



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Adopt resolution authorizing the City Manager to sign a consulting services agreement for an Electric Utility Cost of Service Study with EES Consulting, Inc. (not to exceed \$32,000)

MEETING DATE: January 17, 2001

PREPARED BY: Electric Utility Director

RECOMMENDED ACTION: That the City Council authorize the City Manager to sign a Consulting Service Agreement for an Electric Utility Cost of Service Study (COS) with EES Consulting Inc.

BACKGROUND INFORMATION: A COS allocates costs for a period of time, usually one year to those who use the service. A COS is an analytical tool which defines separates and unbundles the City of Lodi Electric Utility Department's total revenues, expenses and capital facilities among the various customer classes served for purposes of determining class revenue requirements. This tool can be used to track competitiveness and to make strategic decisions and this tool is generally accepted to determine if the class structures are:

1. fair and equitable;
2. avoiding interclass subsidies;
3. tracking whether revenues cover cost; and
4. providing an accurate price signal

The City of Lodi Electric Utility has not had a COS prepared since 1993. Since that time both the City of Lodi and the industry has seen significant changes. It is common in the electric utility industry to perform this type of study either annually or semi-annually. In these volatile times it is important for the City of Lodi to have a tool to determine how competitive and reasonable the various revenue classes are to the industry and themselves, so that strategic and fairness decisions may be made. This tool will provide the City of Lodi with a current study of this situation and provide a computer model for future reviews. Whether or not the COS study is used as the basis for setting rates, it is a very useful device for analyzing the costs incurred by the Electric Utility Department.

The Electric Utility Department sent out Requests for Qualification to five firms who have a background of providing the services required to provide a cost of service analysis and computer model. Three of the five firms responded. The Electric Utility Department then proceeded to interview the potential firms for experience, cost and availability. After this process, it was determined that EES Consulting, Inc. best met all the criteria and was chosen to do the study.

It is requested that a consultant be used for this study rather than staff. It is anticipated that this project will take 6-8 weeks for the consultant to complete the project utilizing three people. There is only one City staff member that has the background and expertise to complete this project. If this staff member was utilized it would take approximately 3 to 4 months to complete and other critical work would not be completed. The timing of this study is critical even more so than usual, due to the extreme volatility of the electric industry in recent months.

A Cost of Service Study was anticipated and included as part of the current fiscal year budget.

FUNDING: 160603

APPROVED: _____
H. Dixon Flynn - City Manager



CITY OF LODI

COUNCIL COMMUNICATION

FUNDING: 160603

Funding Approval:

Vicky R. McAthie for
Vicky McAthie, Finance Director

Alan N. Vallow

Alan N. Vallow, Electric Utility Director

PREPARED BY:
ANV/JD/lst

Jim Doyle, Manager, Rates and Resources

APPROVED: _____

H. Dixon Flynn for DF

H. Dixon Flynn - City Manager

CONSULTING SERVICES AGREEMENT

EES CONSULTING, INC.

Billing Address

P.O. Box 52810
Bellevue, WA 98015-2810
(425) 452-9200

Work Order # _____

This Consulting Services Agreement is made between EES Consulting, Inc., (hereinafter "EES CONSULTING") and City of Lodi, Electric Utility, whose place of business is located at 1331 S. Ham Lane, Lodi, CA 95242 (hereinafter "CLIENT") for a Project generally described as a Cost of Service Study.

I. SCOPE AND QUALITY OF CONSULTING SERVICES

EES CONSULTING will provide the services described in Exhibit A of this Agreement.

EES CONSULTING shall render its services in accordance with generally accepted professional practices. EES CONSULTING shall, to the best of its knowledge and belief, comply with applicable laws, ordinances, codes, rules, regulations, permits and other published requirements in effect on the date this Agreement is signed.

II. COMPENSATION AND REIMBURSEMENT OF COSTS

Services provided and costs incurred (with the exception of travel, food and lodging expenses) by EES CONSULTING under this Agreement will be compensated according to the provisions in Exhibit B of this agreement.

EES CONSULTING will submit monthly invoices to CLIENT for work completed and reasonable expenses incurred, to the date of the invoice. All invoices will be itemized to reflect the employees performing the requested tasks, the billing rate for each employee and the hours worked.

CLIENT shall pay all out-of-pocket travel, food, lodging and incidental expenses incurred by EES CONSULTING that are reasonably associated with the provision of services under this Agreement. These expenses will be compensated for by the CLIENT at their cost to EES CONSULTING. EES CONSULTING will keep receipts for such expenses in compliance with IRS requirements. These receipts will be available to CLIENT for inspection upon request.

All invoices sent by EES CONSULTING to CLIENT shall be paid within thirty (30) days of receipt. All billings that remain unpaid after thirty (30) days shall bear interest until paid at the rate of twelve percent (12%) per annum. If CLIENT fails to pay any invoice within thirty (30) days and such failure continues ten (10) days after EES CONSULTING gives CLIENT notice of such failure, EES CONSULTING shall have the right to terminate this Agreement immediately without liability to CLIENT. The right to terminate under the terms of this section shall be in addition to all other legal, equitable, or contractual remedies available to EES CONSULTING.

III. TERMS & CONDITIONS OF CONSULTING SERVICES AGREEMENT

- 1. Timing of Work.** EES CONSULTING shall commence work on or about _____.
- 2. Access to Facilities and Property.** The CLIENT will make its facilities accessible to EES CONSULTING as required for EES CONSULTING's performance of its services and will provide labor and safety equipment as required by EES CONSULTING for such access. CLIENT will be responsible for all acts of CLIENT's agents or personnel.
- 3. Relationship of Parties, No Third-Party Beneficiaries.** EES CONSULTING is an independent contractor under this Agreement. This Agreement gives no rights or benefits to anyone not named as a party to this Agreement, and there are no third party beneficiaries to this Agreement.

4. **Subcontracts.** EES CONSULTING may use the services of independent contractors to perform a portion of its obligations under this Agreement with prior approval by CLIENT. Subcontractors will be billed to CLIENT at their cost to EES CONSULTING.

5. **Insurance.**

a. **Insurance of EES CONSULTING.** EES CONSULTING will maintain throughout the performance of this Agreement the following types and amounts of insurance:

- i. Worker's Compensation and Employer's Liability Insurance as required by applicable state or federal law.
- ii. Comprehensive Vehicle Liability Insurance covering personal injury and property damage claims arising from the use of motor vehicles with combined single limits of \$1,000,000.
- iii. Commercial General Liability Insurance covering claims for personal injury and property damage with combined single limits of \$1,000,000.
- iv. Professional Liability (Errors and Omissions, on a claims-made basis) Insurance with limits of \$1,000,000.

b. **Interpretation.** Notwithstanding any other provision(s) in this Agreement, nothing shall be construed or enforced so as to void, negate or adversely affect any otherwise applicable insurance held by any party to this Agreement.

6. **Mutual Indemnification.** EES CONSULTING agrees to indemnify and hold harmless CLIENT and its elected and appointed council, boards commissions, officers and employees from and against any and all loss, cost, damage, or expense of any kind and nature (including, without limitation, court costs, expenses, and reasonable attorneys' fees) arising out of injury to persons or damage to property (including, without limitation, property of CLIENT, EES CONSULTING, and their respective employees, agents, licensees, and representatives) in any manner caused by the negligent acts or omissions of EES CONSULTING or others with whom EES CONSULTING contracts ("EES's Agents") in the performance of its work pursuant to or in connection with this Agreement to the extent of EES CONSULTING's or EES's Agents proportionate negligence, if any.

CLIENT agrees to indemnify and hold harmless EES CONSULTING and its employees from and against any and all loss, cost, damage, or expense of any kind and nature (including without limitation, court costs, expenses and reasonable attorneys' fees) arising out of injury to person(s) or damage to property (including, without limitation, property of CLIENT, EES CONSULTING, and their respective employees, agents, licensees and representatives) in any manner caused by the negligent acts or omissions of CLIENT or other(s) with whom CLIENT contracts ("CLIENT's agents") to perform work pursuant to or in connection with this Agreement, to the extent of CLIENT's or CLIENT's agents proportionate negligence, if any.

