



## **New brand for the American Public Power Association**

In 2015, the American Public Power Association adopted a new three-year strategic plan. One important element is "Raising Awareness of Public Power."

We are taking a two-pronged approach to that initiative. First, we are working with our utility members to provide them with tools that they can use to raise their profiles in the communities they serve — this will be a key initiative in 2017. This is important because research we did at the beginning of 2016 shows that only 1 in 5 customers served by public power utilities knows what public power is. If you don't even know you are served by a public power utility, it is hard to appreciate the value of that utility.

The second way we are raising awareness of public power is by elevating the profile of the Association itself. We reviewed our brand in 2016, with the help of outside experts and focus groups both inside and outside the Washington, DC region. We're pleased to share the results with you.




As we explain in [this short video](#), our new logo emphasizes PUBLIC POWER and deemphasizes our initials, APPA, raising us above the acronym overload in our industry and the association world generally. (Among the other "APPAs" we discovered during this process were the American Probation and Parole Association, and the American Paintball Players Association!) The spanning power lines in our new logo connect the POWER to PUBLIC, evoking communities and the vital role our utility members play in them.

Our new tagline, "Powering Strong Communities," reinforces this theme and speaks to what you do as public power utilities — powering and supporting communities. It also speaks to what we do as your national Association — empowering member utilities by helping you work together on common issues and challenges, and building communities among public power utility employees, policy makers, and those who support them.

We believe this refreshed brand will position us to better tell the public power story. We look forward to using it to raise the profile of public power utilities among policymakers, media, and utility customers in Washington, D.C. and across the country. And stay tuned for tools and resources you can use in 2017 in your own efforts to raise awareness of public power in your own communities! Together, we can make 2017 a banner year for public power. I encourage you to show your pride in public power by using [the new member logo](#) on your website and marketing materials

Sincerely,



Sue Kelly  
President & CEO

P.S. Here is an "elevator speech" that explains public power — feel free to use all or any of it in your materials.

#### **About Public Power**

Community-owned, not-for-profit public power utilities power homes and businesses in 2,000 communities — from small towns to large cities. They safely provide reliable, low-cost electricity to more than 49 million Americans, while protecting the environment. These utilities generate or buy electricity from diverse sources. They employ 93,000 people and earn \$58 billion in revenue each year. Public power supports local commerce and jobs and invests back into the community.

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