



# Association Case Study

## Pennsylvania State Association of Boroughs

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### OVERVIEW:

The Pennsylvania State Association of Boroughs (PSAB) is a statewide, non-partisan, non-profit organization dedicated to serving 956 borough governments. Since 1911, PSAB has represented the interests of boroughs and helped to shape the laws that laid their foundation. PSAB's primary objectives are to provide legislative/regulatory representation at both the state and federal levels; to promote constructive and cooperative relationships among boroughs and between PSAB and other levels of government; to deliver training and technical assistance to borough officials; and to provide cost-effective programs and services.

### ▶ PROGRAM HISTORY

In 2011, the Pennsylvania State Association of Boroughs brought on APPI Energy as an addition to their expanding suite of member benefits programs. Since its inception, PSAB has sought to identify and provide programs to its members that would meet their ever-evolving needs. The dynamic landscape of the energy markets spurred PSAB to develop the PSAB Energy Procurement Program (PEPP), partnering with APPI Energy to provide an exclusive member benefit that would assist borough officials in managing and reducing their energy expenses. Through the program, APPI quickly went to task to help PSAB members to better understand the implications of deregulation, while also negotiating favorable supply contracts through their pool of carefully-vetted energy suppliers across the country.

### ▶ MEMBER SOLUTIONS

APPI Energy assists PSAB members by taking the burden of energy management off their plates. Through their procurement services, APPI is available to analyze energy use, evaluate energy bills, and deliver a green-apples-to-green-apples comparison of supplier prices and contracts, negotiating a supply solution tailored to the member's budgetary needs and overarching energy goals. Additionally, APPI offers members a holistic approach to their energy management, with energy efficiency and sustainability solutions and services designed to generate value such as LED lighting retrofits, renewable energy certificates (RECs), demand response, and solar PV. APPI also provides PSAB members with a dedicated customer service team, helping members to capture financial incentives and reimbursements. APPI delivers truly tailored solutions by staying well-informed on the energy needs specific to boroughs, such as following the RFP process unique to government municipalities, or honoring tax exemption statuses available to boroughs. Through consistent communication with PSAB and its members, APPI has stayed attuned to their needs as they evolve over time.

### ▶ NEXT STEPS

As technology and trends continue to evolve within the energy space, APPI will continue to work with PSAB staff to ensure its members are informed of the energy cost reduction strategies available to them. Webinars, newsletters, print ads, and direct mail campaigns are just a few of the ways the APPI team works to continually educate PSAB members on energy-related opportunities. For example, in 2021 PSAB staff worked closely with the APPI team to roll out a solar campaign to its members, providing a breakdown of the current benefits of implementing solar projects for Pennsylvania municipalities.

### ▶ WHAT CLIENTS ARE SAYING

"We are very appreciative of the APPI Energy program provided through PSAB and have been utilizing the program since 2016. Through our relationship with APPI Energy, we have secured a 10% reduction in our electricity renewal, providing a considerable savings to our bottom-line. They also made sure we received tax exemption status. We value both their energy market expertise and their extensively vetted list of energy suppliers. Working with APPI Energy saves our borough both time and money."

*Drita Crawford, Secretary/Treasurer  
New Beaver Borough, New Galilee, PA*

"APPI Energy provides us with competitive electricity procurement rates which offer our Borough substantial savings, most recently 21%! Our consultant provides options and makes expert recommendations to get us the best price, by allowing a variety of suppliers to compete for our business. This can be a daunting task, and requires more time than we are able to give it, so the price APPI Energy can provide through their supplier relationships makes our decision a straightforward one. They provide our borough with savings, but also with budget certainty for years to come. We are very appreciative of APPI Energy."

*Charles Gable, MPA, borough Manager  
Borough of Gettysburg, Gettysburg, PA*

### ASSOCIATION ACTIVITY SNAPSHOT

- ▶ Client Since: **January 2011**
- ▶ **200 Members** Utilizing APPI Energy's Energy Procurement Services
- ▶ **146,716,221 kWh** annual electricity usage managed for PSAB members
- ▶ **26,807 Dth** annual natural gas usage managed for PSAB members

# PSAB Testimonial

“APPI has a solid team of professionals that is determined to provide real solutions for achieving lower energy costs. Any due diligence effort to reduce budgetary costs is simply not complete without an inquiry to our friends at APPI. They will go the extra mile to educate you on the complexities of the energy market and offer you cutting-edge strategies on how best to control this volatile energy cost variable, which can be so essential to your financial success.”

**Chris Cap**  
**Executive Director**  
**Pennsylvania State Association of Boroughs**

## ABOUT US:

Founded in 1996, APPI Energy is a holistic energy consulting firm with clients in manufacturing, consumer goods, hospitality, healthcare, government entities, and more. Through their energy procurement services, their team of experts negotiates with suppliers to ensure each client is provided with ideal pricing and contract terms to fit their organizations' needs. APPI's comprehensive energy services provide financially and functionally vetted solutions to decrease energy costs, reduce demand, and improve resiliency and sustainability. Technology and supplier agonistic, APPI creates strategic alliances with their clients to provide customized, insightful energy solutions that save organizations time while reducing costs and minimizing budgetary risks. APPI Energy delivers unparalleled consulting, customized coordination of energy management strategies, and world-class customer service. Everyday, APPI Energy identifies the wide range of energy supplier prices across the U.S., and utilizes that data to provide the lowest prices available among many vetted, competing suppliers.

To take advantage of these benefits and receive a complimentary energy assessment, contact an APPI Energy consultant at 800-520-6685.

## ASSOCIATION MEMBER BENEFITS

Endorsed and approved by **160 Associations.**

ASAE- Endorsed Energy Procurement & Management Solution Provider **since 1998.**

- ▶ **Holistic Energy Management:** APPI Energy provides all things energy for members, streamlining their path to reduced costs, reduced demand, and increased sustainability.
- ▶ **Non-Dues Revenue:** APPI Energy can provide a steady stream of non-dues revenue to your association.
- ▶ **Turn-key Marketing Program:** APPI Energy's marketing team will provide content for you, including articles, market updates, infographics, video, and more.
- ▶ **Ongoing Customer Service:** APPI Energy continues to monitor PSAB member accounts for new opportunities and provides customer service support.