7. **Limitation of Liability.** The parties liability hereunder shall be limited as follows: (a) for insured liabilities arising out of either parties negligence, to the amount of insurance then available to fund any settlement, award, or verdict; (b) for uninsured liabilities, to 50 percent (50%) of the fee earned by EES CONSULTING under this Agreement. In no event shall either parties liabilities exceed the aforementioned limits of liability.

Each party's liability for damages provided under this Agreement shall be limited to liability for direct damages and shall in no event include liability for the other party's or their respective agents or employees remote, punitive, consequential or indirect damages for lost profits, loss of use, lost opportunity, financing, interest expense, business interruption or productivity or production loss, regardless of the breach of contract, breach of warranty, tort (including negligence), strict liability, or otherwise.

8. **Delays.** EES CONSULTING will not be liable to CLIENT for delays in performance under this Agreement or for the direct or indirect cost resulting from delays that may result from labor strikes, riots, war, acts of governmental authorities, extraordinary weather conditions, natural catastrophes or other events or occurrences beyond control of EES CONSULTING.

In the event CLIENT suspends or interrupts the services of EES CONSULTING for the convenience of CLIENT, an equitable adjustment in the project's schedule and in compensation to EES CONSULTING will be made.

9. **Data, Documents and Records.** EES CONSULTING shall be entitled to rely upon the accuracy and completeness of all data furnished by CLIENT to EES CONSULTING that is used by EES CONSULTING in

the providing of services under this Agreement. EES CONSULTING has the right to retain and use all data furnished to it and all plans, designs, specifications and other work product created by EES CONSULTING in providing services hereunder.

10. Ownership and Use of Documents and Electronic Media Deliverables. All completed reports and other data or documents provided or prepared by EES CONSULTING in accordance with this Agreement are the property of CLIENT, and may be used by CLIENT. Ownership shall transfer to CLIENT only if EES CONSULTING has been paid in full for services under the terms of this Agreement. CLIENT shall release, defend, indemnify and hold harmless EES CONSULTING from all claims, costs, expenses, damage, or liability arising out of or resulting from the use or modification of any reports, data, documents, drawings, specifications, or other work product prepared by EES CONSULTING except use by CLIENT on those portions of the project for which such items were prepared.

11. Resolution of Disputes, Attorneys' Fees. The law of the State of California shall govern the interpretation of and the resolution of disputes under this Agreement. If any claim, at law or otherwise, is made by either party to this Agreement, the prevailing party shall be entitled to its costs and reasonable attorneys' fees.

12. Termination of Agreement. Either EES CONSULTING or CLIENT may terminate this Agreement upon thirty (30) days written notice to the other sent to the addresses listed herein.

In the event CLIENT terminates this agreement, CLIENT specifically agrees to pay EES CONSULTING for all services rendered through the termination date.

13. Integration, Modification and Severability. This Agreement, including all Addenda, shall be binding upon and inure to the benefit of the parties and their respective successors and assigns. This is the entire agreement between the parties, there are no other agreements or representations not set forth herein, and this Agreement incorporates and supersedes all prior negotiations, agreements, and representations. This Agreement may not be modified except in writing signed by an authorized representative of each party.

If any provision of this Agreement is deemed by law to be void, invalid or inoperative for any reason, or any phrase or clause within such provision is deemed by law to be void, invalid or inoperative, that phrase, clause or provision shall be deemed modified to the extent necessary to make it valid and operative, or, if it cannot be so modified, then such phrase, clause or provision shall be deemed severed from this Agreement with the remaining phrases, clauses and provisions continuing in full force and effect as if the Agreement had been signed with the void, invalid or inoperative portions so modified or eliminated. In addition, a phrase, clause or provision shall be substituted which is consistent with the intent of this Agreement and the severed phrase, clause or provision.

14. Incorporated Documents. The following exhibits and attachments are incorporated in this agreement as if fully set forth herein: _____

15. Notices. All notices, requests, demands, and other communications hereunder shall be deemed given only if in writing signed by an authorized representative of the sender and delivered by facsimile (with a hard copy mailed), or, when sent by a courier or express service guaranteeing overnight delivery to the receiving party.

Notices to EES CONSULTING shall be delivered to:

EES CONSULTING, INC.
P.O. Box 52810
Bellevue, Washington 98015-2810
ATTN: Gary S. Saleba
Facsimile: 425-452-9299

Notices to CLIENT shall be delivered to:

CITY OF LODI
P.O. Box 3006
Lodi, California 95241-1910
ATTN: Alan N. Vallow
Facsimile: 209-339-0851

16. Headings, Assignment and Waiver. The headings in this Agreement are inserted for convenience only and shall not constitute a part hereof. Neither party to this Agreement shall assign its duties and obligations hereunder without the prior written consent of the other party. A waiver by any party of any provision or a breach of this Agreement must be provided in writing and shall not be construed as a waiver of any other provision or any succeeding breach of the same or any other provisions herein.

17. **Execution of Agreement.** The parties agree that the language in this Agreement pertaining to Indemnification, Limitations of Liability and Insurance are clear and unambiguous and were mutually negotiated by the parties.

EES CONSULTING, INC.

CITY OF LODI

By: _____

By: _____

Title: _____

Title: CITY MANAGER

Date: _____

Date: _____

APPROVED AS TO FORM:

By: *Randall A. Hays*
Randall A. Hays, City Attorney

ATTEST:

By: _____
Susan Blackston, City Clerk

Scope of Services for an Electric Rate Study

EES Consulting is pleased to offer a detailed description of services in response to the City of Lodi Electric Utility's (City) request for an unbundled cost of service study and associated computer model. EES Consulting has vast experience in electric rate studies, and has completed over 25 unbundled rate studies during the past three years. Based on our experience we have prepared a scope of services to meet the requested items for the City.

In order to accomplish this project successfully, it is necessary to develop a detailed scope of services at the beginning. This helps clarify both the needs of the utility and the approach to be used by EES Consulting to ensure that the client receives a quality product. The proposed scope of work is based on the request for proposal from the City and our experience providing cost of service studies to other utilities. However, EES Consulting is flexible in its approach and can modify the scope of work as needed.

The primary steps in the cost of service process include:

- Obtain policy direction and detailed data
- Develop revenue requirements for the City
- Allocate costs by performing a cost of service study
- Determine unbundled costs and rates

Overview and Policy Direction

To refine the scope of services and to discuss the relevant policy direction from the City, an initial project meeting will be held with the City's staff. The initial project meeting may be accomplished by conference call or may be held at the City's offices. This meeting will assist EES Consulting in moving forward with the study by identifying and resolving key issues, discussing the goals and objectives of the City, and developing a process to obtain the information necessary to complete the study. To prepare for this process, a list of requested data is listed below.

- Accounting Information
 - O&M by function (split between labor and other, if possible)
 - Fixed asset ledger detail
 - ▲ Functionalized rate base
 - ▲ Primary-secondary split
 - ▲ Dedicated facilities
 - Debt service obligations
- Other Information

- Most recent and forecast budget
 - ✚ Include recent and forecast rate and miscellaneous revenues
 - ✚ Include recent and forecast of non-power supply costs through 2004
- Load and customer forecast through 2004
 - ✚ Demand and energy sold, by month, by rate schedule for recent calendar year (and forecast through 2004, if available)
 - ✚ Estimated monthly load factors for non-demand metered customers
- Information on special (power sales or transmission) contracts, if any
- Most recent year's wholesale power invoices and billing data
- Current rate schedules
- Estimated line losses on primary and secondary distribution systems (delineated by customer group, if possible)

There are a number of data requirement issues for the City of Lodi. It is anticipated that there will be a need for an audit of the financial information, particularly plant and O&M data given that the current accounts are not in a FERC style. We would anticipate working with those familiar with the current accounting system and developing a spreadsheet that would translate their account system into an unbundled FERC system.

The other area that will require work in the data requirement area is load and customer information. Currently, the electric system has implemented an Orecom billing system. At this point in time, it is not clear whether the reports needed for the study will be sufficient. One option that has been discussed that is separate and outside of the regular scope of service would be the need to develop specialized reports within Orecom through an EES Consulting subconsultant. It is anticipated that if this is necessary, a budget for this task could be provided. As previously discussed, EES Consulting has access to a number of subconsultants familiar with the Orecom product.

