

MLGW Conferences Connect Leaders with Information

Faith leaders, their staffs and others leading institutional activities are invited to attend the annual Business of Faith Conference on Friday, November 12, 2010 from 9 a.m. – 2:30 p.m. The conference features educational sessions aimed at providing faith leaders with new ideas, skills and resources while also providing MLGW the opportunity to update this audience on its programs, services and activities.

“The conference is one of many activities coordinated by the Division focused on educating the public,” said Glen Thomas, MLGW Supervisor of Communications and Public Relations. “It is our hope that conference attendees use the information gained at the conference, as well as share it with their members.”

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.

MLGW also hosted the Neighborhood Leaders Conference at its Training Center this past August where Mayor AC Wharton Jr. spoke with community leaders during lunch. In addition to Mayor Wharton, the conference featured 16 workshops on topics ranging from social media to utility meters to healthcare.

Given the national economy, it was no surprise that the most popular session at the Neighborhood Leaders Conference was Financial Relief for Seniors where attendees learned about various programs that provide fee reductions for senior citizens. Many of the session attendees were unaware of the resources featured. “Thanks to MLGW for connecting with your customers in such an informative and useful way,” stated one attendee. “Education is empowerment if we use this information you share.”



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

Community OUTREACH

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

September/October 2010

Plan Ahead to Stay Warm this Winter

Before you start planning for the holidays, plan to stay warm this winter with our Winter Moratorium.

MLGW's Winter Moratorium program ensures uninterrupted service to senior citizens at least 60 years of age and to disabled customers during the winter months. The program is set up to assist these customers—most of whom are on fixed incomes—during the coldest time of the year, when utility costs and usage are typically higher than usual.

The Winter Moratorium delays any pending cutoff of residential services for qualified customers during the months of December, January and February. MLGW will not discon-

nect any services due to non-payment during these months. However, participants will not be relieved of their obligation

to pay their utility bill.

There are no income restrictions for the Winter Moratorium program; however, applicants cannot have an outstanding balance on their utility bill on November 30 when the program begins. All applicants who meet the program requirements will be approved to participate. Deadline for application is November 15. Applications are available at www.mlgw.com, at the Aging Commission, at MIFA offices, at any MLGW Community Office, or by calling 544-MLGW(6549).



MLGW offers weather-related payment options

Recognizing that the recent weather-related moratoriums and high energy usage this summer could result in higher bills for MLGW customers, MLGW is taking steps to assist customers by expanding bill payment options. From now until September 17, MLGW will lower the dollar limit of money owed to qualify for its deferred payment plan from \$500 to \$225. During this time, MLGW will also relax the minimum initial payment required to get into the deferred payment plan to 25 percent of the outstanding balance owed or \$225, whichever is less.

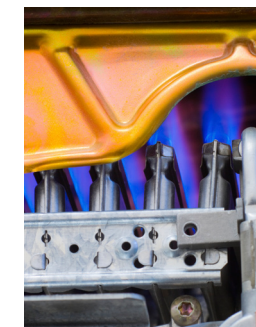
In addition, MLGW is offering to change

a residential customer's bill due date to match up with their social security, disability, government assistance, or pension checks.

Per its heat-related moratorium, MLGW will not cut off customers if the forecasted heat index will be 100 degrees Fahrenheit or above at any time during a 24-hour period. For customers 60 years of age or older, physically challenged, or customers certified as life-support dependent, MLGW will not perform cutoffs if the forecasted heat index will be 95 degrees Fahrenheit or above at any time in a 24-hour period.

During the heat wave this summer, MLGW field employees were knocking on doors and checking on our customers. When employees found unsafe situations due to the heat, we worked quickly to help those customers.

MLGW employees always carry proper identification and do not ask for or accept money for residential customer accounts. Customers should ask to see identification badges in addition to looking for the MLGW logo on the uniform and the vehicle. To verify an MLGW work request or employee, call 544-MLGW(6549).



MLGW Taking Pilot Light-Up Appointments

It may seem hot out there now, but heating season is just a few months away. You can now 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. A \$27 fee will be in effect between those dates.

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

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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. 3-12: Delta Fair, Agricenter
- Sept. 15: U of M -Emergency Preparedness & Incidence Conf., 9:30 a.m., FedEx Inst. Of Technology
- Sept. 25: Cooper Young Farmers Market, 8 a.m. – 1 p.m., First Congo Church
- Sept. 25: Philippians V Multi-Ministry Center, 10 a.m.
- Nov. 6: American Indian Assoc., 11 a.m. – 3 p.m., 7915 Memphis Ave., Millington



MLGW Community Conservation Days

One of the many locations visited this summer on Community Conservation Day by our employees included the Bartlett Public Library. Derrick Dones (in red shirt), Residential Services, answered questions and handed out conservation information to customers.

MLGW Shows Strong Gains in J.D. Power & Associates 2010 Electric Utility Residential Customer Satisfaction Study

MLGW continued to show strong improvement in the latest residential electric utility customer satisfaction study conducted by J.D. Power and Associates. MLGW ranked among the top 10 most improved scores from 2009 in the survey.



