



Utility Member Benefits Quick Reference

Explore your full range of member benefits at PublicPower.org/utility-member-benefits



EXPLORE YOUR
BENEFITS TODAY!



Advocacy

Strengthen public power's voice by supporting APPA's advocacy efforts at the federal level.



APPA Academy Education & Training

Advance your skills through industry-leading education, training, and professional development opportunities.



APPA Engage

Connect and collaborate with public power professionals nationwide through APPA's exclusive online community.



Communication Resources

Equip your team with tools and materials to communicate the value of public power to your customers.



Operational Resources

Access tools and programs that help you gather, analyze, and apply key operational data to improve performance.



Industry News

Stay informed with the latest industry news and insights, including *Public Power Current* newsletter, *Public Power* magazine, and more.



PublicPower.org

Access exclusive member-only resources and save on conference and event registrations, programs, and products.



Recognition Programs

Apply for awards and designations that recognize excellence in electric utility operations, leadership, safety, customer satisfaction, communication, and more.



Research & Development

Access up to \$125,000 in project grants, plus funding for internships and scholarships through DEED, public power's research and development program.



Surveys & Reports

Benchmark your utility's performance against peers nationwide using APPA's trusted survey and analytics tools.

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Welcome to the American Public Power Association

Since 1940, APPA has been the leading voice for community-owned, not-for-profit electric utilities serving 55 million people in 2,000+ communities.

We advance public power through federal advocacy and hands-on expertise in electricity policy, grid operations, industry news, and workforce development—helping utilities remain safe, modern, and resilient.

Get Started

When your utility is an APPA member, you gain access to a wealth of resources that help make your job easier, keep you informed with new training and insights, and provide opportunities to save with exclusive offers.



LEARN MORE
[PublicPower.org/
Welcome-Center](https://PublicPower.org/Welcome-Center)

Visit the **Member Welcome Center** to:

1

Create your member credentials

to access exclusive content, resources, and member discounts.

2

Join APPA Engage

to network with public power peers across the country in more than 20 topical community groups.

3

Subscribe

to *Public Power Current* newsletter, *Public Power* magazine, and more.

4

Discover

the extensive benefits available to you.

Here's how APPA elevates community-owned power

Educating public power professionals through industry-leading in-person and online training, conferences, and peer interaction that strengthen leadership, technical skills, and organizational performance.

Advocating for public power before Congress, federal agencies, and regulators to protect local control, affordability, and reliability for community-owned utilities.



Coordinating disaster recovery by providing mutual aid, emergency response collaboration, and support to help utilities restore service safely and quickly.



Connecting the industry by convening utility leaders, policymakers, partners, and stakeholders to share knowledge, collaborate on solutions, and build strong professional networks.





Supporting operational excellence with practical guidance, tools, and expertise that help utilities improve safety, reliability, governance, and day-to-day performance.

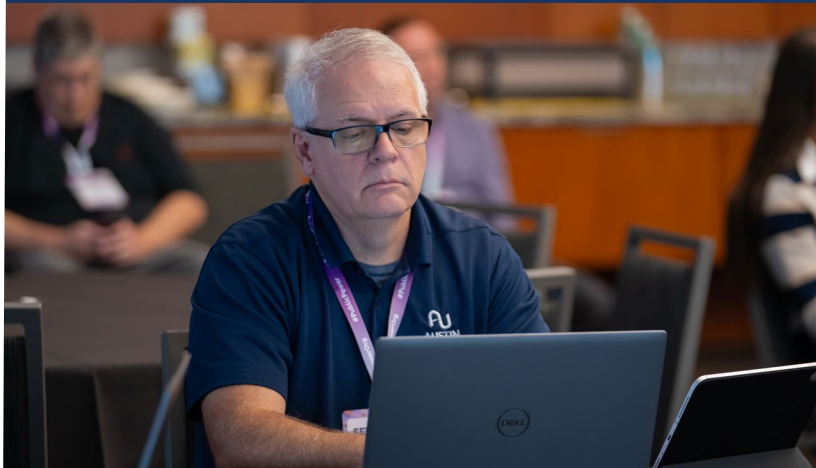


Advancing research and development by funding innovative projects that promote emerging technologies and encourage grid modernization.



Telling the story of community-owned utilities and their value to customers, communities, and the national energy landscape.

Keeping the industry informed through timely news, analysis, and communications that help utilities anticipate change and make informed decisions.



