



# Connecting with Rural Communities: APPA Energy Efficiency Efforts

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# What is APPA?

- Represents the over 2,000 state and locally owned electric utilities nationwide that collectively serve over 44 million Americans.
- Community-owned utilities, governed at the local level, and directly accountable to the citizens they serve.
- Public power systems demonstrate a high degree of commitment to environmental stewardship and to addressing environmental concerns.
- Ensure adequate, reliable electricity at a reasonable price with proper protection of the environment.
- Many also provide drinking water/wastewater treatment for their community
- Diversity in Public Power:
  - Community Size (70% serve communities of less than 10,000)
  - Fuel Mix
  - Generators versus T&D
  - Extent of EE programs

# Farm Bill

- Section 9007 of Title IX -- Rural Energy for America Program
  - Promote energy efficiency and renewable energy development for agricultural producers and rural small businesses
    1. Grants for energy audits and renewable energy development assistance;
    2. Financial assistance for energy efficiency improvements and renewable energy systems.
  - Energy Audits and Renewable Energy Development Assistance
    - Competitive grants to eligible entities to provide assistance to agricultural producers and rural small businesses.
    - Eligible entities include: a unit of State, tribal, or **local government**; a land-grant college or university or other institution of higher education; a rural electric cooperative or **public power entity**; and any other similar entity, as determined by the Secretary.

# Challenges for Public Power

- Funding
- Staffing
- Customer Interest
- Knowledge about appropriate programs
- Marketing of Programs
- Question as to whether there is a ‘need’ for the program
- No “one-size-fits-all” program

# Public Power Examples

- Omaha Public Power District
  - Incentives to reduce irrigation demand for farmers
  - Habitat for Humanity House
- Waverly (IA)
  - “House of Green”
- Leading by Example
  - Municipal Buildings
  - Water/Wastewater Treatment
  - Streetlights and Traffic lights