

To: Honorable Public Utilities Board

Submitted by: _____/s/_____

Rebecca Irwin
AGM – Customer Resources

From: Rebecca Irwin
AGM – Customer Resources

Approved by: _____/s/_____

Nicolas Procos
General Manager

Subject: Public Power Week 2017 Activities – Information Only

RECOMMENDATION

This report is *for information only* to provide the Public Utilities Board with details regarding activities planned to celebrate Public Power Week, October 1-7.

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

In addition to celebrating Public Power Week 2017, AMP will also recognize its 130th year of providing electric service to Alameda. Staff proposes the following initiatives to celebrate:

- *Mayoral proclamation:* Public Utilities Board President Ann McCormick will be on hand at the City Council meeting on September 19 to receive a mayoral proclamation of Public Power Week.

- *Customer tour to hydro facilities near Murphys, California:* On Tuesday, October 3, AMP will host a day-long tour for customers to McKay's dam and the Collierville power plant just outside of Murphys. NCPA staff will provide the tours.
- *Employee volunteer event:* Employees will have the opportunity to volunteer for three hours at the USS Hornet. Volunteer opportunities include cleaning and organizing exhibits.
- *Employee ice cream social:* AMP staff will celebrate 130 years of providing electric service with an ice cream social in the Service Center yard.
- *Customer appreciation refreshments:* Customers who visit the Service Center will be treated to a variety of snacks and refreshments, including limited edition "AMP Power Bars," celebrating 130 years of public power in Alameda.
- *San Francisco Fleet Week:* AMP staff will educate the public on its potential roles in emergencies in an exercise led by the U.S. Maritime Administration (MARAD) aboard one of its ships in San Francisco. AMP crew will board the ship with a bucket truck and a digger derrick truck, highlighting how community-owned electric utilities respond to emergencies.
- *Editorial in local newspapers:* General Manager Procos will pen an editorial for the local papers describing how customers can engage with their 130-year-old community-owned utility.
- *Promotions:* A variety of promotions are planned via press releases, newspaper advertisements, and social media.

FINANCIAL IMPACT

Funding has been included with the approved Fiscal Year 2018 budget.

LINKS TO STRATEGIC PLAN AND METRICS

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 2.5: Achieve high employee satisfaction

EXHIBIT

None.