APPA Academy

APPA ACADEMY®

The APPA Academy provides the education and training you require to succeed in a rapidly changing industry. Whether you're looking to dive deep into a topic through a virtual class, network and learn in-person, or bring a customized program to your utility, the APPA Academy delivers exactly what you need.

In-Person Events

Conferences and summits offering deep learning and peer connection through 40+ breakout sessions, keynote addresses, pre-conference seminars, and networking opportunities.

In-House Training

Customized training brought to your utility.

APPA eCADEMY

Live and on demand virtual courses, webinars, and summits that make learning easy. The same high-quality training you expect in convenient, cost-effective formats.

Advocacy

APPA protects your interests at the federal level by advocating to Members of Congress and regulators on how their decisions impact your utility and community. Our work on your behalf at the federal level prevents legislation and regulations that would make your utility operations more challenging.

You need decision makers in Washington, D.C. to understand the value that public power brings to your community. As an APPA member, you can help by weighing in on our policy resolutions and filings, attending our annual Legislative Rally, and participating in our APPA Engage Government Relations Community Group.



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PublicPower.org/APPA-Academy



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PublicPower.org/Issues-and-Policy

Grid Security

Cyber & Physical Security

Your utility must maintain a strong cyber and physical security posture, especially in today's increasingly hostile threat landscape. In conjunction with federal partners, APPA has developed tools and resources to help you assess your system, apply best practices to mitigate risks, and harden your utility operations.

Mutual Aid & Emergency Response

When storms and other large-scale events cause widespread blackouts, your utility works hard to restore electricity to your community. Through APPA, you can turn to the Mutual Aid Network to connect with 2,000 organizations to give and receive help following major blackout events.

You'll also find resources that help you prepare for emergencies, understand the FEMA assistance process, and more.

Wildfire Mitigation Planning

Wildfires present substantial threats to a growing number of communities and infrastructure, so it is essential for your utility to adopt proactive measures in risk management and mitigation. You can access a collection of resources to assist in crafting wildfire mitigation plans.

Risk Management

Your utility operates in a complex environment where effective risk management is crucial. Risk management encompasses the planning, structures, and processes that help you identify, assess, and mitigate risks like cybersecurity threats, regulatory changes, and supply chain disruptions.

Join the Risk Management Working Group to provide strategic direction on our risk management programs, conferences, events, and projects for all APPA members.



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PublicPower.org/Cyber-and-Physical-Security



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PublicPower.org/Mutual-Aid-and-Emergency-Response



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PublicPower.org/Wildfire-Mitigation-Planning



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PublicPower.org/Risk-Management

Benchmarking & Operations

Surveys

We conduct numerous surveys to help you benchmark your operations against utilities throughout the U.S. and identify industry trends.

From utility salaries and tax contributions to governance and performance indicators, you'll have the data you need to make informed decisions and anticipate challenges.



Reliable Public Power Provider (RP3) Program

The RP3 program recognizes best practices in reliability, safety, workforce development, and system improvement. An RP3 designation acknowledges your utility's dedication to operating an efficient, safe, and reliable distribution system and demonstrates your utility's commitment to your customers and employees.

As a designee, your utility will enjoy:

- National and local recognition from current and prospective customers, media, and stakeholders
- Improved bond ratings
- Savings on workers' compensation and insurance
- Economic development opportunities
- Improved teamwork



Smart Energy Provider (SEP) Program

A Smart Energy Provider designation will highlight your utility's commitment to running an efficient, sustainable utility while maintaining affordable rates for your customers.

The application process provides opportunities to benchmark and evaluate your utility's work against industry best practices.



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PublicPower.org/Public-Power-Surveys-and-Survey-Reports



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PublicPower.org/RP3



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PublicPower.org/Smart-Energy-Provider

Benchmarking & Operations

POWERTRX™ **RELIABILITY**

PowerTRX Reliability

Created by and for public power, PowerTRX Reliability helps you effectively collect, categorize, and summarize outage information while integrating with and syncing data from your outage management system.

As a subscriber, you will leverage a sophisticated, web-based tool that provides a monthly snapshot of your utility's reliability performance, helps you identify problems and common outage causes, and allows you to calculate IEEE 1366 reliability indices.

POWERTRX™ **SAFETY**

PowerTRX Safety

PowerTRX Safety is a comprehensive, web-based tool designed to help you manage safety programs, training, and incident reporting in one place.

With mobile access, offline functionality, and intuitive dashboards, PowerTRX Safety makes it easy to manage your utility's safety programs.

