

- Complete Control. Completely Paperless.
- Lighting's New Look.
- Power out? Text it In.



A Note from LIPA

I wanted to take the opportunity to reflect on some of the extraordinary accomplishments over the past year which have laid the ground work for a new and improved LIPA.

Last October, LIPA adopted a new business model designed to enhance the quality of customer service, provide long-term workforce stability and allow LIPA to more effectively manage costs with greater accountability and transparency. This action was the culmination of a year-long, independent and comprehensive review of LIPA's strategic organizational options. Following up on that decision, on December 15, 2011 the LIPA Board of Trustees selected Public Service Enterprise Group (PSEG) to implement LIPA's new business model and to run the day-to-day operation of LIPA's electric utility business beginning on January 1, 2014. PSEG brings over 100 years of experience in electric energy generation, transmission and distribution with a proven record of superior customer service. PSEG has already formed a Long Island based company which will focus exclusively on services to LIPA. This is the first time that LIPA's operating services have been competitively procured since LIPA acquired the Long Island electric grid in 1998.

Also last year, LIPA commissioned the Long Island Solar Farm (LISF) at Brookhaven National Laboratory. The LISF is the largest solar farm in the eastern region and will produce up to 32MW of solar energy (enough to power up to 4,500 homes) that will be generated on Long Island and distributed to our customers. This project created over 200 full-time jobs during the construction phase underscoring LIPA's commitment to strengthening the local economy through economic development.

Following the aftermath of Tropical Storm Irene which affected nearly 523,000 customers, LIPA made a pledge to improve the channels of communication with our customers regarding power outages and restoration efforts. We have already deployed numerous programs and initiatives to achieve this goal such as LIPA's "Power Out? Text It In" initiative, which allows customers to report and receive information on their power outages through texting. We have also bolstered our social media efforts by adding a Twitter and Facebook storm page which provides our customers with additional tips and information about extensive power outages and restoration updates. This year, LIPA will also introduce a new outage management system that will enable LIPA to improve dispatch times for customer power outages as well as provide automated information on the cause of customer outages.

In addition to these accomplishments, our commitment to energy efficiency and renewable energy remains stronger than ever. Our solar and wind programs continue to thrive throughout Long Island. LIPA and the Nassau and Suffolk County Planning Commissions have created a unified solar permitting process which has already been adopted by ten of Long Island's 13 towns in an effort to streamline the solar permitting process and provide expedited approvals. LIPA continues to partner with our residential and business customers as well as our schools and municipalities through LIPA's Efficiency Long Island program to promote energy efficiency, lower peak demand, reduce electric costs, and create new energy jobs on Long Island.

Finally, I'd like to extend my very best wishes to you and your families. On behalf of all of our employees at LIPA, we look forward to working together with all of you for a prosperous and successful 2012.

Sincerely,

Michael D. Hervey
Chief Operating Officer; Long Island Power Authority

For Our Environment

Complete Control. Completely Paperless.

LIPA offers free services that can add convenience and remove paper clutter. Reducing paper use also saves trees and prevents waste. Combine these programs to help your home and the home we all share:

Balanced Billing	e-LERT	DirectPay
steady bills that eliminate surprises	paperless billing	paperless, automatic bill payments

With **Balanced Billing**, we simply divide your annual electric costs evenly into monthly payments. You avoid seasonal spikes in your bill, and you'll always know the amount of your bill in advance, even if your payment amount changes. When you get your bills online with **e-LERT**, you have even more time to review your bill, and it looks exactly the same as the printed bill. **DirectPay** ensures your payment is always on time and you never have to worry about due dates with automatic payments from your bank account.

How'd we do?

We're pleased to introduce the new LIPA News. You'll find more of what you're looking for, whether it's ways to save money, save our planet, or both!

Tell us what you think.

Go to "Contact LIPA" at www.lipower.org or Twitter @LIPANews.

Add up the benefits of all three programs and you'll see that there's less guesswork, less paperwork, and less time spent managing bills. Of course, each program is also available individually.

Log in and sign up today at www.lipower.org/account.

Long Island's Energy Future is Looking Brighter.



