Strengthen Public Power

Building Public and Political Support for Public Power



The energy behind public power

Introductions

Drew Elliot, Manager, Government Affairs

• Over 16 years of experience in state and federal policy and politics, including Congressional and state-level public service and electric utility public affairs.

Elizabeth Kadick, Manager, Communications

• Over 11 years of experience leading the development and execution of strategic communications initiatives including public relations, crisis communications, and brand awareness campaigns.



STRATEGIC POWER'S



FUTURE-FOCUSED

Develop a future-focused mindset

PROVIDE SUPERIOR POWER

Deliver reliable, affordable, and sustainable electric power

PEOPLE Leverage our people as our greatest asset

STRENGTHEN PUBLIC POWER

Build public and political support for public power

CUSTOMER-CENTERED INNOVATION

Innovate and invest to better serve our customers and communities

PUBLIC POWER'S STRATEGIC PRIORITIES

STRENGTHEN PUBLIC POWER

Build public and political support for public

power

WHAT IS YOUR STORY?

VIBE

How Do We Get There?

- Value of Public Power campaign
- Goal: Increase public power's brand awareness while strengthening the public power name and reputation
- Goal: Educate public power customers and elected officials on the benefits of public power, working to create public power advocates
- Goal: Provide a new level of value to ElectriCities members
- Audiences: customers, local elected officials, general assembly

Value of Public Power Campaign



Value of Public Power Campaign

Advertising		Sponsorships		Government Affairs		
Member Collateral			ElectriCities Collateral		ElectriCities Programs	
	Opportunistic PR		Member Touchpoints			

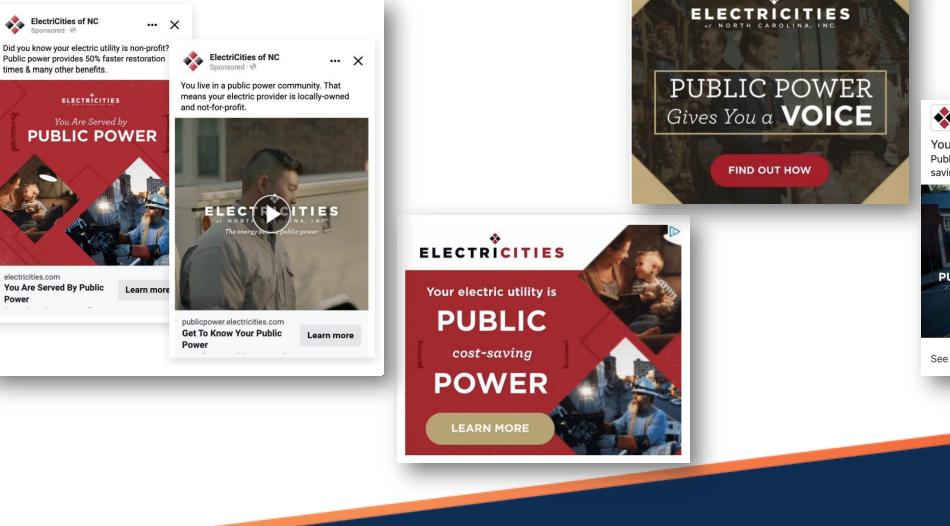


June Digital Ad Performance

5,588,929
impressions27,166
clicks0.49% CTR

**

Power



ElectriCities Sponsored

You Are Served By Public Power Public power is non-profit, community-owned, and costsaving.



See what this means for you.

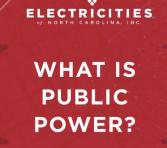
Learn more

June Landing Page Performance

14,894 sessions 79.54% new 250 engagements



1:34 7



Public power refers to a communityowned electric utility that distributes reliable energy to its residents but does so as a non-profit. There are over 2,000 public power communities in the United States, with more than 70 in North Carolina alone, and these communities experience long-term benefits from these locally-focused utilities.

SCROLL DOWN

community. Those residents who pay for the power have a say in where those funds go, whether that means supporting community action, facilitating local economic development, providing local relief, and more.



