

Value of Local Utility Program



The Value of Local Utility Program empowers members to strengthen their utility's reputation, foster meaningful community connections, and build lasting customer trust and loyalty.

As not-for-profit, locally owned utilities, WPPI members deliver exceptional benefits to their customers and the communities they serve. By effectively communicating these advantages and fostering strong relationships, member utilities can enhance customer engagement and satisfaction, reinforcing their vital role within the community.

Program Objectives



Increase brand recognition



Gain publicity and positive public relations



Educate customers on benefits of your locally-owned, not-for-profit utility



Position your local utility as a reliable and trusted energy partner



Promote services and programs available to customers



Build and maintain relationships in the community

Value of Local Utility Program

Community Contributions
\$2,500

School & Education Outreach
\$3,500

Community Development Partnership
\$2,000

Customer Services & Branding
\$2,500 + \$5/meter

Linking Lines

The WPPI Energy branded linking lines will be included in marketing collateral supporting the Value of Local Utility Program to communicate the utility is working together with other like-minded communities for economies of scale and to share services.

SHARED STRENGTH THROUGH @WPPI ENERGY

@ A WPPI ENERGY COMMUNITY

Fund Transfers

With advanced approval, members may transfer program funds to a different Value of Local Utility Program category.

Reimbursement Requests

Members can request reimbursement for Value of Local Utility Program funds by submitting a reimbursement request form with corresponding documentation. Visit wppienergy.org for documentation details and to download the reimbursement form.

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Program Objectives

Community Contributions • \$2,500

Contribute to a good cause in the community while building relationships and the utility's image.

- » Donations to local causes and nonprofit organizations

School & Education Outreach • \$3,500

Engage local school districts, teachers, students and parents on the importance of energy awareness, efficiency and safety.

- » High school scholarships
- » National Theatre for Children program
- » K-12 Energy Education Program (KEEP) scholarships

Community Development Partnership • \$2,000

Strengthen relationships with local economic development organizations and communicate the local utility's interest in making the community a better place to live, work and play.

- » Local economic development organization membership dues
- » Direct economic development project contributions

Customer Services & Branding • \$2,500 + \$5/meter

Elevate local utility brand presence and educate customers on the benefits locally owned, not-for-profit utilities bring to their community – through brand positioning, energy efficiency and/or renewable energy programs, and customer services promotion.

- » **Special campaigns & events:** Thank-a-Lineworker coloring contest, LED Holiday Light Exchange, Public Power Week, Customer Appreciation Events, electronics and lamp recycling
- » **Customer communications:** Home Energy Report, Value of Local Utility newsletter, Annual Report, Packer Posters
- » **Local sponsorships:** High school sports advertising, National Theatre for Children promotion, local festivals

- » **Marketing & program promotion:** Promotion of programs and utility through advertising (newspaper, digital, social, radio), bill inserts, social media, promotional items, etc.
- » **Joint action:** Communicate the local utility's member ownership in WPPI Energy
- » **Local residential programs:** ENERGY STAR appliance rebates, dehumidifier exchange program, smart thermostat rebate, and program promotion, etc.
- » **Business programs:** C&I Efficiency Improvement Incentives, Community-Based Renewable Project Demonstrations, Leading by Example projects (e.g. municipal building efficiency improvements)
- » **Customer services:** Promoting self-service tools such as MyAccount, online bill pay, and other available customer services such as budget billing, Wisconsin Home Energy Assistance Program, etc.
- » **Technical education:** Training scholarships for local businesses, KEEP scholarships

See the Value of Local Utility Program Booklet for additional expenditure ideas and specific guidelines.

CONTACT



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