis police department at 901-545-2677.



## The Memphis Neighborhood Leaders Conference a Success!

MLGW recently hosted the Neighborhood Leaders Conference at its Training Center, where participants learned about utility safety, emergency preparedness, utility cost cutting and community gardening. This year's conference workshops provided a great deal of information and included: CPR for Friends and Family; Community Gardening Dos and Don'ts; Neighborhoods Open for Business; MLGW Communicates through New Technology; How Kids Use the Internet and Other Technology; Utility Safety; Be a Crimestopper!; Lipstick on a Pig?; Community LIFT; Mapping Your Neighborhood; Utility Cost-Cutting Resources; Ready Neighbors; Step Up to the Mic; Using Social Media with the Media; and Aiding Individuals in Personal Crisis.



William McCaig, MLGW Safety & Technical Training specialist, kneels to illustrate the cardiopulmonary resuscitation procedure during the "CPR for Friends and Family" workshop.

At one of the conference's sessions, *Utility Safety*, attendees learned about the MLGW restoration process. "This session helped me to understand the issues that affect services during storms and emergencies," stated one attendee. "This was a very useful conference. I will be back next year." The Neighborhood Leaders Conference, an annual event held in August and sponsored by MLGW, is geared towards providing workshops and networking opportunities for neighborhood leaders.

## Tennessee CSA Assistance for Utility Bills Begins in October

Tennessee Community Services Agency has changed its billing calendar year to October 1 through the following September 30. Because of changes, there is no utility assistance money available through county programs at this time.

Shelby County officials urge people to still apply if they need help. In previous years, Tennessee's CSA worked on a year that began on July 1 and ended the last day of June.

## University of Memphis Picked for Green Campus Network

The University of Memphis has been selected as one of six college and university campuses in four Tennessee Valley states to participate in a pilot program by the Tennessee Valley Authority (TVA) and the Alliance to Save Energy. Green Campus Network (GCN) is a

classroom-to-workplace program that involves students, faculty, administrators



tors and campus support staff in cutting energy use on college campuses, incorporating energy efficiency into curricula, encouraging students to pursue careers in sustainability after graduation and generally increasing awareness of energy efficiency.