



# Public Power Week 2008

## *What's the story with public power?*

For more than 125 years, public power has been **a tradition that works** across the nation on behalf of its communities and customers. Public power utilities are service institutions committed to their mission: serving customers. They measure success by keeping rates low and economic benefits within the community— and they are successful. On a national basis, public power customers pay average electricity rates that are about 14 percent less than those paid by private power residential customers. And, on average, public power systems return to state and local governments contributions that are 15 percent greater than state and local taxes paid by private power companies.

Today, public power is a thriving segment of the electric utility industry, contributing to economic development and guiding its customers to be responsible energy users. Public power has a strong environmental protection track record, solid credentials with bond ratings agencies, and a reputation for reliable, customer-focused service.

October 5-11, 2008 is Public Power Week—your chance to join more than 2,000 public power utilities in promoting awareness of public power as “An American Tradition that Works.”



Public Power Week • October 4-10, 2009

## A Message from APPA President and CEO



Mark Crisson

It's a challenging time for our industry. With the costs of fuel skyrocketing, a sluggish economy, and predictions of another tough winter season approaching, many member

utilities have been forced to raise electricity rates and are struggling with how to communicate to customers the pressures they face. And indications are that high electricity prices are a reality that is not going to change anytime soon. The U.S. Energy Information Administration recently projected that U.S. residential electricity prices are expected to rise by five percent this year and 10 percent in 2009. That compares with an increase of 2.2 percent in 2007. Statistics show that energy prices have risen steadily for about the last seven years and judging by the number of utilities facing rate increases this year, that trend shows no sign of changing. This will almost certainly mean APPA member utilities will face increasing customer complaints, a rise in late and unpaid electricity bills, and more demand for bill payment assistance programs. To overcome these problems, public power utilities need to get ahead of the game and work to take the sting out of what our customers will surely be feeling this winter and beyond.

Fortunately, there are a number of things public power utilities can do to lessen the blow on customers. And there is no better time than Public Power Week to communicate your commitment to helping your customers discover ways to lower their electricity bills and become more energy efficient. APPA stands ready to help. Through our Energy Efficiency Resource Central program, member utilities can choose from a host of initiatives designed to help our utilities promote energy efficiency. This valuable resource can be accessed by APPA member utilities for free at [www.eercnet.org](http://www.eercnet.org). I encourage you to employ the tools on this site to help your customers help themselves to a more energy efficient future.

# Write Your Utility's Chapter in the Public Power Story

## A History of Reliable Safe Service

By the year 2010, one out of three public power systems will have kept the lights on in their community for 100 years. Utilities like **Fort Pierce, Fla., Utilities Authority** (FPUA) are finding special ways to commemorate their centennials. In 2007, FPUA gave customers interactive tours of its 95-year-old power plant. In terms of reliable operations, the public power story includes many utilities like **Muscatine, Iowa, Power and Water** that act fast to keep the lights on for their customers. Muscatine Power and Water restored power to almost all of its customers within two days of an F3 tornado that destroyed area homes and infrastructure in 2007.

## Public Power at the Forefront of Developing Technology

In public power communities around the country, new and innovative technologies are being developed and used. What better way to show customers that their local utility is at the forefront of current technology than to show off new pieces of equipment? Last year, **Osage, Iowa, Municipal Utilities** gave rides to customers in its new "Neighborhood Electric Vehicle" (NEV) at its semi-annual Customer Appreciation Open House. In April 2007, the NEV became the utility's primary vehicle for meter-reading.

## Respectful and Innovative Customer Service

Helping customers keep up with changing times and technological advancements has always been a chapter in the public power story. Utilities like **Benton Public Utility District** in Kennewick, Wash., are finding ways to reach out to underserved customers in their community. Benton invites senior customers to the PUD's annual senior day for workshops on topics like using Benton PUD's Web site, how to view and pay bills online, avoiding identity theft, home security tips, and

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## APPA Can Help

APPA offers no-cost resources for Public Power Week that can be supplemented and tailored to suit your utility. You can retrieve these tools (and more) from [APPAnet.org](http://APPAnet.org):

- Proclamations
- News Releases
- Print ads
- Web banners
- Sample Letters
- Sample Columns
- Logos

October 5-11, 2008

Into the Future with Public Power Week

It's always the first week of October:  
October 4-10, 2009 – October 3-9, 2010 –  
October 2-8, 2011

APPA is pleased to be partnering with TCP, the world's largest manufacturer of energy efficient lighting products, to provide CFLs in conjunction with the 2008 Public Power Week. In addition to utilities being able to co-brand CFL packaging, TCP has several CFL programs that APPA members can tailor to their needs, including:

**The Home Depot® CFL Markdown Program**  
**The Home Depot® CFL Coupon Program**  
**Bright Town School Assembly and CFL Giveaway**  
**CFL School Fundraiser for Utilities**

For additional information on the CFL programs for APPA members, contact Melanie Painter of TCP at 800/324-1496 X 1090; [mpainter@tcp.com](mailto:mpainter@tcp.com). Please reference the Public Power Week promotion.

