




Date: July 9, 2008
To: City Manager for Council Information
From: John C. Roukema, Director of Electric Utility
Subject: 2008 American Public Power Association Energy Innovator Award Presented to Silicon Valley Power at Annual Conference


Silicon Valley Power, the City of Santa Clara's Electric Utility, was one of three utilities selected by the American Public Power Association to receive the 2008 Energy Innovator Award at their annual conference held June 21-25, 2008. The Energy Innovator Award is presented by the APPA's Demonstration of Energy-Efficient Developments (DEED) program to recognize innovative programs that provide better service to electric customers and/or increase the efficiency of utility operations. The award, accepted by Mayor Patricia Mahan, is in recognition of Silicon Valley Power's Outreach to Underserved Customers, a combination of programs designed to assist customers on its Financial Rate Assistance Program and seniors by increasing their energy conservation and lowering their electric bills.

Qualified customers received new Energy Star® Whirlpool refrigerators as part of a direct replacement program. Low-income customers have a much higher percentage of older, inefficient refrigerators than other customers, and they can immediately benefit by saving even a few dollars each month on their electric bills. Replacing older refrigerators is an excellent way to reduce energy usage around the clock, as a refrigerator is a 24-hour energy consumer. SVP also offered a portable fan giveaway. Fans were delivered directly to more than 700 participating customers' homes. Additionally, in partnership with two senior groups in Santa Clara, SVP offered free energy-saving lights and installation assistance for the homes of seniors.

APPROVED:



John C. Roukema
Director of Electric Utility



Jennifer Sparacino
City Manager