BENEFITS OF PUBLIC POWER

Customer focus leads to innovative energy solutions
Local line crews provide safe, reliable, and sustainable power

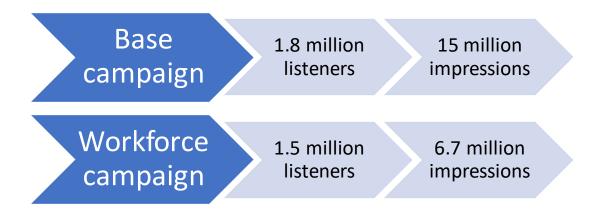
 Strong mutual aid network connects public power communities across the state and country

Community focus allows funds to go back into the community

PUBLIC POWER: GET THE STATS

Radio Advertising





Broadcast Advertising







Sponsorships



NCINSIDER





CAROLINAS





ASSOCIATION EXECUTIVES OF NORTH CAROLINA

²⁰²²State Energy Conference of North Carolina



NC Chamber

Telling the Public Power Story

- It's all about storytelling
- Prioritize the biggest return on investment
- Localize the story
- Personalize the story



Telling the Public Power Story

Town of Maiden April 4, 2022

The **Town of Maiden** has been awarded a Public Power Award of Excellence in three categories: Continuous Improvement, Value of Public Power, and Workforce Development. This award, presented by **ElectriCities** recognizes exceptional performance by public power communities.

2021 PUBLIC POWER

WINNER

0



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9 49



Today, on National Lineworker Appreciation Day, we're thankful for our award-winning Electric Utilities Department!

Thanks for all you do to provide our community with reliable power! **#PublicPower**





Today is NC Lineman Appreciation Day. Help us spread our appreciation to those who keep our power going 24/7! #thankalineman



THE LAURINBURG EXCHANGE City of Laurinburg wins Public Power Award of Excellence

March 29, 2022

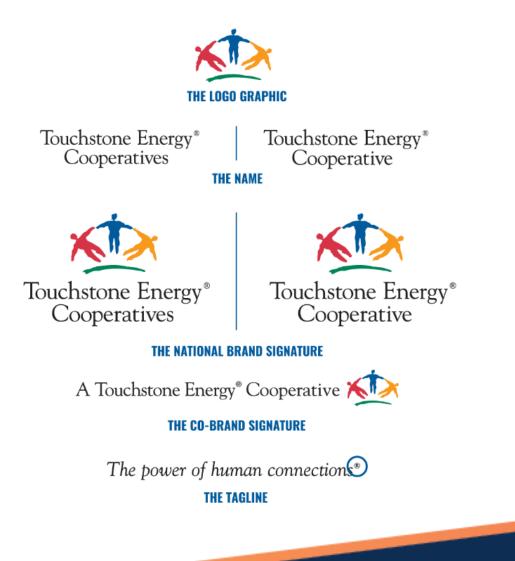
LAURINBURG —The City of Laurinburg is one of 18 public power communities across North Carolina to receive a 2021 Public Power Award of Excellence. The awards, presented by ElectriCities of North Carolina, recognize exceptional performance in the areas of communicating the value of public power, continuous improvement, grid modernization,

THE NEWS HERALD Proposed Drexel Budget Calls For Electric Rate Decrease, Sewer Rate Increase

June 16, 2022

DREXEL — Drexel town residents will likely see their property tax rate remain the same but some fees will increase, while electric customers will see a decrease in their bills. The town's proposed 2022-23 fiscal year \$4.5 million proposed budget keeps the

Co-branding



"Touchstone Energy® Cooperative Inc. is a national network of electric cooperatives across 45 states that provides resources and leverages partnerships to help member cooperatives and their employees better engage and serve their members. By working together, Touchstone Energy cooperatives stand as a source of power and information to their 30 million member-owners every day."

brandstyleguide.touchstoneenergy.com/

Co-branding

CO-BRANDING GUIDELINES

Integrated Brand

In this version, the cooperative logo is combined with the Touchstone $\mathsf{Energy}^{(\! R\!)}$ logo into a single logo unit.

Endorser Brand

In this version, both the cooperative logo and the Touchstone Energy[®] logo appear separately and are not a single logo unit. They may appear side-by-side, or to the side or the Touchstone Energy[®] logo may appear below the cooperative logo.

Recommendations:

Co-branding is recommended wherever there is cooperative branding. The Touchstone Energy[®] logo and cooperative logo should either appear as integrated (one logo unit) or as Endorser (separately).