There are several critical policies that also need to be established at the beginning of the study. Two key issues are the selection of a test period and a method of accumulating costs for the analysis. The test period refers to the year(s) used as the basis for both the revenue requirements and consumption data. The test period should reflect the costs during the time the rates will be in place. Typically we would suggest using a projected or future test period for rate setting, particularly given changing power supply sources and costs. A four-year test period beginning with fiscal year 2001 will be utilized in the study.

The basis or method of accumulating costs as well as the structure of the cost analysis can reflect either a *cash* or *utility basis* of accounting. Generally, a municipal utility or a public utility district will use a cash basis approach to determine its revenue requirement. Under the cash basis approach, a utility includes operation and maintenance expenses, taxes, debt service and capital improvements funded from rates. Cooperatives and investor-owned utilities generally use the utility basis approach. Under such an approach, the utility includes operation and maintenance

expenses and taxes, and substitutes depreciation and return on rate base (or margin) for debt service and capital improvements. For this study a cash basis will be utilized.

At the initial project meeting, the City's cost of service goals and objectives as well as the City's background and current operation will also be discussed. Goals and objectives are critical in setting up the cost of service study to provide the necessary information to meet the objectives of the City. A background and an understanding of such issues as power supply sources and contracts, transmission system and interconnections, customer base, and strategic direction of the utility will also be helpful in establishing both the revenue requirements and cost allocation foundation. Finally, detailed information will be requested prior to the initial project meeting so that a clear understanding of the data to be used in the model can be reached.

Development of Revenue Requirements

The first step in the rate study process is to develop the revenue requirement for the City. The revenue requirement typically includes power supply and transmission costs, other operating and maintenance expenses, taxes and transfer payments, debt service and capital improvements financed with cash or rate revenues. EES Consulting will compare the revenues from the various sources of funds available to the City with the forecasted revenue requirements for the suggested test period. From this analysis, a determination can be made as to the overall level of adjustment required from rates (if any) for the test period and its affects on cash flow over the longer term.

EES Consulting will use the City's standard accounts in developing the revenue requirements projection. Examination of reserve levels, debt service coverage ratios and times interest earned ratios are included as part of the revenue requirements task. The City's revenue requirement will need to be placed into a FERC account format to facilitate cost of service analysis. The City's staff will be relied upon in this effort with the understanding that the conclusions established from the cost of service analysis will be influenced by these initial determinations.

In developing the revenue requirements, power supply, transmission, distribution, metering, customer billing, A&G, and ancillary service costs will be separately identified and allocated to customers at a detailed level for each month. Power supply costs are generally a significant portion of a utility's total revenue requirement and require more complex calculations than other types of costs. This is particularly true given the changing nature of wholesale power supplies. However, in a competitive utility marketplace, all services and associated costs need to be identified and evaluated to accurately determine their relative marketability. Therefore, attention will also be focused on non-power supply related costs within the analysis.

Cost of Service Study

A cost of service study is designed to provide an equitable allocation of the revenue requirement to the various customer classes for the City. EES Consulting will use generally accepted cost allocation methods in the City's cost of service study.

To ensure proper results when unbundling the City's costs, EES Consulting will use a model that unbundles costs throughout the process. This particular approach to the analysis allows the results to distinctly identify costs by individual function. The approach easily permits those costs to be rebundled for comparison with existing rate structures. The results of the modeling will allow development of either an unbundled or bundled rate depending upon the preferred structure for particular services.

There are three primary steps in a cost of service study, including:

- Functionalization
- Classification
- Allocation

Functionalization of costs refers to the arrangement of plant investment and expense data into its various functions; typically power supply, transmission and distribution. Proper functionalization is critical to unbundling costs and rates. FERC accounting facilitates much of this process since it aligns its accounts along functional categories. Given the City's current accounting records, the proposed formatting along FERC accounting standards will facilitate this portion of the analysis.

Classification involves determining the driver of the cost, specifically whether each individual cost or account item was incurred to meet a consumer's demand, energy or customer related need. A key concept in this process is the "cost causation" nature of each expense incurred by the utility. EES Consulting will begin this process by developing classifications based on generally accepted methodologies outlined by the National Association of Regulatory Utility Commissioners (NARUC).

Allocation of costs to the City's customer classes is the final step in the cost of service study. For each classification category, costs are distributed among customer classes using corresponding allocation factors. For example, energy-related costs are allocated on the basis of the energy used by each customer class. Key to developing allocation factors is historical load data and estimates of peak demands per customer class. Voltage level by class allocation can and will be incorporated where the data permits. Also, seasonal and time of use allocation of cost can and will be made if the data incorporates this level of detail.

EES Consulting requires monthly load data by customer class of service for the cost of service study, and uses City-specific load data when possible. Because not all customer classes are demand metered, certain portions of the load data must be determined using estimates of load factors and coincidence factors. Generally, we use load research data from nearby utilities along with experience and utility knowledge of customers to estimate the necessary data. To the extent that service voltage distinctions will be made, this usage data will also be needed for the

appropriate customer classes. The sum of the estimated class loads is then compared with the total system load to allow for reconciliation and refinement of the inputs used.

Deliverables

Prior to finalizing the analysis and drafting a report, EES Consulting will distribute initial results of the cost of service study to the City for review at a workshop session. This is useful in confirming information and pointing out any areas that need additional discussion and policy direction before finalization.

A draft report with the results of the cost of service study will be provided for the City to review after the cost of service study is finalized. Once the City reviews the draft report, EES Consulting will incorporate any comments or suggestions into a final report. EES Consulting will provide 10 copies of the final report to the City.

This study will be developed with EES Consulting's unbundled cost of service spreadsheet model, customized to meet the needs of the City. At the conclusion of this study, EES Consulting will provide to the City a copy of the model and associated documentation developed as a part of this project. If desired, EES Consulting staff can provide training on the City's model. This is not, however, included in the proposed budget.

EES Consulting has planned and budgeted for two meetings with the utility and one with the City Council to present the results and recommendations of the study. One public hearing will be included and there will be a minimum of two on-site or conference call project status reports. EES Consulting will be available to attend additional public meetings or hearings and additional status reports or presentations to be billed on a time and expense basis.

Project Management

Boris Prokop, Senior Vice President, will be overall project manager for the cost of service study. Joe McGrath will serve as the day-to-day project manager. In addition, other staff will be available to work on the project including Jane Lindsey and Steve Andersen. Navigant Consulting will assist in the project by providing review and data collection assistance where necessary.

Time Schedule

EES Consulting has staff available to begin work on this project immediately. It is anticipated that initial results of the cost of service study can be available within 6 to 8 weeks after receipt of the necessary data. Because the data development/FERC Account formatting task will require close cooperation with City staff, the schedule for this task will depend on the City's needs and availability of City staff. Following the completion of cost analysis, a draft report will be delivered within 1 to 2 weeks of receiving comments on the initial results. Presentation of results will depend on the schedule set by the utility. Given an authorization to proceed, a detailed schedule can be designed to accommodate the needs of the City.

Because of our experience in performing unbundled cost of service studies, EES Consulting is confident that the scope of services presented can be achieved within the time frame required by the City.

Fee Estimates

EES Consulting, Inc. charges the following hourly billing rates. The fee estimates for this project have been developed on the basis of the following billing rates:

President.....	\$150 per hour
Senior Vice President.....	140 per hour
Vice President	135 per hour
Senior Project Manager	125 per hour
Project Manager	115 per hour
Senior Analyst or Engineer	100 per hour
Analyst or Engineer	85 per hour
Senior Administrative Assistant.....	65 per hour
Administrative Assistant	50 per hour

Based upon the above hourly billing rates, the labor fee budget proposed for this project will not exceed \$32,000 for the scope of services presented for the electric rate study. If the scope of services is modified, EES Consulting will discuss any required changes to the budget prior to proceeding.

The above quoted fees will remain in effect until December 31, 2000. Out-of-pocket expenses, which usually are 15-20% of the total budget, will be passed through to the City at cost.

RESOLUTION NO. 2001-13

A RESOLUTION OF THE LODI CITY COUNCIL AUTHORIZING
THE CITY MANAGER TO EXECUTE A CONSULTING SERVICES
AGREEMENT FOR AN ELECTRIC UTILITY COST OF SERVICE
STUDY WITH EES CONSULTING, INC.

