



The American Public Power Association (APPA) is the national trade association representing the interests of the 2,000 publicly owned, not-for-profit electric utilities in the United States

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Tell us about APPA. When and where was it founded? How is it growing?

The American Public Power Association (APPA) is the national trade association representing the interests of the 2,000 publicly owned, not-for-profit electric utilities in the United States. Since 1940, APPA has supported hundreds of communities in preserving local, public ownership of their electric utilities.

What are your markets geographically?

With headquarters in Arlington, Virginia, APPA is at the forefront of important trends in the industry, ranging from climate change and energy infrastructure to grid security and electrification. We advocate for public power before the federal government to protect the interests of the more than 49 million people that public power utilities serve and the 96,000 people they employ. We also advise members on electricity policy, technology, trends, training, and operations.

What is interesting to say about your members? What are their essential needs?

As the voice of not-for-profit, community-owned utilities, we take pride in delivering the best services and value to our members and their customers, and we

are also proud of public power's track record regarding local, customer-focused decision-making, high reliability, and low rates.

APPA connects the industry by fostering networking and collaboration among utility staff, policymakers, and supporters nationwide. Our members also enjoy educational opportunities like conferences, webinars, custom training opportunities, and other special events to help keep pace with evolving technologies, regulations, and customer needs. Additionally, we offer grants and scholarships, disaster planning and response resources, and customizable templates and toolkits to help our members communicate with customers and stakeholders.

How do you fulfill your members' needs (better than your competitors)?

The pandemic reinforced how much our not-for-profit electric utility members need a national group to convene them during a crisis. It was essential for public power's front-line workers to know what the federal government was doing and saying and how it could impact operations.

Public power utilities are taking strides to reduce greenhouse gas (GHG) emissions, including the increased use of

renewable resources, additional distributed energy resources, advanced nuclear and small modular reactors, new hydropower, energy storage, and the continued adoption of energy efficiency programs. Many communities are also working to promote electrification of the transportation sector, including deploying charging infrastructure, offering rebates for electric vehicles (EV), and developing special rate structures to incent off-peak charging.

How do you see the future of the electricity industry? What are the market's priority issues (in terms of stability, political issues, etc.)?

As a result of the grid modernization to enable cleaner technologies, meet cus-

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customer needs, and enable electrification, cyber and grid security are also priority issues in 2022 and for the foreseeable future. The electric utility industry must remain vigilant against cyber and physical security threats. The digitization of our grids enables grid modernization, creates efficiency, and provides greater situational awareness, but at the same time, creates cybersecurity risk. Working with our industry and government partners, we must equip our members to prepare for and respond to sophisticated and evolving threats.

While it is extremely difficult to predict attacks that will have an operational consequence, whether, against

a small or large utility, electric utilities employ risk management and other contingency programs to prioritize facilities and equipment to avoid any kind of serious compromise. To do this, APPA and the public power utilities that we advocate for depend on the federal government to share fast and actionable information to help protect the grid.

With one in seven Americans served by a public power utility, APPA is committed to supporting this vital segment of the U.S. industry as our members work to increase grid resilience, reduce emissions, and keep electricity affordable and reliable. Entering year one of a five-year

association business plan, APPA is moving aggressively to better position itself and its members for success. The goal here is to hone our mission impact and value to members while strengthening our non-dues revenue streams—positioning APPA and public power for success for decades to come.

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