



SAMPLE SPEECH/NEWSPAPER GUEST COLUMN

The fall is an opportune time to make presentations (including virtually) before business and civic groups that keep a watchful eye on community progress, customer service, and economic development. These days, people have a lot of questions about the economy, climate change and environmental justice, and energy efficiency. That gives you a good opportunity to talk about how the utility is owned and operated, your power supply, and how you support the community. You can also use this piece as a short introduction to a Public Power Week event, or include parts of it as you announce new energy efficiency or customer service programs. Your general manager or governing board chair can also submit a version of it to your newspaper as a guest column.

PUBLIC POWER: THE COMMUNITY-OWNED ADVANTAGE

(Community name) receives electricity from *(utility name)*, one of more than 2,000 public power utilities that provide electricity to more than 49 million people across the country.

There are many reasons why *(community name)* continues to own and operate its own electric utility.

(Utility name) has operated alongside our customers in *(community name)* ever since *(date)*. *(Add unique details about your utility's formation)*.

(Utility name) not only works for *(community name)*, it is *(community name)*. Public power utilities are community-owned, which means the people of *(community name)* are included in the decision-making process.

Knowing our community and its needs helps us keep homes, businesses, and public places powered year-round. Local ownership allows us to:

- *(List decisions that have been made regarding your energy portfolio. Has your community decided to integrate more renewable energy, or incorporate distributed energy resources?)*
- *(List what your utility has done with its customers.)*
- *(List recent projects that were approved by your governing board/citizens/city council—LED retrofits, burying your power lines, rate redesigns, smart meter upgrades, load management technology, etc.)*

Another benefit you receive from *(utility name's)* not-for-profit business model is that *(community name's)* electricity rates are *(lower than neighboring utilities/will continue to be stable, etc.)*.



(Utility name's) strong commitment to our community can also be seen in how we've supported our neighbors like you through the pandemic. In the past year, we: (include information about economic support for customers facing difficulty in paying their bills, any examples of how employees have gone above and beyond to provide seamless service, funds raised for local charities, or community initiatives such as volunteering at food banks, tree-planting, scholarships, etc.).

As a not-for-profit public power utility, our loyalty is to our customers – not stockholders. We take pride in our governance structure, with an *(elected/appointed)* policy board comprising local members, that has open meetings *(every Tuesday at 7 p.m., at the city hall/accessible online, etc.)*.

(Utility name) will continue to provide cost-effective, reliable electricity. (Reiterate other specific services/offerings that your utility specializes in that adds value to the community)

We thank you for your support of public power — an American tradition that works.

Join us in celebrating Public Power Week (#PublicPowerWeek) Sunday, Oct. 4, through Saturday, Oct. 10. We will be sharing why we're proud to be your public power utility throughout the week, in ways the community can participate as well. Activities include:

- *(List activities)*

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