

## FOR BOARD ACTION

Agenda Item # 9

Meeting Date:

9/28/10

**SUBJECT:**

October 3 – 9, 2010 Public Power Week Resolution

**PREPARED BY:**

Tony Benson, Communications Coordinator

ITEM DESCRIPTION:

The City of Rochester and RPU, along with communities across the country, will celebrate Public Power Week October 3 through 9, 2010. This is a week to promote the benefits of public power which include: superior service, excellent reliability, local employment, a commitment to conservation, and community connections.

In recognition of Public Power Week, RPU will utilize a number of communication strategies over the course of the week. A variety of giveaways will also be available to our customers.

- News release will be sent out communicating the benefits of Public Power and the events of the week
- Facebook posting announcing Public Power Week
- A digital billboard will run all week long promoting Public Power Week
- There will be signage up all week and Customer Service staff will have branded shirts
- A bag with information about public power and our Conserve & Save rebates will be given out to customers along with free CFL's at the RPU Service Center all week long (while supplies last).
- There will be a drawing to win a pair of LED light fixtures (\$100 value)
- A public tour of SLP will be available for customers on October 7 at 2 p.m. Customers must contact Tony Benson at RPU to sign up for the tour. Space is limited.
- RPU Volunteer Day with the Rochester Area Habitat for Humanity on October 5

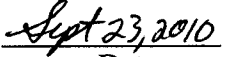
FOR CAPITAL PURCHASES/BIDS/MAJOR PROJECTS:

This is a budgeted annual expenditure and within the allocation.

UTILITY BOARD ACTION REQUESTED:

The Board is requested to approve the attached resolution and request that the Mayor and Common Council designate October 3 - 9, 2010, as Public Power Week in Rochester.

  
General Manager

  
Date

**ROCHESTER PUBLIC UTILITIES**



## RESOLUTION

### **PROCLAMATION RECOGNIZING PUBLIC POWER WEEK, OCTOBER 3-9: ROCHESTER PUBLIC UTILITIES HELPS OUR COMMUNITY IN POWERFUL WAYS**

WHEREAS, we, the citizens of Rochester, place high value on local control over community services and therefore have chosen to operate a community-owned, locally controlled, not-for-profit electric utility and, as consumers and owners of our electric utility, have a direct say in utility operations and policies; and

WHEREAS, Rochester Public Utilities provides our homes, businesses, farms, social service, and local government agencies with reliable, efficient, and cost-effective electricity employing sound business practices designed to ensure the best possible service at not-for-profit rates; and

WHEREAS, Rochester Public Utilities is a valuable community asset that contributes substantially to the well-being of local citizens through energy efficiency, customer service, environmental protection, economic development, and safety awareness; and

WHEREAS, Rochester Public Utilities is a dependable and trustworthy institution whose local operation provides many consumer protections and continues to make our community a better place in which to live and work, as well as contributes to protecting the global environment;

NOW, THEREFORE BE IT RESOLVED: that Rochester Public Utilities will continue to work to bring lower-cost, safe, reliable electricity to community homes and businesses just as it has since 1894, the year when the utility was created to serve all the citizens of Rochester; and

BE IT FURTHER RESOLVED: that the week of October 3-9 be designated the 24<sup>th</sup> annual Public Power Week in order to honor Rochester Public Utilities for its contributions to the community and to make its consumer-owners, policy makers, and employees more aware of its contributions to their well-being and how it makes their lives powerful; and

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President

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Secretary



**BE IT FURTHER RESOLVED:** that our community joins hands with more than 2,000 other public power systems in the United States in this celebration of public power and recognition that Rochester Public Utilities is good for consumers, business, the community, and the nation.

Passed by the Public Utility Board of the City of Rochester, Minnesota, this 28<sup>th</sup> day of September, 2010.

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President

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Secretary