

MPW NEWS

VOLUME 2024 • ISSUE 1

SPECIAL EDITION: 2023 YEAR IN REVIEW

PREVIEW OF the MPW 2023 ANNUAL REPORT • Look for it this March at mpw.org/AnnualReport

A LOOK BACK, A LOOK AHEAD

The first issue of **MPW News** each year, is dedicated to a review of the previous year — an opportunity to reflect on the plans we made, the projects we completed, their results, and how they impacted the community and neighbors we serve. At the heart of our work lies a deep commitment to delivering reliable, affordable utilities with exceptional, local customer service, while being flexible enough to continuously improve and refine our processes and ourselves, every day.



The energy, water and communications industries continue to evolve as new technologies, new and increased regulation, and changing customer expectations converge. This dynamic landscape impacts the way we do business today, and will for years to come. The Utility's current Strategic Plan (2021-2023) has served to focus our eyes and minds on key objectives, and tremendous progress was made in 2023. While there were challenges and unknowns, the plan's solid framework served as a sort of GPS to keep us all on-task and moving forward.

MPW made significant strides in enhancing operational efficiency, fostering innovation, and embracing sustainable practices. We have successfully implemented key projects aimed at modernizing our infrastructure, ensuring the resilience of our systems, and incorporating cutting-edge technologies to better serve our customers. Our **Powering the Future** strategy was front and center as we continue to move toward fundamental changes in MPW's power generation portfolio.

Looking ahead, we remain focused on our mission to provide best-in-class utility services to you. In 2023, we updated our strategic plan for the next three-year period and are already making progress. We appreciate your ongoing trust and support as we press into 2024.

MEETING TOMORROW'S NEEDS TODAY

Today, access to broadband internet is just as important as clean water and reliable power. As consumers continue to add more and more connected devices, their need for bandwidth increases, but for many, their chosen connection speed did not keep pace with their actual usage. As we saw usage trending up, MPW developed a plan.

Before fiber, MPW's top available bandwidth was 100 Mbps, with a majority of users at just 10 Mbps, and lifeline service at 1.5 Mbps; sluggish by today's standards. Fiber made Gigabit speeds possible for the first time and MPW migrated all users to new higher speeds.

In 2022, MPW merged those eight service levels into six. Users were "next-leveled", most at no extra cost. In May 2023, the Utility rolled out phase two of that restructure, consolidating again into four right-sized levels. Significantly, the rate for MPW's 1 Gig service (1,000 Mbps) **was reduced by \$30 per month** and no-cost upgrades made higher speeds more affordable and competitive with regional and national service providers. Now, 97% of MPW users are at 100 Mbps

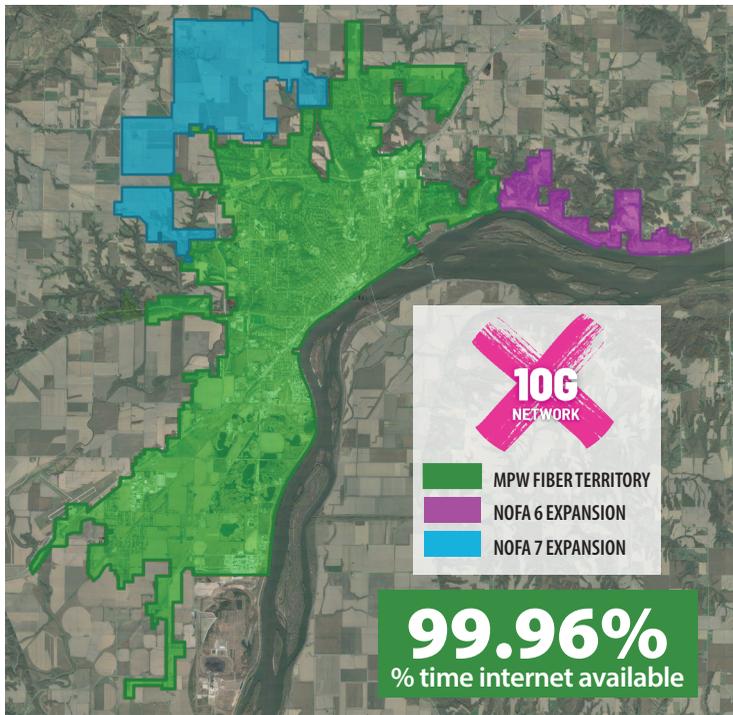
EVOLUTION TO A GIGABIT CITY

RESIDENTIAL SUBSCRIBERS



REGIONAL ISP COMPARISON	MPW		CENTURY LINK - MUSC		MEDIACOM - QCA		METRONET - QCA		IMON - IOWA CITY	
	PROMO	REG	PROMO	REG	PROMO	REG	PROMO	REG	PROMO	REG
1 Gig (1,000 Mbps)	1 st Mo. Free	\$83.97	N/A	N/A	68.99*	\$168.99*	\$71.99	\$101.95	\$104.00	\$187.00
100 Mbps	1 st Mo. Free	\$53.97	N/A	\$70.00*^	48.99*	\$53.99*	\$41.99	\$61.95	\$79.00	\$131.00

