Green Power Communities

Webinar Transcript

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U.S. EPA State and Local Climate and Energy Program Resources for Green Power Communities

Slide 1: U.S. EPA State and Local Climate and Energy Program Resources for Green Power Communities

Andrea Denny: So I'm with the EPA's State and Local Climate and Energy Program, and I just wanted to quickly run through some of the programs that we have specifically under our local climate and energy programs.

Slide 2: Local Climate and Energy Program

Andrea Denny: This is an informational and peer exchange network. There's no formal membership, but what we try and do is make information available to any interested local government, and we have a pretty broad definition of what a local government is, so that could include, you know, your traditional cities and counties but also includes districts, utility districts, regional councils, councils of government, et cetera. And what we do is focus on establish cost-effective best practices and we try and provide a gateway for a local government who wants to come in and learn about climate change and what they can do on climate and clean energy and have access to the great world of EPA resources that are out there.

We also develop tools, resources and guidance. We do training and webcasts, like the one that you're on today, that we're co hosting with the Green Power partnership, facilitate peer exchange and we really try and showcase success stories because we know that hearing what your peers are doing can also be more fulfilling than having federal government tell you what you should be doing. And you can see a link to our Web site there at the bottom of the screen.

Slide 3: State and Local Climate and Energy Website – Released on February 16

Andrea Denny: And I just wanted to take a moment to talk about this Web site because we just completely revamped our Web site and launched it last week. And for those of you that may have been familiar with our old site, this new site is a lot more expansive. There's a lot of new material on it. And for those of you that are not familiar with our site, we would certainly encourage you to check out the new site as well.

There's really a wealth of information here on any number of things from how to get started if you're just beginning, to how to do a greenhouse gas inventory, how to write a plan, different topics like energy efficiency, air quality, health impact. It really runs the gamut and it connects you easily to information from across the agency and even across the government. And you can see the Web site. Again, it's listed on this page.

Slide 4: Local Climate and Energy Strategy Guides

Andrea Denny: I just wanted to highlight a couple other resources. We have Local Climate and Energy Strategy Guides, and these are a series of guides in a number of different topic areas

including efficiency, renewables, transportation, solid waste and urban planning and design. And they're structured very similarly across each guide and cover a range of different pieces of information that you would need to know if you were going to implement a strategy in your community.

We have eight guides that are currently available right now as drafts on our Web site and we're just putting them in final layout and those are going to be coming out through the spring. And then we have a number of that will be coming out in the next few months and then a few more that will come out later this year. And I just wanted to very briefly highlight two that are very pertinent to this webcast, which are that we have a chapter on green power procurement as well as a chapter on on-site renewables. And you can access all eight of these guides that are currently available on our Web site.

Slide 5: Featured Local Climate and Energy Guide – Green Power Procurement

Andrea Denny: And just to give you a feel for what these guides look like, I'm just going to run quickly through a snapshot of the green power procurement guide. And basically, we outline the strategy. We talk about the opportunities that this strategy presents to a community. We'll run through the benefits of that strategy. So, for example, you know, we would have a paragraph with some examples of how communities have used green power to highlight these benefits that are listed on the screen.

And then we also talk about tools and resources that are available and we provide a wealth of examples of local governments across the country that are using this strategy. So, for example, in this case it would be local governments that are purchasing green power. And then we also have two longer case studies in each guide that walks through a little bit more detail about a community that's implementing these strategies.

Slide 6: Featured Local Climate and Energy Guide – Green Power Procurement

Andrea Denny: So in the green power procurement guide we have two examples of Bellingham, Washington, which is a green power community like you're going to hear about today and we talk about why they made the decision to become a green power community, you know, how they went about implementing that strategy and where they are today in terms of success.

And then we also have an example of Montgomery County, Maryland, which is an example of aggregated purchasing, and that they worked with the communities around them to purchase – to do a larger purchase of green power. So those are just two quick examples of what the green power procurement guide looks like and, like I said, we have eight of those guides that are currently up on our Web site.

Slide 7: Climate Showcase Communities Grant

Andrea Denny: And then just the last thing I wanted to mention is that we also have a grant program. It's called the Climate Showcase Communities grant program. And this is – it was a $10 million dollar grant program and – that started last year and we are actually just about to

announce the first round of winners and will be doing a press release on Thursday. So, unfortunately, I can't tell you who they are today, but in two days you'll be able to hear about that and we will be doing another round of funding, and it'll be an additional $10 million and we expect that that request for a proposal will open in May.