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WHEREAS, a Cost of Service Study allocates costs for a period of time, usually one year; and

WHEREAS, a Cost of Service Study is an analytical tool which define, separates and unbundles the City of Lodi Electric Utility Department's total revenues, expenses and capital facilities among the various customer classes served for purposes of determining class revenue requirements; and

WHEREAS, this tool can be used to track competitiveness and to make strategic decisions and is generally accepted to determine if the class structures are 1) fair and equitable; 2) avoiding interclass subsidies; 3) tracking whether revenues cover cost; and 4) providing an accurate price signal; and

WHEREAS, the City of Lodi Electric Utility has not had a Cost of Service prepared since 1993, and whether or not the Cost of Study is used as the basis for setting rates, it is a very useful device for analyzing the costs incurred by the Electric Utility Department.

NOW, THEREFORE, BE IT RESOLVED, that the Lodi City Council hereby authorizes the City Manager to execute a Consulting Services Agreement for an Electric Utility Cost of Service Study with EES Consulting, Inc., not to exceed \$32,000.00.

Dated: January 17, 2001

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I hereby certify that Resolution No. 2001-13 was passed and adopted by the Lodi City Council in a regular meeting held January 17, 2001 by the following vote:

- AYES: COUNCIL MEMBERS – Hitchcock, Howard, Land, Pennino and Mayor Nakanishi
- NOES: COUNCIL MEMBERS – None
- ABSENT: COUNCIL MEMBERS – None
- ABSTAIN: COUNCIL MEMBERS – None


SUSAN J. BLACKSTON
City Clerk

1-17-01

QUARTERLY COMMUNICATOR

A member service of the American Public Power Association

Fall 2000, Volume 16 Number 4

Lodi kicks-off holiday season with Parade of Lights

With a bucket truck festooned with hundreds of lights, The City of Lodi, Calif., Electric Utility kicked-off the holiday season in style at the "Parade of Lights" which drew nearly 30,000 residents.

"Staff and their families at Lodi Electric Utility truly look forward to and enjoy this kick-off to the holiday season," said Sondra Huff, manager of marketing and governmental affairs. "We've been a big participant every year with one of the biggest and brightest floats."

The parade, which began five years ago as a joint effort of the City of Lodi and the Lodi Downtown Business Association, has grown from a mere 20 en-



tries to more than 100 and the utility has always played a key role by making sure the lights are turned on when they're supposed to be.

The first year, Lodi entered a brightly decorated bucket truck that made up in brilliance what it lacked in imagina-

tion. A few of Lodi's employees, along with their families, rode on the truck.

The utility's entries have become more ornate since, taking on the theme of a village and sleigh. One year utility employees walked the entire route as dancing Christmas packages lit all the way around.

Last year employees and their families lined both sides of the truck, each holding two large lighted candy canes that they moved to music blasted from a huge sound system.

"Our director, Alan Vallow, has ridden in the bucket atop the truck for the past four years and really looks forward to the event," Huff said. "We could barely hold all the employees and their families that wanted to ride on the truck."

The day of the event Lodi has a barbeque and pot-luck event at the yard while the truck is finally assembled.

"The staff works hard to put together a great entry—many putting in lots of their own hours at night," Huff said.

For more information, contact Huff at 209/333-6765 or e-mail her at shuff@lodielecric.com.

MLGW finds cost-effective solution to overcoming billing and language barrier

Memphis, Tenn., Light, Gas and Water Division has created a Spanish-language overlay to help Hispanics with limited English knowledge better understand their utility bill. The overlay is made of thick acrylic that has been screen-printed entirely in Spanish and has strategically-located clear fields, so that when the actual utility bill (in English) is placed behind it, readers can easily find crucial information matched with equivalent terms in their native language.

"We did extensive research with focus groups and field interviews prior to launch," said Mark Heuberger, chief communications officer. "We went to centers where Hispanics take English classes, and visited our own community offices to get some feedback and hear comments from the actual users. The results were overwhelming. Immigrants were really excited with the overlay."

Even though MLGW's future plans for

the Hispanic community include a portion of its utility bills printed in Spanish, for the time being the utility has resorted to this cost-effective alternative. But the fact that users can read their utility bill in their own language does not constitute the entire advantage of the overlay. Some of the printed areas of the overlay also contain information such as emergency numbers, payment locations, and details on MLGW's services, programs, and policies.

The utility distributed the overlay to its Hispanic customers by making it available free at all of its community offices. Customers were also able to request the overlay by completing a coupon that was published in local Spanish-language newspapers. The overlay was also featured in MLGW's utility bill insert.

For more information, contact Heuberger at 901/528-4491 or e-mail him at mheuberger@mlgw.com.

Inside

2

Top communicators' earnings up 4.1 percent in 2000.

3

Brownsville PUB sponsors kid's voting day.

4

Managing crisis communications.

Inside

Public Power Week Final Report

Top communicators' earnings were up an average of 4.1 percent in 2000

Communications directors of the nation's local, publicly owned electric utilities earned an average of 4.1 % more in 2000 than in 1999, according to a compensation study conducted by APPA.

Survey results reflect information reported as of May 1, 2000. The communications director was defined as the person responsible for internal and external utility communications, including information programs directed toward the public, media, government, and employees; and the utility's publications. No information was collected about the communications positions for utilities with less than \$10 million in annual electric revenues because these utilities typically have fewer managerial positions.

Forty-two utilities reported a commu-

nications director salary in both 1999 and 2000. The average communications director salary for these utilities increased 4.1 % (from \$59,009 to \$61,433). However, the reported salary may or may not reflect a change in personnel or assigned job responsibilities.

A total of 634 utilities responded to the 2000 *Survey of Management Salaries in Local Publicly Owned Utilities*, which collected information on 20 occupations for utilities with \$10 million or more in annual electric revenues, and on 10 occupations for systems with less than \$10 million in annual electric revenues.

The table below shows the mean, median and quartile values for communications salaries by revenue class:

Revenue Class in millions	Number of responses	Mean	1 st Quartile	Median	3 rd Quartile
\$10 to \$20	10	\$45,737	\$35,900	\$45,524	\$57,460
\$20 to \$50	17	\$50,848	\$38,292	\$48,384	\$56,627
\$50 to \$100	16	\$49,129	\$38,805	\$51,468	\$56,152
\$100 or more	34	\$73,606	\$59,779	\$74,324	\$87,153

Joint Action Agency salary survey

APPA's 2000 *Joint Action Agency Salary Survey* gathered data on compensation for 13 joint action agency employment categories. Of the 19 responses received, nine agencies provided information about agency communications directors' salaries.

Following are mean, median, and quartile values for joint action agency communications salaries:

Mean	\$65,677
1 st Quartile	\$56,953
Median	\$65,354
3 rd Quartile	\$70,001

Bulletin Board

The National Arbor Day Foundation will sponsor the 2001 Trees & Utilities National Conference February 6-8.

The conference will be held at the Arbor Day Farm's Lied Conference Center in Nebraska City, Neb. The registration fee is \$325 before January 22, and \$375 after that date. For more information, call 402/474-5655.

The U.S. Department of Energy recently launched a new Website <www.energy.gov> that provides

hundreds of links to energy content on health, the home, transportation, schools, businesses, the community, world and future. Its consumer-friendly format is aimed at helping you quickly find information to save money on energy costs and see the latest sites on energy use, sources and trends.

Contact APPA's Publications Department at 202/467-2926 for additional information on the following:

APPA's Consumer Information Service 2001 offers an array of low cost, friendly customer service and marketing tools to help your utility inform its customers about safety, energy efficiency, and the importance of public power in their community. For just \$375, the service provides a year's supply of 12 camera-ready advertisement slicks, 12 announcer scripts for 30-second radio spots, 12 hard copies for news releases and 4 camera-ready residential newsletters. This year APPA is also offering a 13th free bonus ad and news release to mark National Electric Safety Month in May. ■

QUARTERLY COMMUNICATOR

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Communication Basics

How to start a "computers for the classroom" program

By Cindy Layne, controller, Columbia, Tenn., Power & Water Systems, 931/388-4833 ext. 150; e-mail clayne@usit.net.

Recently, Columbia Power & Water Systems teamed up with Maury Alliance (the chamber of commerce) and the local schools to improve technology in the classroom.