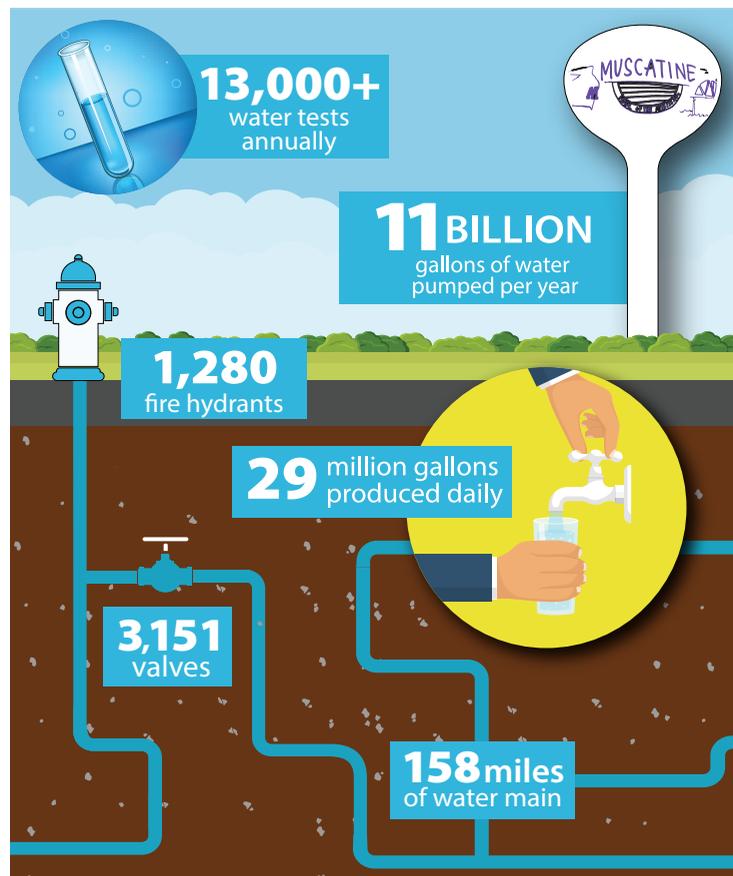
Published, regular and promotional rates. Includes required monthly equipment/service fees. * - non-fiber service. N/A - not available in our area. ^ - 3Mbps-100Mbps, 100 Mbps not available to every address.



YOUR RELIABLE NEIGHBOR

MPW's pursuit of excellence in reliability is evident in our thorough infrastructure planning, regular maintenance, and proactive measures to prevent outages. By investing in state-of-the-art technology and adopting innovative solutions, MPW has created a robust and resilient system capable of withstanding challenges.

In 2023, the Utility continued the work of moving additional overhead electric cables underground and relocating transformers from pole-top style to pad-style units along roadways. Moving



or higher. These speeds were also made "symmetrical" with upload capacity matching download.

"Multi-Gig" services were made available in November 2023. The launch of 2 Gbps and 5 Gbps internet to homes marked a significant connectivity milestone.

MPW's all-fiber infrastructure and cutting edge **10G Network** not only supports today's needs, but tomorrow's as well, with world-class speeds matched with MPW's industry-leading reliability.

MPW pursued opportunities to expand our fiber service area, and with support from the State's **Empower Rural Iowa** Broadband Grant Program (NOFA 6), MPW began construction on a service extension along IA Highway 22 East, to bring internet, television, and telephone services to hundreds of new homes. Assisted by the state program (NOFA 7) and **American Rescue Plan** (ARPA) funds from **Muscatine County**, planning was also completed for another extension north of the US 61 Bypass.

In 2024, NOFA 6 will be finished, and NOFA 7 construction will begin. Through these efforts and others, MPW is actively pursuing Governor Reynolds' goal to provide every Iowan access to high-speed internet.



electrical infrastructure underground protects the system from animals, autos and weather events; increasing reliability while enhancing neighborhood beautification.