# Write Your Utility's Chapter in the Public Power Story

preparing homes for winter. Making proactive steps toward helping the more disadvantaged members of your community is a great way to show the community how much your utility cares.

## Opportunities to Take Part in Decision Making

Public power is a story of local ownership and a team effort to provide necessary services to a community that has a say in the operation of their local utility. The **City of Mangum, Okla.**, involved local businesses' employees during Public Power Week 2007 by holding an appreciation breakfast with **Oklahoma Municipal Power Authority** General Manager Cindy L. Holman.

## Community-Wide Economic Contributions

Public power utilities give back to their communities in several ways, one of which is in economic contributions. **American Municipal Power-Ohio, Inc.** (AMP-Ohio) in Columbus, Ohio, involved member-community businesses in Public Power Week 2007 by serving ice cream sandwiches from member community Orrville, Spangler candy products (most famous for "Dum-

Dums") from member community Bryan, and snack products from member communities Brewster and Berlin.

## A Tradition that Works

The characters in the public power story are the people who live and work in public power communities. **Greenwood, Miss., Utilities** is making sure that the next generation of public power customers and employees knows the public power tradition. Greenwood hosted more than 400 third-graders from local elementary schools to an electrical safety fair that featured an equipment demonstration, visits from "McGruff" the Crime Dog and Smokey the Bear, as well as a picnic lunch that featured employee recognition and games. How is your utility educating and involving the next generation who grow up in public power communities?

## Ask and Tell

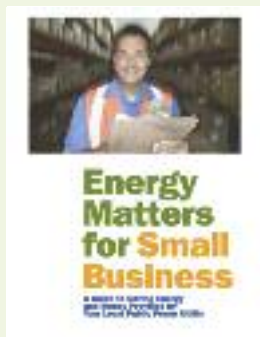
Questions? Contact APPA at [PublicPowerWeek@APPAnet.org](mailto:PublicPowerWeek@APPAnet.org) or call APPA's Communications Department at 202/467-2900. Have a successful celebration? By the end of November, let APPA know by e-mail, fax, or mail. We'll include your information and photos in our Web report on the week.

## Energy Efficiency Programs and a Clean Environment

How is your utility spreading the word about energy efficiency and conservation? One utility, the **City of Independence, Mo., Power & Light**, provided free energy conservation kits, which included a "Home Energy Savers" booklet, a compact fluorescent light bulb, a smoke alarm, child safety caps for outlets, a refrigerator thermometer, a room thermometer, a hot water gauge, and switch/outlet insulating gaskets. Other utilities like the **Los Angeles, Calif., Department of Water and Power** publicly congratulate key accounts customers for outstanding energy conservation efforts including energy efficiency rebate programs, lighting retrofit projects, new energy efficiency chillers, and installing special software to monitor energy usage.

## New Offerings from the APPA Product Store

APPA is pleased to offer several new products highlighting energy efficiency and career opportunities in the public power industry. These offerings include:



**Energy Matters for Small Business-** Small business owners are continually under pressure to cut costs. It's in your utility's best interests to ensure the long-term viability of small business owners in your community by encouraging energy efficient practices. This publication is filled with useful, easy-to-digest information, including top tips for saving energy, understanding energy use, weatherization, lighting, HVAC, office equipment, and much more.

**Energy Matters for the Home-** More than ever, energy matters. You hear it in the news and you feel it in your pocketbook, as fuel costs continue to rise. This guidebook is designed to give residential customers practical, energy-saving advice. Along with tips for saving energy, the booklet highlights key areas, including home weatherization, heating and cooling, lighting, and appliances. *Energy Matters for the Home* also contains references to other resources that your customers can access to obtain additional information.



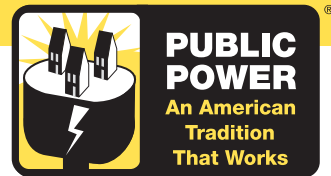
**The Public Power Lineworker: Do You Have What it Takes?** (DVD)- This video was developed as a lineworker recruitment tool. The professionally developed DVD conveys the rewards and benefits of a career as a public power lineworker. The video is a great tool for schools, libraries, job fairs, and local utility events. The DVD was developed jointly by the Northeast Public Power Association and APPA's DEED program.

To order from the APPA Product Store, visit our Web site at [www.APPAnet.org](http://www.APPAnet.org), call 202/467-2926, or e-mail [products@APPAnet.org](mailto:products@APPAnet.org).



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