

## MPUA PUBLIC OUTREACH RESOURCES – Sept/Oct 2014

- **PUBLIC UTILITY WEEK MATERIALS**
- *GUEST OP-ED (column/commentary): HOW MUCH LESS CAN YOU USE?*

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### **Templates for PUBLIC POWER WEEK (Oct 5-11), and PUBLIC NATURAL GAS WEEK (Oct 5-12)**

In addition to providing the OP-ED column (*see below*), MPUA has posted downloadable template materials for the upcoming **Public Power Week** (Oct 5-11) and **Public Natural Gas Week** (Oct 5-12).

These items are all downloadable from our webpage at: [http://mpua.org/Utility\\_Awareness\\_Weeks.php](http://mpua.org/Utility_Awareness_Weeks.php)  
(live link: [http://mpua.org/Utility\\_Awareness\\_Weeks.php](http://mpua.org/Utility_Awareness_Weeks.php) )

For **Public Power Week**, the items include:

- News release
- News release on energy efficiency
- Proclamation
- Employee recognition
- Letters to: business customers, public officials
- Newspaper column or speech
- Tax-Exempt Financing sample op-ed
- Social media messages
- Web resources/links
- APPA Public Power Week logos

In addition to these annual templates, the APPA has also created a new “**Superhero Lineworker Mascot**”.

A naming contest for the mascot ran on APPA’s social media feeds through August 31.

Similar items are posted for **Public Natural Gas Week (Oct 5-12)**, based on information from APGA.

Please note that APGA has designated an additional day (Oct 12) for their week.

If your utility would like any additional MPUA help, or any MPUA involvement or representation with any of your public utility week activities, please contact me:

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## **GUEST OPINION-EDITORIAL PIECE – HOW MUCH LESS CAN YOU USE?**

- *Please review carefully to determine if your utility is comfortable using all opinions/statements included.*
- *Feel free to use individual paragraphs or points to develop your own custom media materials..*

### **How Much Less Can You Use?**

You may have heard or seen stories in the news about the administration in Washington proposing regulations to reduce carbon dioxide emissions and wondered whether it might impact us here in **(INSERT CITY NAME)**.

The short answer is that if those proposed regulations take effect as they are now written, it would force electric customers to reduce the amount of electricity they use. Let your mind get around that concept for a while: starting in 2020 I may HAVE to use measurably less electricity than I did two years ago, no matter what has changed in my life.

Now for the record, we don't know what the final numbers will look like. The Environmental Protection Agency has only released a draft of their guidelines, and the State of Missouri won't finalize the details for at least a year, perhaps two or three, after the final set of guidelines is published. We do know that EPA is projecting that Missouri will eventually require a reduction of 9.91% of the power consumed in 2012 by both residential and commercial/industrial customers, no matter who your electric company is. Under the current draft of the regulation, it's likely that each individual Missouri utility would be responsible for finding ways to reduce the power customers use, to achieve the statewide goal.

But what does a 9.9% decrease in electric power consumption really mean to the "average" household? And what will it mean to your household in 2020 or 2025, or even 2030 when the final target has to be reached? If you're a couple in your 40's with teenagers at home, you may be in good shape, since their leaving home in that time period may make it easier to achieve the reductions with fewer people, easier lifestyle changes and perhaps new appliances. On the other hand, if you are a couple in your 20's hoping for children in the future, the challenge may require different strategies.

The "average" Missouri household consumes about 1,060 kilowatt hours a month, so that every household might need to figure out how to reduce their consumption by something over 105 kilowatt hours or 105,000 watt hours per month. Still don't have your arms around that yet? Let's add some additional information.

A kilowatt hour will run your:

- Computer and monitor for 4 hours
- Dishwasher - 50 minutes
- Refrigerator - 5 hours
- Clothes Washer – 2 hours
- Flat Screen TV – 8 hours

And remember you may have 105 of those kilowatt hours to eliminate every month.

EPA is taking comments on their proposed guidelines until October 16, and you can share your views with them on the amount of energy reductions you can provide at either [www.regulations.gov](http://www.regulations.gov) for docket number EPA-HQ-OAR-2013-0602 or by mail to:

Environmental Protection Agency, EPA Docket Center (EPA/DC)  
Mail code 28221T, Attn: Docket ID No. EPA-HQ-OAR-2013-0602  
1200 Pennsylvania Ave. NW.  
Washington, DC 20460

You may also want to send a copy of your comments to your representative in the US Congress as well as Senators McCaskill and Blunt.

As the details of this federal program become clearer, we'll keep you informed as well as working with our supplier – the Missouri Joint Municipal Electric Utility Commission – and with you as our customer, to make this as painless as possible.

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