



**Los Angeles  
Department of  
Water & Power**

June 10, 2014

Alex Volta  
Vice President, Marketing and Partnerships  
Ampeer LLC  
10920 Wilshire Boulevard, Suite 150  
Los Angeles CA 90024

Dear Mr. Volta:

It was a pleasure speaking with you regarding the Ampeer personal energy monitor last week. We at the Los Angeles Department of Water and Power were very impressed with your plans for the product and look forward to partnering with Ampeer to offer the product to our customers. We strongly believe that providing our customers with a tool that shows their energy consumption in real-time will both provide an incentive to reduce their consumption and suggest areas where they can save more. It is often difficult for our customers to understand where they are using electricity—few of our customers realize that electric hot water heaters, for instance, typically consume more electricity than any other item used in the home (including air conditioning). Your product will make it easy and fun for our customers to keep track of their electricity use.

We are equally excited about the “Ampeer Community,” as you put it. We know that many of our customers are proud at how they have been able to reduce their energy consumption and would enjoy the friendly competition that will result from Ampeer users publicly showing their electricity use. This will provide another great incentive for our customers to save as much as they can.

The additional data regarding our customer’s electricity use will be invaluable to the Department of Water and Power. We are already planning on rolling out discounted power rates for off-peak consumption and the data that the Ampeer monitors will provide us will allow us to provide discounted rates for “critical” uses (such as heating and refrigeration) versus “luxury” uses (televisions, outdoor lighting, animatronic dinosaurs). Moreover, Ampeer will give us the data that we need to finally enforce soft “energy caps”—establishing maximum monthly levels of use for each customer above which electricity rates will rise.

As your company is well aware, the Southern California energy grid is fragile indeed. Like other utilities, we are being pinched by continuously-increasing demand for energy and the forced closure of older, more polluting power plants. While we continue to invest in renewable sources such as solar and wind, simply meeting existing demand continues to be

a challenge. It is for precisely this reason that we are exploring partnerships with companies like Ampeer that can help our customers reduce their energy use.

We look forward to offering the Ampeer monitors to our customers and look forward to working with you to build awareness of the product. We have already contacted Mayor Garcetti, and while we are awaiting his final decision, he has greatly enjoyed using the Ampeer monitor that we installed in the Getty House last month.

Sincerely,

Georgina Westinghouse  
Assistant Director of Outreach  
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