The program, titled "Roundup for Classroom Technology," enables CPWS customers to "roundup" their monthly utility bills to the next dollar, with the option of including an additional donation. The customer designates the school or schools they want to receive their donation.

Every dollar contributed to this program will be used to put technology in the hands of the students. CPWS and Maury Alliance do not keep any of the money, and charge no administrative costs to the program.

In the first month of the program, nearly \$1,000 has been sent to schools to help buy technology materials and supplies for students. As the funds grow, the schools will be able to purchase not only supplies and materials, but computer equipment – hardware and software.

Initial signup for the program began

at school registration in August. Signup forms were sent to all CPWS customers in their October statements.

...our Board not only approved of the program, but was very supportive.

We found the following steps helpful when starting this program:

1. We began this program by having several "brainstorming sessions" with representatives from our public school system and the Maury Alliance Education Committee.

2. Next, we presented the program to our Board for approval. Fortunately our Board not only approved of the program, but was very supportive.

3. We formed a partnership with Maury Alliance so that all local schools, both public and private, could participate in

the program. Each school must submit a quarterly report to Maury Alliance regarding all purchases made with the "roundup" monies to assure program objectives are being met.

4. CPWS representatives participated in Registration Day at each school by dressing in "cowboy" attire and setting up a table for parents to sign up. In addition, the schools decorated their lobbies and the teachers and school staff also dressed in "cowboy" attire.

5. A news article about the program ran in the local newspaper, along with a full-page ad the Sunday before School Registration Day. We also had the local newspaper at one of the schools and they ran the picture on the front page.

6. We had the local newspaper take pictures of our Board Chairman and the President of Maury Alliance presenting the first check to the school with the highest amount collected.

7. The program was also featured in a utility bill insert. One side of the bill stuffer explained the program and the other side was a signup form that customers could return with their payment.

8. CPWS representatives attended the first Open House at each school to interface with parents and explain the program. ■

Brownsville PUB Sponsors Kid's Voting Day on Nov. 7

On Tuesday, November 7, more than 7,000 Brownsville, Texas, elementary, middle school and high school children modeled what they see their parents or grandparents do - vote! And the Brownsville, Texas, Public Utilities Board was part of that activity. Community partners, such as the Brownsville PUB, enabled students to experience "the voting booth". Ballot boxes were placed next to official polls and students voted at their schools' polls.

The local newspaper, *The Brownsville Herald*, invited the Brownsville PUB to staff the kids' voting polls and 10 employees from different areas of the utility partici-

pated.

"We thought it would be a great way to get involved with our partner school—Oliveira Middle School—and to be able to help encourage students to vote," said Sylvia Cancino, education and outreach coordinator, Brownsville PUB.

Students in the 8th grade social studies classes, as well as any students who came in with their parents throughout the day to vote, were given the opportunity to cast their ballot for President, U.S. Senator, U.S. Representative and Sheriff.

Some students voiced their opinions about why they were voting for a certain candidate and one student

said he would register to vote as soon as he turns 18.

This is the first year that the Brownsville PUB undertook this project, but it was such a great experience that Brownsville PUB staff said they were ready to do it again next time. "It was gratifying to see all those students voting at our partner school," said Cancino. "They are the future—four or five years from now, they will be choosing the next president."

For more information, contact Cancino at 956/983-6292 or e-mail her at scancino@brownsville-pub.com. ■

Customer Connections Workshop Report

Managing crisis communications requires preparation, accessibility

Think of having a well-defined, positive corporate identity as an insurance policy—a reservoir of goodwill—for the time when a crisis hits and you need to manage it, advised Kathy Viehe, director of marketing and communications, **Gainesville, Fla., Regional Utilities**. She spoke at a session on “The Inevitable Crisis: Communicating Effectively” at APPA’s Customer Connections Workshop in November.

An emergency plan is another crisis prerequisite, Viehe said, and your crisis spokesperson should have already received media training. Other steps in mounting a good crisis management offense include creating a crisis management team; taking fast, bold action; determining your audiences for information; using all communication vehicles; and working cooperatively with the news media. “Don’t panic,” Viehe says. During a crisis you need to have clearheaded thinking in order to assess and respond to the situation.

Viehe reminded the audience that crises often seem to occur when you are away. She said she takes her crisis handbook along with her on day trips and any major outings away from the office.

Crisis creates utility-customer bond

“Were we prepared? No. I don’t know if anyone could be prepared for an event like this one, but I am grateful for the level of preparation and planning that we did have,” Sue Bizzaro, public information officer, **Greenville, N.C., Utilities**, said about her utility’s experience with Hurricane Floyd, a category 5 storm with 155 mph winds that headed up the East Coast in September 1999.

When the storm hit Greenville, it had been downgraded to a category 3 but still wreaked havoc, pelting 20”-30” of

rain in just 24 hours. The Tar River flooded GU’s substation and the entire service area was dark. Through an engineering feat that energized the last intact transformer, power was finally restored and kept on despite continually rising waters. Adding to the crisis, the floodwaters also threatened the water treatment plant and the city’s drinking water supply.

About 25,000 sandbags later, the river waters crested, and the utilities systems, while sustaining damage, remained intact. “The immediate crisis may have lasted for five or six days, but the effects of Hurricane Floyd have lasted for several months,” Bizzaro reported. “Even today, things are still not completely back to normal.”

One of the positive effects of the experience was the emotional bond formed between the utility and its customers, Bizzaro said. “Thank you for the miracles you performed with power and water during the flood,” one customer wrote.

Preparation was one key to the utility’s success, Bizzaro said. The utility had a crisis communication plan, and all employees were aware of it. Bizzaro had received media training. The utility had developed a crisis handbook. And fact sheets full of statistics and background information were invaluable.

Bizzaro said the other key to success was accessibility. The general manager and other executive staff were available as media spokespersons, and the utility approached its communications task honestly and forthrightly, while keeping the media informed every step of the way. GU also worked hard to keep call center and all employees informed of current events so that they in turn could keep customers updated. ■

E-commerce requires constant Web updates

Electronic commerce is a must for public power systems in the new millennium, so employees with Web responsibilities need to “think like customers think” in order to create an effective site that provides service to customers and efficiencies to the utility, says Bob Mason, Jr., PE, Inc., Bradenton, Fla.

Mason taught a seminar on “Spinning the Web of E-Services” prior to APPA’s Customer Connections Workshop in November in Palm Springs, Calif. Here are seven more of his tips on communicating and conducting transactions with customers:

1. Change your Web site every six months – color, layout, and other elements—in order to keep users’ interest. Add “functionality” a couple of times a year to keep the customer coming back for more.
2. Advertise your Web site to attract users.
3. Recruit five customers as a permanent team to review your Web site.
4. Gather information from your customers, such as the number with computers, the number with Internet access, and the number making purchases over the Internet. Gather your customers’ e-mail addresses so you can survey them.
5. Be interactive. “Brochure-ware” – or read-only—elements provide limited opportunity for enhancing customer relationships.
6. Adopt a 24-hour maximum standard turn-around for replies to customer e-mail questions and comments.
7. Don’t feel pressured to develop your Web site all at once. It is a process that will require continual updating and improvement. ■

APPA’s annual Customer Connections Workshop covers public communications, energy services, key accounts, customer services, marketing, and other topics. A list of papers available from the November 2000 workshop is posted on APPA’s Web site at: www.APPAnet.org/general/calendar/meeting.htm.

Communicators On The Move

Louise Muniak, communications specialist at the **American Public Power Association**, has been selected as a 2000 Saturn "Women At Their Best" award winner. She will receive a \$500 check from Saturn Corporation to be donated to a charity of her choice and a limited edition framed photograph signed by renowned nature photographer Monte Nagler. Muniak has chosen The World Wildlife Fund, dedicated to protecting the world's wildlife and wildlands, as her charity. Her name will also appear in a special insert in the December 2000 issue of Glamour Magazine.

Doris Dominguez joined the **Kissimmee, Fla., Utility Authority** as its communications specialist. Dominguez comes to KUA from Walt Disney World where she specialized in event planning, newsletter production, and other public relations duties. She is a communications graduate of Valdosta State University in Georgia.

The **Kissimmee, Fla., Utility Authority** earned a Golden Image Award in crisis communications from the Florida Public Relations Association for its response to a theft of \$250,000 in utility payments in November 1999.