MPW's ongoing collaboration and coordination with the **City of Muscatine** has created numerous opportunities to enhance utility service reliability. Since the start of the City's West Hill Sewer Separation Project, the Utility has had the opportunity to inspect miles of water mains as well as underground electric and communications lines for defects while streets and sidewalks are excavated. Each year, this collaboration has leveraged resources and aligned shared commitment in enhancing public services.

From health and nutrition to economic productivity and public safety, water plays a fundamental role in our lives. MPW is proud to provide this essential utility service to the community and works daily to ensure the safe and effective delivery of potable water.

In 2023, **18** fire hydrants and **2,987** feet of water main were replaced to ensure a ready and plentiful supply of high quality water.

POWERING THE FUTURE

Powering the Future (PTF) is a multi-year project — the result of years of research and collaboration with industry experts. It's the Utility's most challenging and transformational initiative and it's reshaping how electricity is generated for our community.

MPW's plan represents a fundamental change in the Utility's power generation portfolio and positions the community for further growth, while continuing to be good stewards of our environment.

In 2022, the Utility transitioned Generation Units 7 and 8 to "peaking units", which only run when needed to meet peak grid load. In 2023, Unit 8A was decommissioned, further reducing MPW's environmental impact.

Our Powering the Future strategy set the ambitious goal to reduce CO₂ emissions by at least **25% by 2024** and **65% by 2030**. Under our PTF strategy, and shown in the table below, the Utility continues to exceed global CO₂ reduction goals. In fact, we've beaten our own 2024 goal early and have demonstrated the potential to meet or exceed our 2030 reduction goal of **-65%**!

The reduction of the Utility's carbon footprint is expected to continue at this remarkable pace with the addition of **Muscatine Solar 1**, MPW's first utility-scale solar array in 2026 and a natural gas-fired **Combined Heat and Power** (CHP) unit.

Of note, strategic partnerships with local corporations and the City of Muscatine are making the Muscatine Solar 1 project

A Balanced Approach

for today and tomorrow

MPW Local Generation

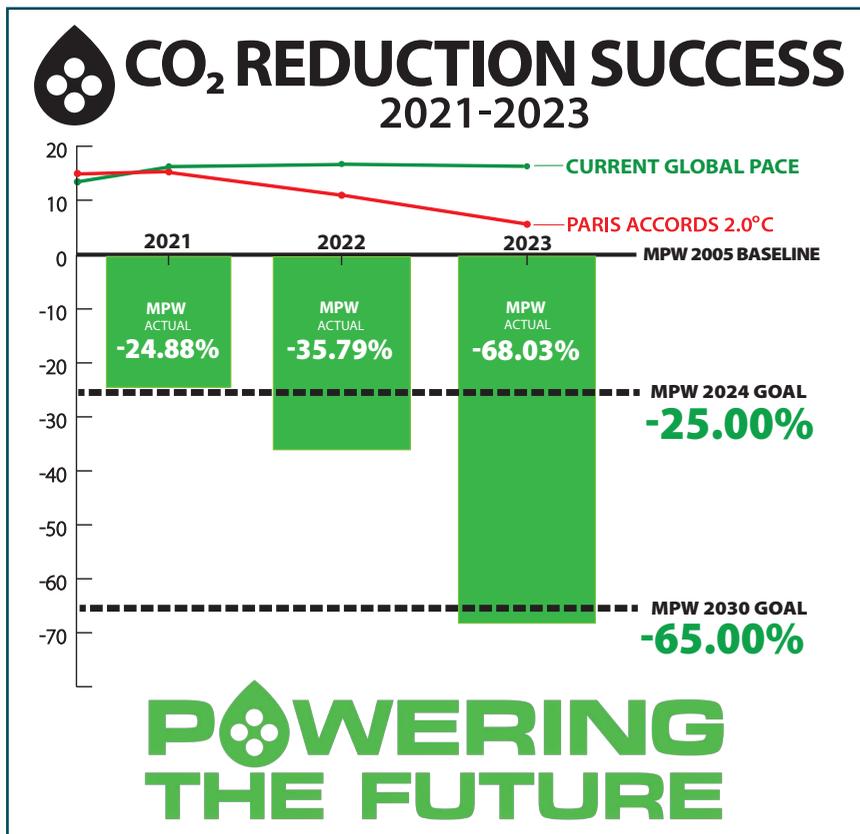
- 275 Megawatts
- Unit 9
- Units 7 & 8 (peaking operation)

South Fork Wind Farm

- 13 Megawatts
- 6% of MPW's native system load

Muscatine Solar 1

- 24 Megawatts
- 4 industrial partners
- Coming in 2026



possible without passing extra costs on to residents. Their long-term commitments for a share of its output will enable the Utility to add this renewable resource to our generation portfolio and allow Muscatine to take a significant step forward in renewable energy growth.