And one of the areas that this grant program does cover is renewable energy. So certainly for those of you that are looking at climate programs, looking at green power programs in your community, we'd encourage you to look at this as an opportunity for funding and consider applying.

Slide 8: Local Climate and Energy Contacts

Andrea Denny: This is my contact information as well as the contact information for my colleagues Neelam and Emma, and just our Web site again. We also have a list serve that we announce webcasts, funding opportunities and other items relative for state and local governments and you can find out how to sign up for that list serve at the Web site listed on the screen. And with that I'll turn it back over to Anthony.

Green Power Communities

Slide 1: Green Power Communities

Anthony Amato: Great. Thank you, Andrea. Just get my slide up here. So today we'll be discussing EPA's Green Power Partnership and its Green Power Community program. And I want to start off very quickly by reviewing what is green power and what is the Green Power Partnership.

Slide 2: What is Green Power?

Anthony Amato: So EPA defines green power as electricity produced from solar, wind, geothermal, biomass, biogas, and small hydro. We – the program – also requires that green power be from installations installed after January 1, 1997, which is considered new renewables.

Slide 3: Green Power Procurement Options

Anthony Amato: The options for buying green power – there are basically three. The first is on-site generation where you install generation technology, you know, in your town or on your roof or what have you. The second option is purchasing a green power product, which we'll hear about later today from Portland General Electric, in which your utility offers a green power program. And the last are renewable energy certificates, which are the environmental attributes associated with renewables that you purchase in addition to your electricity use.

Slide 4: Green Power Benefits

Anthony Amato: The benefits of green power – very briefly – are first and foremost the environmental benefits. The purchase of green power addresses your indirect greenhouse gas emissions. There also can be price stability reliability if you sign a long-term contract or install renewables on-site. There are economic development benefits. And lastly, it's a great media story and it draws a lot of great publicity to your organization.

Slide 5: U.S. EPA’s Green Power Partnership

Anthony Amato: EPA's Green Power Partnership, for those who are not familiar with the program, is a voluntary program that supports the organizational procurement of green power and is open to any non-residential organization in the U.S. To become a partner, you have to agree to purchase green power and provide EPA with an annual update. And in return, EPA will provide public recognition to you, list you on their Web site. We will offer assistance in making a purchase or finding an on-site technology that suits you and we help with communications – getting the word out about what you're doing.

We currently have about 1,200 partners, and they range from very large companies like Intel, Citibank, to mom-and-pop stores. We have about over a hundred cities and towns in the program, and I think about 100 colleges and universities as well.

Slide 6: Green Power Communities Initiative

Anthony Amato: Now within the Green Power Partnership is an initiative called the Green Power Communities Program. The Web site is listed there, and it is a subcomponent of the Green Power Partnership that works with municipalities and specific geographic areas to try to increase the green power use within that area. And what it's trying to do is motivate collective action within a community by all the participants in that community – the local government, the businesses, the residents – to reduce the community's carbon footprint by procuring green power.

Slide 7: Requirements for Communities

Anthony Amato: The specific steps for becoming an EPA green power community; we have three requirements that must be met. One is, first and foremost, we ask the local government within the community to join as a green power partner in the Green Power Partnership. We want the local government to take a leadership position within the community. If it's going to be promoting green power to the businesses there and the residents, we wanted it to be walking the talk.

Second, the community joins as a community partner and this involves a local government official signing the Community Partnership Agreement on behalf of the entire community. And then there needs to be a collective purchase of green power within the community and that includes the local government, businesses, citizens of green power that needs to meet EPA benchmarks, which we'll show you on the next slide.

And then lastly we need – the EPA Green Power Partnership – needs an annual update on the community's electricity use, community wide electricity use, and green power use.

Slide 8: Green Power Benchmarks

Anthony Amato: Now the specific benchmarks for becoming a Green Power Community are listed in this table. If your community aggregate electricity use for everything within that community – including again, the businesses, residents, local government – is over a 100 million kilowatt hours, then the Green Power Partnership requires to become a Green Power Community that 2 percent of that – of your electricity use – is met with green power resources.

And I should be clear that this is – we only count green power from the voluntary market. Meaning, if your utility under a state mandate includes a certain percent of renewables to meet, for example, a renewable portfolio standard, that does not count for this program because everyone in the state are already getting that. The program is for voluntary renewables that need to be purchased above and beyond what would be coming through the wires absent this voluntary purchase. And it's a sliding scale. If your community's electricity use is below 100 million then you would either be at 3 or 6 percent green power to be recognized as a community.

