JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LABOR AND ECONOMIC GROWTH
LANSING

DAVID C. HOLLISTER
DIRECTOR

September 30, 2004

The Honorable Marc Shulman, Chair
House Labor and Economic Growth Subcommittee
Michigan House of Representatives
P.O. Box 30014
Lansing, MI 48909

Dear Representative Shulman:

Section 322 of PA 167 of 2003 addresses the airing of public service announcements regarding Utility Consumer Representation Funds. In response to this requirement and to the Utility Consumer Participation Board's (UCPB) desire to broaden the base of public participation in its grant programs, the UCPB began discussions during fiscal year 2004 on an outreach campaign.

The goal of the campaign will be to improve the quality of grant submissions by informing and educating relevant groups about the existence, purpose, and process of receiving the funds. The focus of the campaign will be representative associations (such as non-profits, municipal associations, and education associations) and their key contacts. Potential methods of communication include an informational brochure, the development of a web site, and presentations before various associations.

Expenditures to-date on the outreach campaign have been minimal. They are expected to increase once the board determines the appropriate timeline for pursuing various components of the campaign.

If you have any questions regarding this information, please feel free to contact me at 335-1976.

Sincerely,

Allan R. Pohl

Allan R. Pohl
Director, Finance and Administrative Services

cc: House of Labor and Economic Growth Subcommittee
Bob Swanson
Mary Lannoye
Lisa Shoemaker
Steve Stauff
Brian Keisling

JENNIFER M. GRANHOLM
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF LABOR AND ECONOMIC GROWTH
LANSING

DAVID C. HOLLISTER
DIRECTOR

September 30, 2004

The Honorable Valde Garcia, Chair
Senate Labor and Economic Growth Subcommittee
Michigan State Senate
P.O. Box 30036
Lansing, Michigan 48909

Dear Senator Garcia:

Section 322 of PA 167 of 2003 addresses the airing of public service announcements regarding Utility Consumer Representation Funds. In response to this requirement and to the Utility Consumer Participation Board's (UCPB) desire to broaden the base of public participation in its grant programs, the UCPB began discussions during fiscal year 2004 on an outreach campaign.

The goal of the campaign will be to improve the quality of grant submissions by informing and educating relevant groups about the existence, purpose, and process of receiving the funds. The focus of the campaign will be representative associations (such as non-profits, municipal associations, and education associations) and their key contacts. Potential methods of communication include an informational brochure, the development of a web site, and presentations before various associations.

Expenditures to-date on the outreach campaign have been minimal. They are expected to increase once the board determines the appropriate timeline for pursuing various components of the campaign.

If you have any questions regarding this information, please feel free to contact me at 335-1976.

Sincerely,

Allan R. Pohl

Allan R. Pohl
Director, Finance and Administrative Services

cc: Senate Labor and Economic Growth Subcommittee
Bob Swanson
Mary Lannoye
Lisa Shoemaker
Maria Tyszkiewicz
Brian Keisling