Bill Radio's title at the **Missouri River Energy Services**, Sioux Falls, S.D., has been changed from manager to director of member & public relations. Likewise, Roger King is now public communications coordinator.

Moorhead, Minn., Public Service has recently named **Jennifer Walz** as its new communications director. Recently, Walz taught English at Moorhead Junior High School and directed the school musical. Last summer, she was selected to produce the US West World Arts Festival at Trollwood Performing Arts School. Walz graduated in 1997 from Minne-

sota State University, Moorhead, with a major in English and secondary education.

The **Nebraska Public Power District**, Columbus, Neb., received several industry awards for its newsletter, *The Energy Leader*, including an award of excellence in the International Association of Business Communicators/Omaha Bronze Quill contest for communications redesign and an award of excellence in the 2000 APEX contest for best publication redesigns.

Sonya Dixon has replaced Jody Wassmer at the **Owensboro, Ky., Municipal Utilities** as its communications & public relations specialist. Prior to joining OMU, she was communications coordinator for the Big Rivers Electric Corporation and Kenergy Corporation in Henderson, Ky. Dixon graduated in 1991 from Western Kentucky University, with a degree in public relations.

Tacoma, Wash., Power won three first place and two second place awards at the Utility Communicators International Better Communications Contest.

The utility also won a Crystal Award of Excellence from The Communicator Awards and a silver award in the 2000 Summit Creative Awards, an international competition, for its 1998 annual report. John Phillips took first place honors for best informational program from Alliance for Community Media (Northwest Region) for "Public Utilities preparations for the year 2000" and won an award of distinction in the 2000 Videographer Awards sponsored by Videographer magazine for a 1998 public service announcement about the new public utilities' logo.

Phillip Burgess has been named communications director for the **Tennessee Valley Public Power Association**. He oversees communication, public relations and public information programs. A graduate of the University of Alabama, Burgess has more than 20 years experience in utility communications. He also worked as a newspaper reporter, editor and broadcast journalist. Burgess most recently served as the communications manager for Alabama Electric Cooperative in Andalusia, Ala. ■

"Bringing power to your life" and "Now there's a bright idea" are the attention-getting phrases used in a new ad campaign by Southern Minnesota Municipal Power Agency, Rochester, Minn. The campaign is returning for another eight weeks to promote the advantages of public power and to increase awareness of SMMPA as a wholesale energy provider. This and several other ads depicting various illustrations of light fixtures and light bulbs first appeared in member communities early this summer. SMMPA believes strongly in helping its members serve customers with good, reliable service. SMMPA is a wholesale supplier to 18 member cities, most of which are located in south central and southeastern Minnesota.

www.smpa.com



dependable electric
service
through
stability.

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SOUTHERN MINNESOTA MUNICIPAL
POWER AGENCY
Bringing power to your life.

QUARTERLY COMMUNICATOR

American Public Power Association
2301 M St. N.W., Washington, D.C. 20037-1484

Address Service Requested

Tips for presenting an award winning annual report

It's never too early to start preparing for the American Public Power Association's 2001 Annual Report Contest, open to member utilities and joint action agencies. The entries, which are judged in five classes based on gross annual revenues, are viewed by a panel of experienced professionals in the areas of design and communications.

Entries

Before submitting an entry, it is important that each report is entered in the correct class along with the following information:

- completed APPA entry form;
- five copies of your utility's annual report;
- \$25 check or money order made payable to: American Public Power Association;

- gross electric revenues for the year covered by the report;
- whether the report's copy, photography, and artwork was prepared by utility staff;
- intended audience of the report; and
- approximate budget for design and printing.

What the judges are looking for

In the past, judges have noted the following characteristics in making their winning selections:

- concise and interesting copy that portrays a "public power" message of community involvement with well written text;
- dramatic covers and artwork throughout that show creativity and imagination;
- thorough financial data, and even a separate financial publication (balance

sheet, operating schedule, and debt schedule);

- overall organization; and
- a good printing job (fonts, paper stock, illustrations, etc.).

When the judging is complete, recipients from each class will be selected for an Award of Excellence (first place) and an Award of Merit (second place). Please be advised that reports with missing financial data will be at a considerable disadvantage. The entry must be the utility's most current report not previously submitted. APPA will mail 2001 entry forms in early summer. They will also be posted on APPA's Website <www.APPAnet.org>.

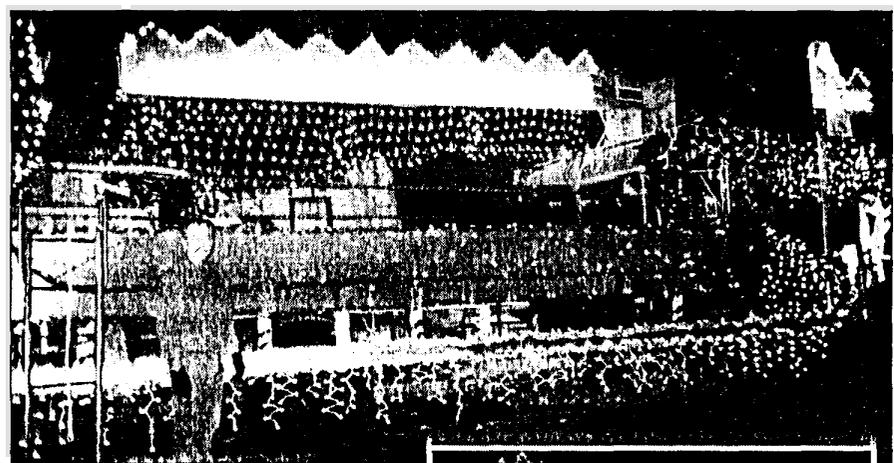
For more information, contact Louise Muniak, APPA communications specialist, at 202/467-2927 or e-mail her at lmuniak@APPAnet.org. ■

Utility Reporter

IBEW LOCAL 1245 • AFL - CIO



1400 HEALDEN DRIVE
STOCKTON, CA 95207



SANTA'S SLEIGH

Local 1245 members at the City of Lodi converted a bucket truck into a sleigh with thousands of lights for the Christmas Parade. Al Smatsky, above, is a senior electrical estimator. At right, the "North Pole" is extended from the boom with reindeer leading the way.



Gary Mai

Unions call on Governor to roll back deregulation

Local 1245 and its union allies called upon Gov. Gray Davis last month to move quickly to safeguard the financial stability of California's regulated electric utilities and to restore their responsibility for all aspects of electric service, from generation to retail service.

The unions' proposal, made in a letter to Gov. Davis on Dec. 6, provides a realistic way for California to exit its disastrous experiment with electric deregulation. That disaster deepened in December as

power shortages kept California teetering on the brink of blackouts, and astronomical wholesale electric prices propelled Pacific Gas and Electric toward bankruptcy.

The most immediate need, the unions said, is to eliminate the threat of utility bankruptcy.

"If action is not taken in the next very few weeks to restore financial stability, PG&E, Southern California Edison and San Diego Gas & Electric will be forced to stop construction and maintenance of the electric infrastructure, and dramatically reduce the workforce that responds to outages. Electric service will become highly unreliable," the union letter said.

SB 739 enhances public sector bargaining rights



**PUBLIC
POWER**
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That Works

Public Power Week
October 1 - 7, 2000

A program of the American Public Power Association and the nation's community-owned electric utilities.

Final Report
December 2000

2000 Public Power Week celebrations reflect the new millennium

In October, communities across the nation celebrated the 14th annual Public Power Week—the first of the new millennium.

More than 200 communities joined in the celebration that heralded the

awareness of public power and to demonstrate how each utility can benefit the consumer.

Below, and in the articles and pages that follow, are examples of how public power systems marked the event:

Kerry the George W. Norris Award for his service to the public power community and his commitment to preserving and protecting Nebraska's resources.

■ **Gainesville, Fla., Regional Utilities** sponsored its 4th Annual "Electrifying Celebration." The event included jugglers and clowns, entertainment from a local elementary school choir and band, and bucket rides for the kids.

■ **The City of Granite, Okla.**, designed a window display consisting of a fully equipped power pole and six antique electric meters operating from a small light fixture to show customers how electricity comes from the primary line to the meter and into their homes.