Long Island's rich history of farming continues today with a new bumper crop - solar power. Instead of growing produce, the new Long Island Solar Farm (LISF) at Brookhaven National Laboratory is producing clean energy to meet the growing power needs of Long Island. All of the power generated will supply LIPA customers.

LIPA partnered with Brookhaven Lab to build LISF, the largest solar energy project in New York State and the largest array of solar panels in the eastern U.S. A total of

164,312 solar panels will generate enough energy to power 4,500 homes, further solidifying Long Island as a national leader in clean, renewable energy.

LISF will also help reduce emissions of carbon dioxide and pollutants that degrade air quality and contribute to climate change. This project will benefit LIPA customers, our environment, and economy for decades to come with clean energy that reduces our reliance on fossil fuels and fosters the creation of new, high-quality energy jobs.

It's About Savings

Lighting's New Look.

The new year brings new lighting efficiency standards that can save you money. Light bulb packaging now includes a guide to help you make better lighting decisions.

There's a new way to choose light bulbs that actually makes a lot of sense - it's based on how bright a bulb is, measured in "lumens."

We're all familiar with wattage, or how much energy a bulb uses. Watts are not the best measurement, because most of the energy used by a traditional incandescent bulb is wasted as heat. Today's high-efficiency bulbs use very few watts while producing the same amount of lumens.

At the right you will see an example of a Compact Fluorescent Light Bulb (CFL) label. You'll see this label is for a 13-watt CFL that provides 870 lumens, which is actually brighter than many 60-watt incandescent bulbs. An estimate of how long the bulb will last is also shown.

The best choice in bulbs remains CFLs. They can last up to 10 times longer and use up to 75% less energy than traditional bulbs. For information about LIPA's money-saving CFL rebates, visit www.lipower.org/CFL.

Compact Fluorescent Light Bulb (CFL)

Lighting Facts Per Bulb

Brightness	870 lumens
Estimated Yearly Energy Cost	\$1.57
Based on 3 hrs/day, 11¢/kWh Cost depends on rates and use	
Life	5.5 years
Based on 3 hrs/day	
Light Appearance	Warm ————— Cool
2700 K	
Energy Used	13 watts
Contains Mercury	
For more on clean up and safe disposal, visit epa.gov/cfl .	

Save up to \$100 on a new ENERGY STAR® Refrigerator.

If your refrigerator is even just 10 years old, you could gain 40% better efficiency by replacing it with a new ENERGY STAR qualified refrigerator.

LIPA offers a **\$75 rebate** when you purchase an ENERGY STAR qualified refrigerator larger than 16 cubic feet, so you start saving right away. For a model designated "Most Efficient," which means these models are at least 30% more efficient than new, non-qualified models, we'll increase your rebate to **\$100!**

For a list of the models that qualify and participating retailers, visit www.lipower.org/efficiency or call our Energy Infoline at **1-800-692-2626**.

Working for You

Power Out? Text it In.

LIPA restores power outages faster than any other utility in New York State. The faster you report an outage to us, the faster we can respond. It's now easier than ever by texting "OUT" to myLIPA (695472). A one-time registration is required first, and you'll then be able to let us know if your power goes out and get real-time status updates anytime, anywhere you are.



For more information and complete instructions on text messaging, please visit www.lipower.org/myLIPA.

You Have Options

HABLAMOS SU IDIOMA.

LIPA is pleased to offer bill messages and other communication in Spanish. Call us at 1-800-490-0025 to choose this free option. You can also speak with a Spanish-speaking representative or use our automated phone services, which are also available in Spanish.

LIPA se complace en ofrecerle los mensajes de las facturas y otra comunicación en español. Llámenos al 1-800-490-0025 para escoger esta opción gratis. Usted puede hablar también con un representante Hispano o utilizar nuestros servicios automatizados de teléfono, que están también disponibles en español.

Focus on Safety

Oil and Water, Electricity and Water.

Some things just don't go together well. Stay safe with these tips:

- All appliances and electric equipment should be located away from the sink and bath.
- If a plugged in appliance falls into water, never reach in to pull it out – even if it's turned off. First, turn off the power source at the panel and then unplug the appliance.
- In kitchens, bathrooms and outdoors, standard outlets should be replaced with Ground Fault Circuit Interrupters (GFCIs), which provide shock protection by quickly cutting off the circuit and preventing injury.