

FOR BOARD ACTION

Agenda Item # 5

Meeting Date:

9/27/11

SUBJECT:

October 2 – 8, 2011 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 2 through 8, 2011. 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 have a number of activities and opportunities for customer interaction.

- News release will be sent out communicating the benefits of Public Power and the events of the week
- Facebook posting and contest announcing Public Power Week
- Customers who post energy conservation tips on the RPU Facebook page could win a house full of CFL's
- We will use media to promote the week long celebration, the open house, and the contest including a TV spot, radio spot, digital billboard, website, and Facebook.
- There will be signage up all week and Customer Service staff will have branded shirts
- RPU Public Power Week Open House on Saturday, October 8 will feature a kids' energy activity from 10-2. The Open House will be held at Cascade Meadows Wetlands & Environmental Science Center, 2900 19th Street NW.



UTILITY BOARD ACTION REQUESTED:

The Board is requested to approve the attached resolution and request that the Mayor and Common Council designate October 2 - 8, 2011, as Public Power Week in Rochester.


General Manager


Date

ROCHESTER PUBLIC UTILITIES



RESOLUTION

PROCLAMATION RECOGNIZING PUBLIC POWER WEEK, OCTOBER 2-8, 2011: 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 2-8 be designated the 25th 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

President

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 27th day of September, 2011.

President

Secretary