

PPL Supports JUSC Efforts

June 2005

PPL awarded the JUSC a two-year grant to continue its research in urban studies to assist local governments in northeastern Pennsylvania develop a more vibrant and sustainable communities.

Rich Beasley, Regional Director, PPL said, "PPL has a long history of supporting downtown areas in our service territory. We are pleased to be able to provide funds for the Joint Urban Studies Center and its efforts to develop a systematic and professional means of assisting downtown areas in this region."

The Joint Urban Studies Center (JUSC) was established in 2004 to provide essential research, analysis and consultation to small and mid-size cities aiming for full participation in the new economy of the 21st century. JUSC mobilizes the resources of regional institutions of higher education to engage communities in planning that is informed by research, energized by broad participation from stakeholders in the community and validated by successful implementation. Wilkes University, as the managing partner in the Center, collaborates closely with King's College, College Misericordia, Luzerne County Community College, University of Scranton, and Pennsylvania State University/Wilkes-Barre.

The principal purpose of the Joint Urban Studies Center is to increase the capacity of communities and nonprofits to solve their own problems and become thriving small cities. In addition, JUSC supports the development of appropriate academic and service initiatives for students from partnering institutions.

PPL Electric Utilities serves 1.3 million customers in central and eastern Pennsylvania.