Slide 9: Typical Steps in Becoming an EPA Green Power Community

Anthony Amato: Now I mentioned the three requirements to become a Community. There are also a number of typical steps that communities take – that communities we have have taken. And the first is to gauge interest within the community. Are local businesses there? Residents? Are they already purchasing green power? Is there some interest there? Another important component is – does your utility offer a green power program? Because without a local green power program, it's pretty difficult to become a community. You really need someone on the ground there working with you, promoting the green power option.

Next, again, the local government needs to be purchasing green power for its municipal operations and become a Green Power Partner. Most communities design and implement either a campaign or some type of green power challenge to increase the use of green power in that community with the goal of becoming a Green Power Community. And this often involves some type of goal, like over the next three months, we want to increase the number of residential households purchasing green power by 500 households or something.

Someone needs to take a lead on this campaign or challenge and whether that's the city council – we've seen it done with the city council – or sustainability group within the city government, a local NGO, or even utility kind of being the leader of this campaign. Then the mayor would sign the Community Partnership Agreement on behalf of the community. And not always, but sometimes, there might be a city resolution that passes supporting this.

And lastly, the communities that we've dealt with captured the benefits in publicity. They have events talking about what they're doing, not only touting their green power purchase but encouraging the community to do even more.

Slide 10: EPA Offers Green Power Communities

Anthony Amato: What does EPA offer? First and foremost, metrics and credibility. Metric for how much green power is enough to be a significant green power purchase and a definition of eligible renewable resources. We offer expert advice in finding a green power product or on-site installation suitable for your government or community. As Andrea mentioned, another big component is the Green Power Partnership Program is a network of like-minded organizations and communities. Like we're doing today, you're going to hear about one community's efforts and what works for them and what didn't. And then lastly, EPA offers recognition and assistance. We have a Partner mark. We help write press releases. We'll help with events; we have awards.

Slide 11: Green Power Community Sign

Anthony Amato: And specific for communities, each of our communities gets two road signs – metal road signs that we give out free of charge to the communities to announce that they're a Green Power Community. It's a sign, as you'll see here on the picture with the governor of Oregon. It says, “Welcome to a Green Power Community.” This is from an event when Corvallis, Oregon, became the first Green Power Community in the state, and the governor came down as well as Matt Clouse, who's with the EPA Green Power Partnership.

And in addition to the road sign – and I should note, if you want to have more than two road signs, we can provide you with the graphics and technical specs on printing more of these out. And we also do other artwork. For example, at the bottom there's a banner we did for the city of Palo Alto, one of our communities that I think they hung on an overpass coming into the city.

Slide 12: Local Government's Role

Anthony Amato: I'm sure many of today's attendees are local government officials, so you're probably wondering, well, what's the role of the government – the local government? One, we're looking for a campaign leader and someone to coordinate with EPA. We need to track and collect annual electricity use for both the municipal government and the entire community as well as green power information including if there are any on-site installations and what's been purchased from the utility or a REC marketer.

There's also – we're looking for the local government to sign the partnership agreement on behalf of the community and whether that's a mayor a different city official, that's up to you. But we're looking for someone to do that. And then lastly, someone to work with the local NGOs and utilities to support the communications effort of getting the word out about the green power challenge or campaign.

Slide 13: Green Power Community Outreach Materials

Anthony Amato: Here are a few examples of some outreach materials that some of our communities have done. On the left is a proclamation that the city of Lacey put out declaring – this was in November of 2007 – that it was a green power month, and it urged residents and businesses to purchase green power and try to become an EPA community.

The middle material is something put out by Pacific Power congratulating Corvallis, Oregon, for becoming a Green Power Community. I think this was a newspaper ad. But it listed all the local businesses that really stepped up and purchased green power as part of that effort. And then lastly, the emblem. Moab, Utah, was actually our first Green Power Community, and they created an emblem which they feature on their Web site.

Slide 14: Community Benefits

Anthony Amato: The benefits to becoming a Green Power Community. Number one, is it's going to reduce the environmental impacts of your community's electricity use. There's community pride and image. There is the publicity and media attention that's brought to your community. And lastly, the purchase of green power can really be a stepping stone for more collective sustainable action. For example, many communities come out with climate action plans on looking to reduce the community's greenhouse gas emission. And as electricity is one of the largest sources of greenhouse emissions, this can be really a great component of that action plan.