■ **The City of Vermillion, S.D.**, hosted an open house where customers received gift bags that included light bulbs and frisbees while munching on free Polish sausage, chips, and soda. The utility also raffled off several prizes donated by its vendors.

Read on for more examples of Public Power Week celebrations. ■

Public Power Week was "our chance to make our community aware of our success, and at the same time show appreciation to our customers." Sandra Hickman, purchasing department, Litchfield, Minn., Public Utilities Commission

benefits of locally owned, not-for-profit electric utilities.

While each local observance is as varied as the utility that sponsors it, the collective goal has remained the same from the last millennium to this: to raise

■ **Douglas County PUD** in East Wenatchee, Wash., enlisted the mayor's help to install a "Public Power Community" sign on the town's sign post.

■ **The Nebraska Public Power District**, Columbus, Neb., awarded Senator Bob

Governors sign proclamations honoring Public Power Week 2000

APPA recognizes seven governors who issued proclamations honoring public power during the 2000 celebration. APPA extends many thanks to these friends of public power and to the organizations that worked to have the proclamations signed. Other communities passed resolutions or issued proclamations in celebration of Public Power Week. Special recognition goes to **Washington, Nebraska**, and **Minnesota** for the large number of utilities that participated in Public Power Week.

Governors who signed proclamations:

Gov. Don Siegelman, State of Alabama

Gov. Paul Patton, State of Kentucky

Gov. Mike Johanns, State of Nebraska

Gov. Bob Taft, State of Ohio

Gov. Howard Dean, State of Vermont

Gov. Tommy Thompson, State of Wisconsin

Gov. Jim Geringer, State of Wyoming

Customer relations heightened through community outreach

Public power entities have a unique responsibility to those they serve. During this time of great change in the electric utility industry, it is more important than ever to inform your customers of the advantages of a community-owned electric utility.

Many public power utilities have made

the benefits of public power at Taunton, Mass., Municipal Lighting Plant's 14th annual community day. The event featured educational displays, tours of the TMLP station, face painting, a putting contest, and rides in a bucket truck.

■ Colton, Calif., Public Utilities erected a large display at City Hall that included

employees and meter readers to answer questions.

■ Groton, Conn., Utilities initiated an emergency beacon light bulb program. The bulbs were offered to customers at cost and offered free to all customers on life-support systems.

■ Worthington, Minn., Public Utilities sponsored a drawing. Customers were asked to fill out a coupon included in the Fall 2000 newsletter. Ten winners were drawn, each receiving \$25 credits toward their electric utility bill.

■ Lakeland, Fla., Electric sponsored a "Family Day" that included power plant tours, bucket truck rides, children's activities, face painting, demonstrations and displays, and lots of giveaways.

■ Johnson City, Tenn., Power Board delivered sausage biscuits to key commercial and industrial office personnel.

■ Pend Oreille County Public Utility District No. 1, Newport, Wash., offered free lectures on "How to Reduce Your Electric Bill" and "The Information Super Highway." ■

"While these types of activities require a lot of planning and work, the results demonstrate the value of public ownership and local control." Lelian Solip, marketing manager, Tacoma, Wash., Power

great strides in differentiating themselves from their corporate counterparts and in positioning themselves as valuable community resources.

■ Nearly 1,800 local residents celebrated

a stand-alone unit with an incandescent bulb and a compact fluorescent each attached to a meter. Intended to educate customers about energy-efficiency, the display was staffed by energy services

Utilities nationwide promote service

Others celebrated Public Power Week in conjunction with personal or community milestones or charity events.

■ Middleborough, Mass., Gas & Electric raised 40 flags on downtown vintage lamp-posts in honor of the new National Register of Historic Districts in Middleborough. The delivery of the certificates and ceremony fell at the beginning of Public Power Week.

■ Cedarburg, Wis., Light & Water Utility, whose local high school mascot is a bulldog, gave away "Who let the DOGS out?" megaphones to the first 100 people who brought a personal care item to the game. The items were later donated to a homeless shelter.

■ Idaho Falls, Idaho, Power celebrated Public Power Week in conjunction with its 100th anniversary. Special exhibits and safety demonstrations were feature attractions at an open house that also included plant tours, bucket truck rides and door prizes. ■

Present and future utility customers reached through education campaigns

Children are public power's customers of the future. It's never too early to offer children safety information and energy-efficiency tips, which are also much appreciated by their parents and a community-wide service.

■ Tacoma, Wash., Power hosted a free soccer clinic for players aged 14 and under. The EPA and DOE Energy Star Program and the Northwest Energy Efficiency Alliance helped sponsor the clinic. More than 300 kids honed their skills with Tiffeny Milbert, member of the U.S. Women's National and Olympic soccer team. All kids had a chance to kick a soccer ball into an Energy Star Washer Shootout and one lucky winner got to keep the washer.

■ The City of Mangum, Okla., handed out activity/coloring books on electrical safety for a coloring contest for grades K-6. A student from each grade was awarded a prize for their creativity.

■ The City of Lodi, Calif., Electric Util-

ity, hosted an open house that drew some 400 school-aged children from public and private schools. The students, their teachers and chaperones learned how electricity is delivered safely and reliably. Each student also went home with a Lodi Electric Utility bag full of treats.

■ Rensselaer, Indiana, Power and Light Plant offered safety, energy conservation, and electricity demonstrations at its power plant to about 700 students from first graders to college students.

■ North Attleborough, Mass., Electric hosted its 5th annual Energy Conservation Coloring Contest for local third and fourth graders. The winning entries will be featured in the utility's 2001 calendar and all the drawings submitted were displayed at a special Public Power Week celebration called "Safety Saturday" – now in its 6th year.

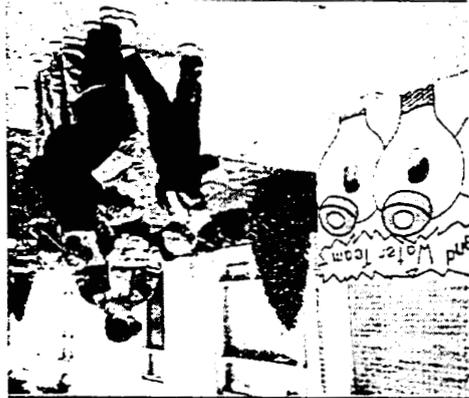
■ Children were given the opportunity to become apprentice linemen during Edmond, Okla., Electric's open house. ■

Utilities involve their communities in Public Power Week

The week was a photo opportunity



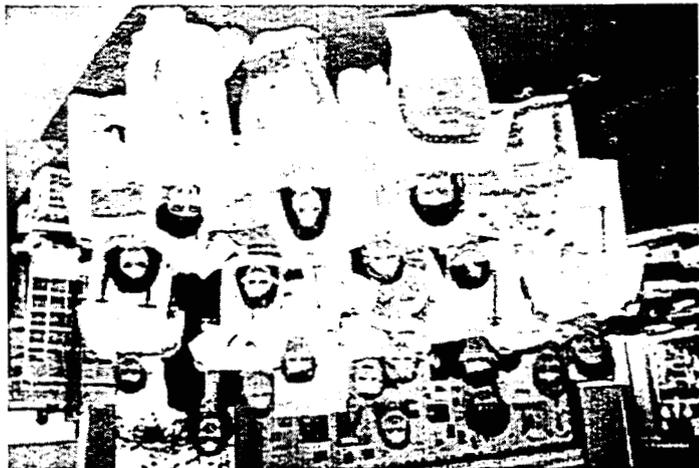
Louie the Lighting Bug brightened up everyone's day at the Johnson City, Tenn., Power Board's customer appreciation day. Chips, cookies, grilled hotdogs and drinks were served to customers by JCPB employees. Children enjoyed, balloons, hardhats, and face painting by clowns.



A young audience watched in excitement as a "Light & Water Bean Bag Toss" was performed at the Cedarburg, Wisc., Light and Water Utility's Public Power Open House. Attendees received prizes such as beacon lights, and the utility also organized charitable donations.



Wyoming Governor Jim Geringer and Wyoming Municipal Power Agency's (Lusk, Wyo.) Chairman of the Board Marvin Haelele were proud to sign WMPA's official proclamation. Part of Governor Geringer's proclamation says, "The availability of safe, reliable, and low-cost electricity is a major factor in a community's ability to attract and keep business."