INTEGRATED



ENDORSER



Co-branding

Investment Authority for ElectriCities' Nuclear Decommissioning Fund

March 9, 2021 2021 Session

BACKGROUND — For more than three decades, the 19 cities and towns in the piedmont and western North Carolina that comprise the N.C. Municipal Power Agency #1 (NCMPAt) have owned 37,5% of Catawba Nuclear Station located in Lake Wylie, S.C. As with all nuclear station owners, the Nuclear Regulatory Commission requires the establishment and maintenance of a decommissioning fund to restore the site once the plant is closed. Similar to a pension fund, funds must be accumulated through member contributions and investment earnings to meet projected costs. The annual contributions are ultimately paid for by ratepayers in those communities.

Historically, NCMPA1 has been able to earn a reasonable return on investment utilizing existing investment options under G.S. 1598-18. However, over the last 10 years interest rates have continued to decline and, as a result, NCMPA1 has lowered its earnings assumptions to 2.2%, increasing the contribution amount. With the 2.2% earnings assumption, the required increase could result in a 6% wholesale rate

increase to NCMPA1 municipalities.

NCMPA1 seeks a statutory change that would allow the power agency to invest the decommissioning fund in the existing Ancillary Governmental Participant Investment Program (AGPIP) managed by the State Treasurer. The expanded range of investment options available through AGPIP would



provide NCMPA1 the opportunity to earn higher returns. Assuming current assumptions of revenue, cost, and projected and actual market returns hold true, an assumed rate of return of 5.15% would boost earnings and could result in a **wholesale rate decrease of 8%**. As with any diversified investment

515% would boost earnings and could result in a windersite rate decrease of or. As with any diversitied invest portfolio, actual market returns could differ from projections and could result in higher electricity rates.

The 19 member cities of NCMPA1 are Albemarle, Bostic, Cherryville, Cornelius, Drexel, Gastonia, Grantte Falls, High Point, Huntersville, Landis, Lexington, Lincolnton, Maiden, Monroe, Morganton, Newton, Pineville, Shelby, and Statesville.

> 919.760.6000 1427 Meadow Wood Blvd. Raleigh, NC 27604 www.electricities.com

Salisbury Post

ElectriCities, Treasurer Folwell anticipate better rates for Landis customers with passage of reinvestment bill



(https://www.salisburypost.com/author/natalieanderson/) By Natalie Anderson (https://www.salisburypost.com/author/natalieanderson/) Email the author (mailto natalie anderson@salisburypost.com)

Published 12:00 am Friday, July 16, 2021

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By Natalie Anderson

natalie.anderson@salisburypost.com

LANDIS – Following the passage of a bipartisan bill backed by Sen. Carl Ford, cities and towns using ElectriCities services could eventually see lower rates if they decide to reinvest nuclear decommissioning funds into a state treasurer-controlled fund.

Earlier this month, Gov. Roy Cooper signed into law Senate Bill 323, which received unanimous support in both chambers. It was filed by Sen. Paul Newton, a Republican who represents Cabarrus and Union counties, and backed by Ford, a Republican representing Rowan and Stanly counties. The bill allows money deposited into nuclear decommissioning funds established by the North Carolina Municipal Power Agency Number 1 to be reinvested into the State Treasurer's Ancillary Governmental Participant Investment Program.

The bill is anticipated to impact 19 cities and towns using ElectriCities for electric services across the Piedmont and western North Carolina areas, including Landis. Those cities are also part of the North Carolina Municipal Power Agency Number 1, which was founded in 1976.

The agency has 75% ownership interest in the Catawba Nuclear Station 1, located in York County, South Carolina, and operated by Duke Energy. Under federal law, the U.S. Nuclear Regulatory Commission requires each operator of a nuclear facility to establish and maintain funds to decommission the facility and restore the site once the nuclear plant is closed. In 1990, the NC Municipal Power Agency Number 1 established the Catawba Unit No. 1 Decommissioning Trust Fund and the Catawba Unit No. 2 Decommissioning Trust Fund.

The energy behind public power



Tell your public power story today.



Audience Questions, Feedback, and Discussion



Thank you

Reach out to us at communications@electricities.org