Slide 15: EPA Green Power Communities

Anthony Amato: Currently we have approximately 27 Green Power Communities across the U.S., and we are somewhat West Coast-centric now. I'm not really sure why, but we are. And collectively, our partners are purchasing about 660 million kilowatt hours, and you can see the environmental equivalency of what they're doing.

This map is featured on the green power community web page. And if you go to it and click on one of these little symbols, a text box comes up and shows you – tells you what community it is, when they joined the program, how much green power they're purchasing, what's the participation rate in their green power community program, and a link to their Web page.

Slide 16: Top Green Power Communities

Anthony Amato: And below that map of the U.S. is a list of all our Green Power Communities – basically, the same information displayed a little differently. We do list the provider and green power use and, again, the percent of the electricity that comes from green power sources. I can only fit 17 on this slide, but again, we have 27 communities and hopefully more soon.

Slide 17: Individual Community Page on EPA Web Site

Anthony Amato: And then each community gets their own Web page on EPA's site, and you can give a little bit more in-depth information on what they're doing and link back to the community's Web page.

Slide 18: Upcoming EPA Webinars

Anthony Amato: And then I also wanted to let everyone know we have two webinars coming up shortly – one is actually in two days – that are very relevant for local governments. The first is benchmarking for state and local governments webcast, which is an ENERGY STAR webcast. And the link to register is listed there as well as another webinar hosted by the State and Local Climate and Energy Program looking at smart growth strategies and the link is there as well. And again, this presentation is posted on the EPA Green Power Partnership Web site, if you do not have time to write it down now.

Slide 19: Want to Know More?

Anthony Amato: So with that, if you're looking for more information, I would encourage you to go to the EPA Green Power Community Web page or feel free to contact me, Anthony Amato, or my colleague Blaine Collison at EPA. And with that, I'm going to hand it over to Susan, who will talk about her community, Lake Oswego and their efforts in becoming an EPA Green Power Community.

Green Power Community: City of Lake Oswego, Oregon

Slide 1: Green Power Community: City of Lake Oswego, Oregon

Susan Millhauser: Good morning or good afternoon, everybody. I am Susan Millhauser, the Sustainability Coordinator for the City of Lake Oswego, Oregon and I'm going to get my slides up here. Just a moment. Sorry folks – there we go.

Anthony Amato: While that's coming up, I just want to make sure to remind everyone, if you do have questions, feel free to type those in the text box on your right and we will answer the questions at the end of the webinar. Thank you. And thank you, Susan.

Susan Millhauser: Okay. Looks like you all are – it's loading the view there for you. So great. So glad to be able to share a little information today about our efforts in Lake Oswego. I'm going to give you a brief overview from our local government perspective and a little background information on our community and our involvement with EPA and Portland General Electric to get the campaign going in Lake Oswego.

Slide 2: Lake Oswego Background

Susan Millhauser: Got to click back on that. There we go. So Lake Oswego is in North West Oregon, and we are the 13th largest city in the state, and we're located in the Portland metropolitan area shown on the map here. And we're the 6th largest city in the Portland area, and we have about 36,000 people. So, we're more of a bedroom community to Portland and, we're about 11 square miles.

Slide 3: Lake Oswego Background

Susan Millhauser: We have a council/manager form of government and, as a full service municipality, provides services – oh, it's going ahead of me – for about 350 employees for our population.

Slide 4: Lake Oswego Background

Susan Millhauser: And our Green Power Community challenge actually is one of the programs we've participated in as part of our broader city sustainability program. And our councils really looked at sustainability over the last 10 years or so, and we really got going with the coordinated efforts by developing a sustainability plan for our city operations. And in the first few years since our plan has been adopted, we've been looking at energy use, transportation, water conservation, waste reduction, recycling, procurements – or purchasing and contracting – as well as employee education and engagement.

Slide 5: Lake Oswego Background

Susan Millhauser: And as part of our commitment to sustainability, we began purchasing renewable power through our utility, Portland General Electric, in 2004 for our water treatment plant. And our water treatment plant uses almost a little more than 50 percent of the electricity that the city purchases for its operation. So, it was a very logical place to start looking at renewable energy. And to partially offset the premium we pay for renewable power for the water treatment plant, we made energy efficiency, retrofits, switched out lighting, replaced pumps with variable frequency drive pumps to really help bring down the amount of electricity used by that facility. And on a parallel track, we also have a water conservation program community wide, which is really working to reduce the amount of water consumed by our community and so that also bring down our energy consumption.

