

To: Honorable Public Utilities Board

Submitted by: /ISI
Rebecca Irwin
AGM – Customer Resources

From: Kathleen Haley
Senior Communications Specialist

Approved by: /ISI
Nicolas Procos
General Manager

Subject: Public Power Week 2018 Activities

RECOMMENDATION

This report is *for information only* to provide the Public Utilities Board with details regarding activities planned to celebrate Public Power Week, October 7-13.

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 49 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 \$12 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 \$5 million.

DISCUSSION

Staff proposes the following initiatives to celebrate Public Power Week 2018:

- *Mayoral proclamation:* Public Utilities Board President Ann McCormick will be on hand at the City Council meeting on Oct. 2 to receive a mayoral proclamation of Public Power Week.
- *Alameda Green events:* AMP will host tables at the Marketplace on Sunday, Oct. 7 and the Alameda Farmers Market on Saturday, Oct. 13. Staff will engage with customers about Public Power Week and Alameda Green, AMP's voluntary renewable energy

program.

- *U.S. Coast Guard Alameda Preparedness Fair:* On Thursday, Oct. 11, AMP will host a table and participate in a safety demonstration at an emergency preparedness fair for the 2,000 Coast Guard personnel in Alameda and their families.
- *Employee volunteer event:* AMP employees will have the opportunity to volunteer at the Boys & Girls Club of Alameda throughout the week. Volunteer opportunities include organizing, gardening, and cleaning.
- *Safety lunch:* Staff will celebrate AMP's excellent safety record with a lunch event at the Service Center yard on Wednesday, Oct. 10.
- *Customer appreciation refreshments:* Customers who visit the Service Center during the week will be treated to a variety of snacks and refreshments.
- *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 on Saturday, Oct. 13. AMP crew will board the ship with utility trucks, highlighting how community-owned electric utilities respond to emergencies.
- *Editorial in local newspapers:* General Manager Procos will pen an editorial for the local papers detailing how AMP continues to thrive as a full-service, community-owned electric utility in a changing landscape that now includes community choice energy providers.
- *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 2019 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.