As a subscriber, you can:

- Manage and track incidents
- Track vehicle and crew inspections
- Record and update job safety briefings
- Manage documents
- Access safety training
- Use the app to access and search the APPA Safety Manual while online or offline for your customers.



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PublicPower.org/PowerTRX-Reliability



LEARN MORE

PublicPower.org/PowerTRX-Safety

Benchmarking & Operations

Public Power Data Source

With the Public Power Data Source (PPDS) customer-research platform, you can leverage current trends, topics, and issues that impact your customers' perception of your service and execution.

As a PPDS subscriber, you receive quarterly survey data from actual public power customers, enabling benchmarking against regional and national peers by gender, income, education, home ownership, and more.

You are also eligible to participate in our annual Public Power **Customer Satisfaction Award program** designed to highlight the good work of utilities like yours at a fraction of the cost of other national customer satisfaction award programs.



CEERUM Energy-Planning Tool

With CEERUM, you can collaboratively plan, effectively communicate, and track strategies for energy transition, electrification, and community resilience in one platform.

Designed to break silos and bring clarity to your planning efforts, CEERUM offers advanced scenario planning; simplified grant writing and reporting; shareable dashboards and planning tools; tracking and benchmarking, and peer learning.



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PublicPower.org/Public-Power-Data-Source



LEARN MORE

PublicPower.org/Ceerum-Strategic-Energy-Planning-Tool-Public-Power-Utilities

Funding (DEED)

American Public Power Association



The Demonstration of Energy & Efficiency Developments (DEED) program is the only R&D initiative created by and for public power utilities. DEED empowers utilities like yours to lead the future of energy through innovation, funding, and collaboration.

As an APPA member, your utility can join DEED to unlock:

- Funding for inventive projects
- Funding for student internships
- A library of 900+ completed projects ready to replicate
- Discounts on DEED-funded products

Awards

Winning one of our prestigious national awards elevates your organization's credibility and positions you as a leader in the eyes of local media, policymakers, and, of course, your customers. Winners receive recognition at our conferences and are featured on our website, social media, and publications.

You can apply for awards in utility services, individual leadership, communications excellence, customer satisfaction, and more.



LEARN MORE

PublicPower.org/Deed-RD-Funding



LEARN MORE

PublicPower.org/Awards

Product Store

Whether you're searching for the latest industry research, operational handbooks, or educational tools, the APPA product store serves as a valuable one-stop shop for your resource needs.

As a member, you can access a variety of publications, reports, and manuals that cover essential topics like utility management, safety, reliability, and industry trends at deeply discounted prices.

Career Center

Through our Career Center, you can post job openings to a network of qualified candidates, making it easier to attract and recruit top talent. You also have access to exclusive opportunities, targeted listings, and a dedicated environment for professional growth.

Suppliers Guide

Our Suppliers Guide connects you with trusted providers for the products and services you need. If you want to upgrade infrastructure, enhance operations, or explore new technologies, this tool connects you with industry suppliers that support public power.



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PublicPower.org/Store



LEARN MORE
Jobs.PublicPower.org



LEARN MORE
PublicPower.org/Suppliers-Guide

Real Words from Real Members

“APPA membership offers unparalleled access to industry leaders and subject matter experts, providing invaluable insights and actionable recommendations on legislative and regulatory changes. APPA provides consistently high-quality publications, webinars, and conferences, which create exceptional opportunities to network with colleagues nationwide.”

**LYNNE TEJEDA, GENERAL MANAGER AND CEO
KEYS ENERGY SERVICES, FLORIDA**

“The American Public Power Association is invaluable to CDE Lightband. It unites a national community of public power utilities dedicated to local service. Through its support, resources, and shared best practices, we’re better equipped to innovate, remain a top-performing utility, and ensure our community receives the highest-quality, reliable energy services now and in the future.”

**BRIAN TAYLOR, GENERAL MANAGER
CDE LIGHTBAND, TENNESSEE**

“In this rapidly changing industry, we must have local AND national connections. APPA provides an outstanding platform to articulate main street concerns into federal legislative and regulatory priorities. Through APPA, we have developed a vast national network of public power perspectives through community and vendor relationships. These connections complement our local industry relationships and allow us to further develop and to better understand issues. Because of our APPA membership, we can better serve our communities.”

**TROY ADAMS, CEO & GENERAL MANAGER
MANITOWOC PUBLIC UTILITIES, WISCONSIN**

Our Vision

Affordable and reliable power for all.

Our Purpose

Empower community-owned utilities to deliver superior services through advocacy, education, and technical programs.



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