The purchase of the green power for the water treatment plant has really been an integral part in helping the city move towards our adopted energy and climate goals in the plan that our council adopted in late 2007. And as part of purchasing this green power as Anthony mentioned, we became recognized as an EPA Green Power Partner, which is a pretty straightforward process to do.

Slide 6: Community Challenge

Susan Millhauser: And then from there we started thinking about, well, gosh, what could we do out in the community. And in the intervening year from our plan for city operations being adopted, we formed a community Sustainability Advisory Board, which is a board that's appointed by our city council. And Thor Hinckley, who you'll hear from in a few minutes, is the renewable energy program manager for PGE, and he had approached the city and the Sustainability Advisory Board to see if there was interest in doing a Green Power Community Challenge. And the board was very excited and interested to have a real hands-on project that they could get involved with and accomplish in a fairly short amount of time. So that was a good partnership.

And so our board made a recommendation to our city council that the council endorse the challenge and provide some resources to get the city going. And so the council did go for this option and our mayor Jack Hoffman, last July 2009, he made a proclamation declaring the Green Power Community Challenge and announced that we would be working to sign up 300 new green power customers during the months of August and September 2009.

And then we worked with PGE as well EPA and green power community representatives to craft press releases, drafted articles for the city's monthly newsletter, provided information on our Web site, as well as PGE's Web site. And we also worked with PGE to conduct outreach door to door and at the Lake Oswego's farmer's market, which was a very effective way to get the word out to the community, get folks signed up and kind of an added benefit – not only because we have Lake Oswego residents sign up but we have folks from other communities who also signed up who were at the farmers' market. So those were added benefits there.

As I mentioned, our goal was to sign up 300 new renewable energy customers and that was – the goal was – something that we worked with PGE to establish based on the current – prior to taking off the challenge – the amount of renewable energy that the community was already

participating. That was also a reason that PGE thought Lake Oswego would be a good community to have a challenge as we already had a very high percentage of power being procured that was renewable.

Slide 7: Community Challenge

Susan Millhauser: So our program was very successful. We signed up actually more than our 300 new customer goal. We had 336 new residential customers sign up for green power through Portland General Electric as well as 20 small business customers. And it was exciting and fun to really get the word out.

And then upon completion of the challenge we also focused on some recognition. We received our two colorful green power community signs. You can see in the photo here that we've posted at two entrances to the community. We were able to have EPA staff from Region 10 here in the Northwest come present information and recognition to the city council after the challenge was completed. We have information included on the Green Power Partnership Web site, as well as the city Web site and also had additional press coverage from the local press, which I think was very helpful.

Slide 8: Community Challenge

Susan Millhauser: So now as a result of the challenge and prior purchases, Lake Oswego is now the 6th largest green power community in Oregon, looking at the total kilowatt-hours purchased, and 9th in the nation. We have more than 1,600 residents and businesses that are currently enrolled in one of Portland General Electric's renewable energy programs, and they have different programs for small business, residential and large commercial customers.

And so as a result we're collectively purchasing 9 percent of the power that the community uses as green power. And that represents almost 35 million kilowatt-hours of renewable energy each year. And our sustainability board is actually interested. We were discussing this last night. They're interested in perhaps doing another challenge this coming summer to really keep the momentum going.

Slide 9: Contact

Susan Millhauser: That's about all I have. So, thank you very much.

Anthony Amato: Great. Thank you, Susan. Next up will be Thor Hinckley talking from the utilities perspective.

PGE Renewable Power: Working with Oregonians to Create Green Power Communities

Slide 1: PGE Renewable Power: Working with Oregonians to Create Green Power Communities

Thor Hinckley: Yes. Hello, everybody. Glad that you can attend the webinar, and we should get my information up there in a second here. And hopefully, you're seeing my screen now. My name is Thor Hinckley. I manage the renewable power program at Portland General Electric, and I wanted to give you an overview of who we are and then talk about how we work with green power challenges.

So let's get started. Now let me go back here and bring this up. OK. Oh, all right. Well, let me go back and see if I can find a way to move. And that's not working, so let's go back and I'll show you from this view.

Slide 2: PGE An Oregon Utility

Thor Hinckley: I work at Portland General Electric and I wanted to give you kind of an overview of Portland General Electric. We are Oregon's largest investor-owned utility with 181,000 – excuse me – 811,000 customers. We're ranked number one in the U.S. for sales of renewable energy to residential customers and number two overall. We've seen fairly dramatic growth in our green power sales over the last nine, ten years. And at this point in time, we're currently selling just about 800 average megawatts of renewable power to our customers. That's roughly the equivalent of a modest, a mid-sized wind farm of about 200 megawatts.

