

# Utility Energy Forum

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American Public Power Association

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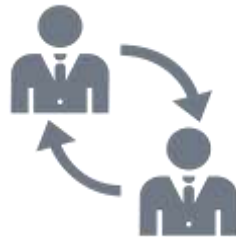
Powering Strong Communities

#PublicPower [www.PublicPower.org](http://www.PublicPower.org)

# AMERICAN **PUBLIC POWER** ASSOCIATION

Trade association representing public power utilities across the U.S.

**MEMBER EDUCATION  
AND INFORMATION**



**POLICY  
ADVOCACY**



**BEST PRACTICES AND  
RESOURCES**

# THREE TYPES OF ELECTRIC UTILITIES



**PUBLIC POWER UTILITIES**



**RURAL ELECTRIC COOPERATIVES**



**INVESTOR-OWNED UTILITIES**

BUSINESS MODEL

✓ Not for profit, community-owned

✓ Not for profit, member-owned

✓ For profit, shareholder-owned

FERC JURISDICTION

✓ Only for interstate transmission

✓ Only for interstate transmission

✓ For wholesale rates

REGULATED BY STATE PUBLIC UTILITY COMMISSION

✓ Very limited instances

✓ Some

✓ All

GOVERNED BY

✓ Elected/appointed boards – mayors, city council members, citizens

✓ Member-elected boards

✓ Private boards

# NUMBER OF **ELECTRIC UTILITIES** IN U.S.



PUBLIC POWER UTILITIES

60%



RURAL ELECTRIC COOPERATIVES

26%



POWER MARKETERS

9%



INVESTOR OWNED UTILITIES

6%



FEDERAL POWER AGENCIES

0.3%



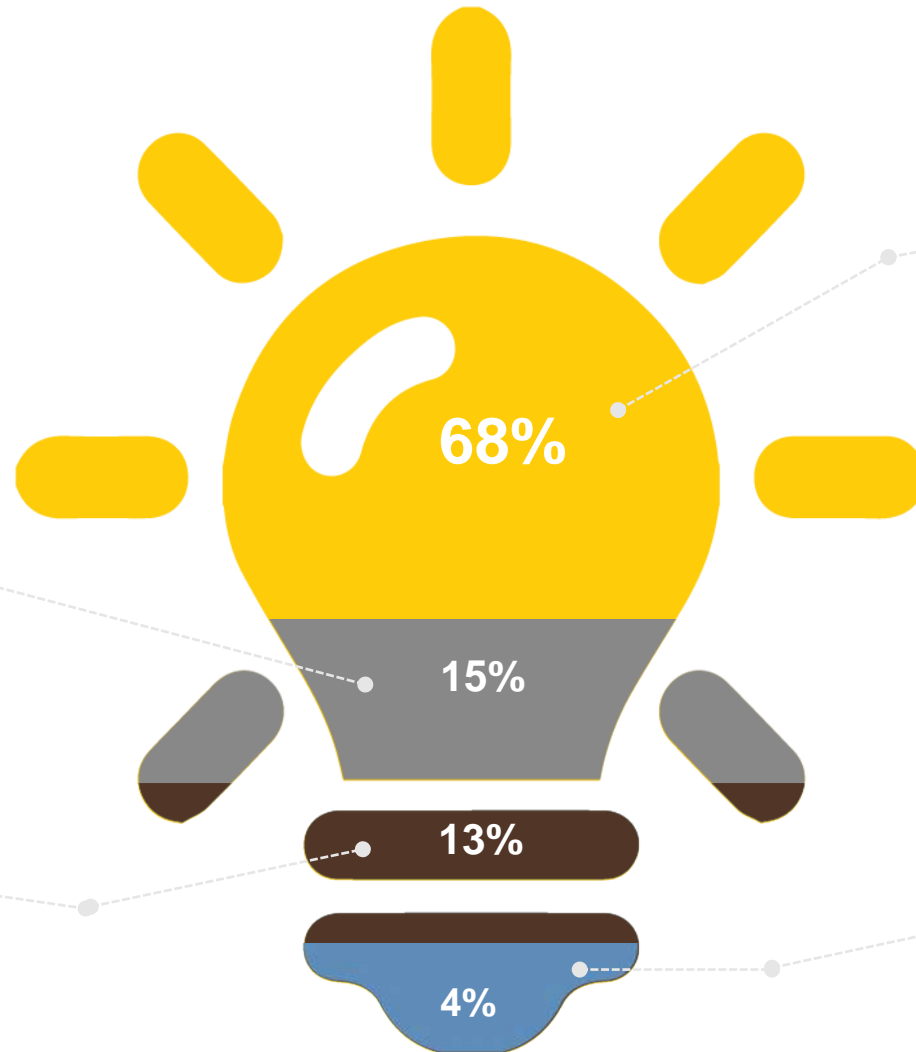
# ELECTRICITY CUSTOMERS SERVED BY



PUBLIC POWER UTILITIES



RURAL ELECTRIC COOPERATIVES



INVESTOR-OWNED UTILITIES



POWER MARKETERS

MOSTLY IN TEXAS

# UTILITIES RAISE FUNDS THROUGH



PUBLIC POWER  
UTILITIES

Tax-exempt municipal  
bonds/taxable bonds



RURAL ELECTRIC  
COOPERATIVES

Loans from the U.S.  
Department of Agriculture's  
Rural Utilities Service, or  
cooperative and private  
lenders



INVESTOR-OWNED  
UTILITIES

Stock issue or corporate debt

# Customer Expectations Transcend Utility Type

Historic Residential Customer Relationship:

- Transactional (paying for one-way service)
- Affordable
- Reliable
- Excellent Customer Service

# New Residential Customer Expectations

## New Relationship:

- Wide range from transactional to full service -- and everything in-between
- Complexity and granularity to meet expectations can be challenging



# Challenges to Meeting Customer Expectations

**Addressing** climate change concerns and related regulatory complexity

**Managing weather** and other hazards (um, a global pandemic being one)

**Understanding digitalization versus cybersecurity** – a classic yin and yang

**Balancing** changing political winds

**Workforce** availability

**Supply chain** (yes, I said it)...and interdependencies

**Acknowledging** need for ongoing education given the lack of understanding of electricity

**Recognizing** blindsides

# Opportunities!

**Telling our story** – more platforms to do so

**Better educating** our policy makers and creating champions

**Leveraging** federal dollars

**Continuing to leverage** our collective knowledge and resources

**Using the gems** of our private utility telecom networks to develop technology (and maybe deploy broadband)

**Developing and maintaining partnerships!!** Traditional and non-traditional (frenemies)

**Creating** future leaders and **thinking differently** about our workforce

**Focusing** on reliability and affordability

# Questions?

## Thanks for your time!

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