Pending regulatory and interconnection approvals, construction on the 24-megawatt (MW) array is expected to begin in late 2024 with an operational target for the end of 2025. Coupled with the existing **South Fork Wind** farm, our investments in renewable power generation today lay the foundation for a sustainable and cleaner tomorrow.

In addition to those renewable resources, the **CHP** unit is currently being researched and engineered to join our generation fleet and eventually replace older coal-fired units. Due to their efficiency, CHP units are endorsed by the Environmental Protection Agency (EPA), the US Department of Energy (DOE) and the Iowa Economic Development Authority (IEDA).

REASONS TO LOVE MPW

Customer satisfaction is the cornerstone of our success, and MPW invests in initiatives aimed at enhancing our customers' overall experience. We launched a new customer information system, and with that, a new customer portal called **SmartHub**, in early 2023. It features an easy-to-use website and mobile app for customers to share and receive information, and manage their accounts. Of course, **live, local** customer service and HelpDesk agents continue to provide MPW's signature personalized service.

Each year, MPW engages in many outreach events, like the **Muskie S.P.A.R.K.** program at schools and public activities to provide education about S.T.E.M. careers, conservation of energy and water, safety, and sustainable practices. Utility staff is also well-known for their regular volunteer work in our community across a wide range of organizations.

Our longstanding energy rebate program saves customers thousands each year. And many MPW customers have also taken advantage of the **Utility Loan Program** which allows residential and business owners to borrow money from the Utility **interest-free** to pay for improvements to their electric, water and communications services, and certain energy efficiency projects.

In the fall of 2023, MPW rolled out a comprehensive **customer survey** to learn customer likes/dislikes and spot emerging trends. Participation exceeded industry norms as well as our expectations. These insights will help shape and improve services, putting our customers in the position of advisors in our continuous improvement journey.

8000+
regular users of



\$45,000



energy efficiency rebates paid to customers in 2023

7,847
total trees planted since the start of Muscatine Branching Out



MPW has been a Charter Sponsor since 1990

65,000+
calls received



by HelpDesk and Customer Service annually

INVESTING IN EXCELLENCE, INVESTING IN PEOPLE

Continuous improvement is critical for delivering great services to our customers. Following the success of our 2021-2023 **Strategic Plan**, teams worked to update and implement a revised plan for 2024-2026.

The journey to apply the **Malcolm Baldrige National Quality Award** framework began in earnest in 2023. The **Iowa Quality Center** which administers the state level program, offered helpful feedback based on our responses to criteria questions and participation in a site visit from the state examiners. They provided a valuable outside viewpoint on what we do well and how we can improve — from leadership and strategy, to customer and employee engagement.

2023 was an outstanding year for Muscatine Power and Water with the receipt of seven distinguished awards from the **American Public Power Association (APPA)** in recognition of MPW's unwavering pursuit of excellence. These awards, received over the course of the past year, underscore MPW's dedication to providing superior energy reliability and customer communications efforts.

Developing great employees and leaders is a key focus of our strategic plan and we're proud of each team member's achievements in 2023. Investing in employee leadership growth, continuing education, and certifications and is key to individual and organizational success.

Neighbors serving neighbors

258 employees 

12 years average length of service 

23 new hires in 2023 

12 retirees with **307** years combined service **26** average years of service 



Address: 3205 Cedar St. • Muscatine, IA 52761 Visit our website: www.mpw.org.
Lobby Hours: 8 AM - 4 PM; Drive-thru Hours: 8 AM - 5 PM, Mon-Fri. HelpDesk: 6 AM - Midnight, 7 days a week.
Utility Emergencies: 263-2631, opt 0 (Phones answered 24/7) • HelpDesk: 263-2631, opt 2 (6 AM - Midnight)
Customer Services: 263-2631, opt 3 • Pay by Phone: 263-2631, opt 1 • 24-hour payment drop box available

 **LIKE US!** <http://www.facebook.com/MPWutility>

 **FOLLOW US!** https://twitter.com/mpw_tweets