Students at the Killiam School were proud to present their artistically designed T-shirts made for the Reading, Mass., Municipal Light Department's annual T-shirt art contest. The contest is intended to motivate children to be safe when using electricity in and around the home. The contest, held annually to honor Public Power Week, is open to Reading third graders and Lynnfield, Wilmington and North Reading fourth graders.

2000 Honor Roll of Public Power Week Celebrations

APPA knows of 2000 Public Power Week events sponsored by these organizations because information was received from the utility itself, through our clippings service, or from a utility newsletter.

Alabama:

City of Dothan
Electric Cities of Alabama
Florence Utilities
Huntsville Utilities
Muscle Shoals Electric Board
Scottsboro Electric Power Board
Sheffield Utilities
City of Tusculumbia

California:

Burbank Water & Power
California Municipal Utilities Association
City of Colton
City of Glendale
Lodi Electric Utility Dept.
Sacramento Municipal Utility District
Turlock Irrigation District

Colorado:

City of Burlington
Town of Estes Park
Fort Collins Utilities
Longmont Power & Communications
City of Loveland
Platte River Power Authority

Connecticut:

Groton Utilities
Jewett City Department of Public Utilities
Norwich Public Utilities

Florida:

Fort Pierce Utilities Authority
Gainesville Regional Utilities
Kissimmee Utility Authority
City of Lakeland
Orlando Utilities Commission
City of Tallahassee
City of Vero Beach

Georgia:

Marietta Power

Idaho:

City of Idaho Falls

Indiana:

Anderson Municipal Light & Power
Indiana Municipal Power Agency
City of Rensselaer
Rising Sun Municipal Utility
Tell City Electric Dept.

Iowa:

Graettinger Municipal Light Plant
Indianola Municipal Electric & Water Utility
Osage Municipal Utilities

City of Pella
Woodbine Municipal Light & Power

Kansas:

City of Winfield
Kentucky:
Hopkinsville Electric System
Mayfield Electric & Water Systems
Owensboro Municipal Utilities
City of Princeton

Louisiana:

City of New Roads
Massachusetts:
Braintree Electric Light Dept.
Chicopee Municipal Lighting Plant
Town of Danvers
Merrimac Municipal Light Dept.
Middleborough Gas & Electric Dept.
North Attleborough Electric
Reading Municipal Light Dept.
Taunton Municipal Lighting Plant
Wakefield Municipal Gas & Light Dept.

Michigan:

Lowell Light & Power
City of Sturgis

Minnesota:

City of Benson
Blooming Prairie Public Utilities
Brainerd Public Utilities
East Grand Forks Water, Light, Power & Building Commission
Litchfield Public Utility Commission
Minnesota Municipal Utilities Association
New Prague Utilities Commission
New Ulm Public Utilities
Preston Public Utilities Commission
Springfield Public Utilities Commission
City of Thief River Falls
Worthington Public Utilities

Missouri:

City Utilities of Missouri
Independence Power & Light
Missouri Public Utility Alliance
Marshall Municipal Utilities

Nebraska:

Auburn Board of Public Works
City of Battle Creek
Beaver City Light Plant
City of Central City
Cornhusker Public Power District
Cuming County Public Power District
Elkhorn Rural Public Power District
City of Gering
City of Hemingford
KBR Rural Public Power District
Loup River Public Power District
City of Madison
City of Nebraska City
Nebraska Public Power District
NMPP Energy
North Central Public Power District

Northeast Nebraska Public Power District
City of Pender
Plainview Municipal Utilities
Polk County Rural Public Power District
City of Randolph
City of Schuyler
Seward Electric Dept.
Southwest Public Power District
Village of Spencer
Stanton County Public Power District
City of Stromsburg
City of Wakefield
City of Wilber
City of Wisner

New York:

Village of Greene
Municipal Electric Utilities Association

North Carolina:

Fayetteville Public Works Commission

North Dakota:

Valley City Public Works Dept.

Ohio:

American Municipal Power – Ohio
City of Amherst
Bryan Municipal Utilities
Cleveland Public Power
City of Cuyahoga Falls
Ohio Municipal Electric Association
Shelby Municipal Light Plant
Villages of Versailles
Wadsworth Electric & Communications
City of Wapakoneta

Oklahoma:

Altus Municipal Authority
City of Blackwell
City of Copan
Duncan Power & Light
City of Edmond
City of Fairview
Frederick Public Works Authority
Grand River Dam Authority
City of Granite
Kingfisher Public Works Authority
Town of Laverne
City of Mangum
Municipal Electric Systems of Oklahoma
City of Newkirk
Okeene Light & Water Dept.
Oklahoma Municipal Power Authority
Town of Olustee
City of Pawhuska
Ponca City Utility Authority
City of Pryor
Tecumseh Utility Authority
Wynnewood City Utilities Authority
City of Yale

Oregon:

City of Ashland
Blachly-Lane Electric Cooperative

2000 Public Power Week Honor Roll *continued*

Clatskanie PUD
 Emerald PUD
 Eugene Water & Electric Board
 Springfield Utility Board
 Tillamook PUD
South Carolina:
 Abbeville Public Utilities
 City of Bennettsville
 City of Clinton
 Easley Combined Utilities
 Gaffney Board of Public Works
 Greer Commission of Public Works
 Laurens Commission of Public Works
 City of Newberry
 Piedmont Municipal Power Agency
 City of Rock Hill
 Santee Cooper
 City of Union
 City of Westminster
South Dakota:
 City of Vermillion
Tennessee:
 Dyersburg Electric System
 Johnson City Power Board
 Lewisburg Electric System

Nashville Electric Service
 Tullahoma Utilities Board
Texas:
 Denton Municipal Electric
 San Antonio City Public Service Board
Utah:
 Bountiful City Light & Power
 Murray City Power
 Provo City Department of Energy
Vermont:
 Burlington Electric Dept.
 Northeast Public Power Association
Washington:
 Benton County PUD No. 1
 City of Connell
 Douglas County PUD No. 1
 Energy Northwest
 Ferry PUD No. 1
 Franklin County PUD No. 1
 Grant County PUD No. 2
 Grays Harbor PUD No. 1
 Mason County PUD No. 3
 Northwest Public Power Association
 Pend Oreille PUD No. 1
 Snohomish County PUD No. 1

Tacoma Public Utilities
 Washington PUD Association
West Virginia:
 City of New Martinsville
 City of Phillippi
Wisconsin:
 Cedarburg Light & Water Commission
 Village of Hustisford
 Municipal Electric Utilities of Wisconsin
 Menasha Utilities
 City of Plymouth
 City of Stoughton
 Sun Prairie Water & Light Commission
 Wisconsin Public Power Inc.
Wyoming:
 City of Cody
 Town of Fort Laramie
 Town of Guernsey
 Town of Lingle
 Town of Lusk
 Town of Pine Bluffs
 City of Powell
 Town of Wheatland
 Wyoming Municipal Power Agency

Employees play big roll in celebrating week

Employees, the ambassadors of our industry, have a tremendous impact on how the community views your utility. Positive statements from an employee can reinforce the message your utility is trying to convey and many utilities recognize the importance of honoring employees for their hard work and dedication.

forts to serve customers.

■ **Turlock, Calif., Irrigation District**, hosted a family night for approximately 400 people, its largest attendance ever.

■ **Ferry County, Public Utility District No. 1**, Longview, Wash., held an employee breakfast and issued a press release that named and thanked utility employees.

"We officially celebrated Public Power Week for the first

time...We were extremely happy with our Public Power Week

celebration." Erick Rheam, key accounts coordinator, Anderson,

Ind., Municipal Light & Power

Public Power Week offers utilities a rare chance to combine the heightened enthusiasm and pride employees already feel with the gratification of knowing employers appreciate their yearlong ef-

■ **Marietta, Ga., Power** hosted a barbecue luncheon for its employees, retirees, board and council members. Golf shirts with the Public Power Week logo were given to each employee. ■

Give us your ideas

Next year will bring the 15th annual Public Power Week. If you have suggestions for resources APPA can provide, contact:

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 www.APPAnet.org



For the future...

Mark your calendars for future Public Power Weeks, which are always the first full week in October (Sunday through Saturday):

2001—October 7-13

2002—October 6-12

2003—October 5-11

2004—October 3-9

2005—October 2-8

