

To: Honorable Public Utilities Board

Submitted by: _____ (S) _____

Rebecca Irwin

AGM – Customer Resources

From: Rebecca Irwin
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Approved by: _____ (S) _____

Elizabeth D. Warmerdam

Interim General Manager

Subject: For Information Only, Public Power Week 2016 Activities

RECOMMENDATION

This report is *for informational purposes only* to provide the Public Utilities Board with details regarding activities planned to celebrate Public Power Week, October 2-8.

BACKGROUND

Every October, Alameda Municipal Power (AMP) takes part in a week-long national celebration of public power's hometown advantages along with 2,000 other community-owned electric utilities that collectively provide electricity to 48 million Americans. Public Power Week provides an opportunity for AMP to highlight to its stakeholders the benefits of public power, including:

- How AMP provides reliable, efficient, cost-effective and green electricity, and how its local operation and workforce continue to make Alameda a better place in which to live and work; and
- How AMP, as a community-owned, locally controlled, not-for-profit electric utility, enables its customer-owners to have a direct say in utility operations and policies; and
- How AMP's lower rates translate into an annual savings of nearly \$10 million each year for Alamedans while directly contributing to the City of Alameda's economic well-being and quality of life with annual transfers of more than \$4 million.

DISCUSSION

Staff proposes the following initiatives to celebrate Public Power Week 2016:

- *Shop Clean & Local:* Staff will host a variety of events at local businesses to celebrate and promote Public Power Week and Alameda Green, AMP's voluntary green program.
- *Community contest:* Community members can submit a photo and description of how they use power to create something. Submissions will be through AMP's

Facebook page. (The contest will be ongoing through October to celebrate Energy Awareness Month as well.)

- *Employee volunteer event:* Employees will have the opportunity to volunteer for three hours at Alameda Point Collaborative. Volunteer opportunities include gardening at the Farm2Market or Ploughshares Nursery or cataloging books at the Education Center.
- *Employee safety luncheon:* AMP will celebrate the value and importance of safe work practices and compliance at the individual, organizational, and community level at this annual lunch for staff.
- *Customer Appreciation Refreshments:* Customers who visit the Service Center will be treated to a variety of snacks and refreshments.
- *Mayoral proclamation:* Proclamation read and received by Board Vice President Giuntini at City Council meeting on September 6, 2016.
- *Editorial in local newspapers:* One of AMP's linemen will be the "author" of an editorial about the dangerous nature of his work and the contribution of linemen to the community and public power in general.
- *Promotions:* a variety of promotions are planned via press releases, newspaper advertisements, and social media.

FINANCIAL IMPACT

Funding has been included with the approved FY 2017 budget.

LINKS TO BOARD POLICY AND OBJECTIVES

KRA 1, Goal 1.1: Ensure that customers have a positive experience

KRA 1, Goal 1.5: Increase community engagement and good will

KRA 2, Goal 2.1: Achieve low OSHA incident rate

KRA 2, Goal 2.5: Achieve high employee satisfaction

EXHIBIT

None.