About the Survey

- MLGW improved for the third consecutive year, scoring 599, 563 and 548 in 2010, 2009 and 2008, respectively.
- The study measures customer satisfaction with electric utility companies by examining six key factors: power quality and reliability; price; billing and payment; corporate citizenship; communications; and customer service.
- According to the study, overall satisfaction with the utility company increases notably when residential customers are aware of smart electricity technology and their utility's actions around it. MLGW will launch a Smart Grid Demo for 1,000 customers in the fall of 2010.

MLGW Initiatives and Improvements

MLGW's growing degree of customer satisfaction can be attributed to aggressive efforts on many fronts including: increasing its presence at community events; increasing outreach through social media; launching initiatives to restore power to cutoff customers during the winter and summer; avoiding rate hikes; launching the Smart Grid Demo; enabling Visa and MasterCard pay options in the new payment system; pursuing the In-Home Energy Efficiency and Home Energy Efficiency grants; and performing many other undertakings.

MLGW has also worked to increase the reliability of its network in the following ways:

- Monitoring performance of the electric system and troubleshooting areas with frequent outages.
- Conducting root cause analyses. Examples of improvements include animal mitigation, tree trimming, or even redesigning the system in areas such as Lamar and South Parkway, Scenic Hills, and the University of Memphis area.
- Targeting customers who have more than three outages per year or who experience outages lasting 10 hours or more. These outages have been reduced from 20 percent to about five percent in the last year.
- Spending \$2 million to replace faulty underground cable in the last year.
- Spending \$1.5 million in system improvements that serve critical facilities.

Mobile Communication

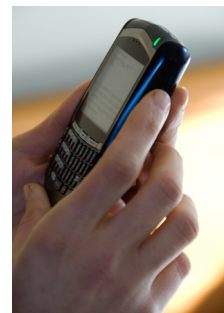
Looking for an even easier way of keeping up with your MLGW bill? Then look no further than your cell phone. MLGW now offers mobile alerts to its customers.

Customers can sign up to receive text message mobile notification of billing due dates and possible impending cutoffs.

Customers can register for the program at www.mlgw.com/mobilealerts.

Customers will need their 16-digit MLGW account number and access code—found on their MLGW bill—in order to sign up. Participants in the MLGW Mobile Alerts program will receive a notification approximately three business days prior to their billing due date and/or scheduled cutoff.

Also, customers are responsible for paying any fees charged by their cell phone carrier.



MLGW Leads the Way in Seismic Mitigation Efforts

Situated near the New Madrid seismic zone, MLGW's infrastructure faces a uniquely critical risk that elevates the importance of seismic mitigation. For more than two decades, MLGW has taken protective measures to strengthen its utility structures and facilities against damage from seismic activity. Such ardent efforts have positioned MLGW as a leader in its industry in earthquake preparedness.

Water

Water Engineering and Operations has been at the forefront of MLGW's seismic mitigation efforts. Since 1989, MLGW has spent nearly \$18 million on all water production seismic retrofit projects including several seismic upgrades to the water system.

Gas

Gas Engineering and Operations has also played a pivotal role in MLGW's seismic retrofitting efforts. The decision of the Tennessee Regulatory Authority to require MLGW to plan the replacement of all of its cast iron distribution mains in 1991 launched an ongoing, monumental seismic mitigation project for the Division. The project began with efforts to replace the 330 miles of cast iron gas mains in the gas distribution system with more durable polyethylene replacement piping that is less prone to gas leaks when subjected to an earthquake's destructive force. By the end of 2009, MLGW had spent more than \$58 million on the project and had only 101 miles of cast iron gas mains left to replace.

The results of a 2007 Hazards Mitigation Study also led the gas division to decommission the Arlington LNG plant. The study revealed that the cost required to safely utilize the LNG storage tank was simply not worth the investment for MLGW.

Electric Engineering and Operations has executed vital, earthquake-resistant measures to protect the electric system, including anchoring transformers and other critical substation equipment. High-voltage transformers are also in the process of being retrofitted thanks to a \$2 million FEMA grant that MLGW received in 2008 because of its successful FEMA Hazard Mitigation Grant submission crafted with the help of Howe and Associates. The project is on track to be completed by year's end, under budget and ahead of schedule.

MLGW Facilities

Several MLGW facilities have also received seismic retrofitting including the Netters Business Center, Systems Operation, the Administration Building (light fixtures), and truck canopies at the Brunswick, Hickory Hill, and South Service Centers.

MLGW maintains its eligibility for hazard mitigation grants by meeting the federal requirement to be NIMS (National Incident Management System) compliant through aggressive and continuous seismic mitigation planning projects, policies and training programs. Currently, approximately 35 MLGW engineers and technical professionals are trained and certified to perform post-earthquake inspections of MLGW facilities. Future building purchases have also been restricted to facilities constructed post-1991. MLGW also continues to budget for non-structural upgrades such as power transformers, HVAC, lighting and architectural building elements.

In December 2007, MLGW was singled out among other utilities and asked to testify before Congress regarding its seismic mitigation efforts which helped entrench its status as a leader in the utility industry's hazard mitigation practices.

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, but 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 system led MLGW to change its policy in 1998 to encourage developers to opt for underground electric feeds. Approximately 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 in order to minimize the hardships that occur to the whole community when these services are disrupted.

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