

Currents & Waves

Fall 2023



PUBLIC POWER ADVANTAGES

In Wisconsin, there are 81 not for profit municipal electric utility communities serving over 300,000 customers, marked by local ownership, and offering several benefits. Collaborations with groups like the Municipal Electric Utilities of Wisconsin (MEUW) and the American Public Power Association (APPA) expand these advantages, especially in shaping policies and linking municipal utilities to state and national policymakers. The key benefits of residing in a public power community are detailed below.

Local Accountability

Central to Wisconsin's public power communities is the local empowerment and accountability they provide. This localized approach ensures WWLC's energy decisions align with the distinct needs of the Wisconsin Rapids area, promoting local ownership and fiscal responsibility.

Fair Rates and Financial Sustainability

Wisconsin's public power communities stand out for their affordable electric rates, resulting in significantly lower costs than investor-owned utilities. On average, WWLC's residential customers pay nearly 25 percent less than homes powered by investor-owned utilities. This benefits individuals and local businesses and strengthens economic results over the long term.

Community Investment and Infrastructure

Unlike investor-owned utilities, which distribute excess earnings to shareholders, not for profit public power utilities reinvest their earnings into infrastructure projects. This approach ensures that energy distribution and reliability improvements are continually made to benefit the community. Residents directly benefit from reduced outages and improved services.

Public power utilities also reinvest in their communities through Payment in Lieu of Tax (PILOT) payments. This financial contribution helps fund essential local services, ensuring the community benefits from its utility ownership. Over the last ten years, WWLC has contributed over \$18,000,000 in PILOT payments to the City of Wisconsin Rapids.

Resilience and Emergency Response

Public power communities demonstrate heightened resilience when faced with emergencies. Employees living in the community help ensure that residents can count on their community to restore power effectively and safely. Historically, average outage times of public power utilities are traditionally half of an investor-owned utility.

Living in a Wisconsin public power community has several advantages, enhanced by the partnerships of state organizations like MEUW and the national support of APPA. From local accountability and equitable rates to infrastructure upgrades and PILOT payments, public power communities are a good place for people to live and work together.

Public Power Week Trivia Contest

- All entries need to be received by Friday, October 6th.
- Three \$200 Chamber of Commerce Gift Certificates will be chosen from all entries.
 - One entry per customer.

1. What type are the majority of light bulbs in your home? Incandescent _____ LED _____ Florescent or Compact Florescent (CFL) _____ Other _____
2. If you have one 100-watt incandescent light bulb, how many hours will it take to use one kilowatt? _____
3. If you have a 10-watt LED light bulb, how many hours will it take to use one kilowatt? _____
4. According to the US Energy Information Administration, place the following types of electric generation in Wisconsin from most (1) to least (4) as of 2021.
Natural Gas _____ Renewals (Solar, Wind, Hydropower) _____ Coal _____ Nuclear _____
5. In the City of Wisconsin Rapids, Water Works and Lighting Commission provides what services? Electric _____ Phone _____ Water _____ Natural Gas _____
6. What is the name of the electric transmission company that services the Wisconsin Rapids Area? _____
7. Who should you call before digging in your yard to mark any utility lines near the area you are working? _____
8. Approximately how many electric poles does Water Works and Lighting Commission Maintain? 100 _____ 2,000 _____ 10,000 _____ 100,000 _____
9. Approximately how many streetlights are in Water Works and Lighting Commission's territory? 500 _____ 2,000 _____ 5,000 _____ 10,000 _____
10. One unit of water is 100 cubic feet and costs \$4.05 for a residential user. Approximately how many gallons in 100 cubic feet of water? _____

Name: _____ Address: _____
Account #: _____ Telephone #: _____

By submitting my entry form, I authorize Water Works and Lighting Commission permission to post my name only if I am chosen for a gift certificate.

Pumpkin Roll

Cake Ingredients

- 3 eggs
- 2/3 cup canned pumpkin
- 1 cup sugar
- 1 tsp baking soda
- 1/2 tsp cinnamon
- 3/4 cup flour

Directions

1. Mix and pour onto cookie sheet with rim lined with waxed paper.
2. Bake 350 degrees for 15 minutes.
3. Turn onto cheese cloth.
4. Remove wax paper.
5. Roll up and let cool.

Filling Ingredients

- 2 Tbsp. butter
- 8 oz. cream cheese
- 3/4 tsp vanilla
- 1 cup powdered sugar

Directions

1. Unroll pumpkin cake onto aluminum foil.
2. Spread filling evenly over cake.
3. Roll back up.
4. Wrap in foil.

Cuts best when frozen.



Water Works & Lighting Commission

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