

To: Honorable Public Utilities Board

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Subject: Public Power Week 2019 Activities

RECOMMENDATION

This report is *for information only* to provide the Public Utilities Board with details regarding activities planned to celebrate Public Power Week 2019, October 6-12.

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 2019:

- *Mayoral proclamation:* Public Utilities Board President Ann McCormick will be on hand at the City Council meeting on September 17 to receive a mayoral proclamation of Public Power Week.
- *EV Alley:* AMP and the Downtown Alameda Business Association are partnering to dedicate a section of the island's annual Classic Car Show to the benefits of electric vehicle (EV) ownership. EV Alley will line part of Central Avenue at Park Street at the

October 12 event. AMP will follow up EV Alley with a free public workshop on EVs on October 16.

- *Employee volunteer event:* AMP employees will have the opportunity to volunteer at the Friends of the Alameda Animal Shelter during Public Power Week.
- *Staff appreciation social:* AMP will celebrate Alameda's public power employees during an ice cream social at the Service Center yard.
- *Customer appreciation refreshments:* Customers who visit the Service Center during the week will be treated to a variety of snacks and refreshments.
- *Editorial in local newspapers:* General Manager Procos will pen an editorial for the local papers detailing how AMP continues to thrive as Alameda's full-service, community-owned electric 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 2020 budget.

LINKS TO STRATEGIC PLAN

Customer Experience: Strategy 1: AMP will define and promote our brand to improve awareness and value of the community-owned utility (community, organization, and beyond).

EXHIBIT

None.