And our renewable power program has fairly good visibility throughout our customer base. When we talk to our customers and survey them, we see that they have a pretty high awareness of our programs. Susan mentioned that we have a couple of renewable power programs based on the customers' needs. For our residential and very small business customers, we have Clean Wind, which is sold in 200 kilowatt-hour blocks, and our Green Source product, which is a 100 percent usage product. By far, our most attractive product to our customers is Green Source. And then for our larger commercial industrial accounts, we offer a Clean Wind program, which lets them pinpoint exactly how much renewable energy they want to buy on an annual basis.

Slide 3: Renewable Power Choices for All Customers

Thor Hinckley: So, a little bit about our program. We've been selling renewables here since 2000 and since 2002, we have worked collaboratively with Green Mountain Energy to provide ways to touch our customers in a variety of ways and talk to them about renewable energy. We try to find ways that include direct sales, which typically involves storefront and events. We have people at these events and storefronts talking to customers about renewable energy, asking them if they'd be interested in learning more.

We do the normal channels: bill inserts and bangtails, which are the remittance envelope back covers that people typically see when they send in their payments. We have a courtesy knock program which Susan mentioned, which goes door to door. And we have the traditional Web and

phone enrollment channels. And we've also been able – very successfully been able – to use cooperative marketing programs with local businesses to help drive customer awareness around renewable energy and help businesses become more interested in adopting renewable power and sustainability practices.

Slide 5: Spreading the Word

Thor Hinckley: This just gives you kind of an overview of how we talk to our customers in a non-verbal way about renewable energy. Customers all get stickers like you see here. You know, we have a van that we take to events that talks about renewable energy, and we have a variety of promotional material.

Slide 6: Residential + Business Customers = Green Community

Thor Hinckley: Okay. So we started with our first green power challenge with the city of Salem, which is the capitol of Oregon, back in 2006 and that was our first experience at doing a green power challenge. The city of Salem was a Green Power Partner and we thought that it would be a great time to really learn how to make one of these work. And it turned out to be a lot of fun and everybody enjoyed it very much.

Slide 7: Salem Green Power Challenge

Thor Hinckley: It was a five-month challenge, as you can see here on the slide. We had a goal of 500 customers, and we succeeded in meeting that goal. Part of the way we did that was public relations. As Susan mentioned, we did a proclamation with the mayor. We notified customers via direct mail. We did – we had courtesy knock – people that were walking through the community talking to residential customers in their homes about the options to buy renewable energy. And we also spent time working with the business community to increase their awareness around renewable energies.

And, as you can see right in the slide there on the lower right, we were very successful in the program and earlier in 2002 we had also worked with the city to install solar panels on the state capitol in Oregon, making Oregon state capitol the first in the nation to be partially powered by solar energy.

Slide 8: Residential + Business Customers = Green Community

Thor Hinckley: And here's a little overview on marketing materials. When we talk to Green Power Communities doing a challenge about renewable energy, we have a number of tools that we use. One of them is that we talked to them about the thank-you booklet – a thank-you booklet which contains coupons from businesses that buy green power. You can see that down in the right hand corner. We also have a toolkit, as signified by the CD you see up there with the wind turbine on it that helps small businesses put together promotional material talking about their own renewable power purchases. So that toolkit is a very important marketing tool for small businesses that want to talk to their customers about their sustainability practices.

Slide 9: Residential + Business Customers = Green Community

Thor Hinckley: So after our initial experience in 2006 with the city of Salem, we then started working with some other communities in the PGE service territory. This includes the city of Beaverton, the city of Gresham, Oregon, and most recently as Susan mentioned, the city of Lake Oswego at the end of the last year.

Slide 10: Residential + Business Customers = Green Community

Thor Hinckley: In 2007, we started working with our second green power community, which is the city of Beaverton and they were the first community in our service area to sign up at 100 percent for all of their buildings and city-owned facilities. So that was very exciting. And we, again, worked with them and exceeded the amount of customers that we announced in our challenge and ended up that challenge with 590 new residential and small business customers in the city of Beaverton.

Slide 11: Residential + Business Customers = Green Community

Thor Hinckley: Though, most recently, as Susan pointed out, we worked with the city of Lake Oswego. We started working with their Sustainability Advisory Board. And on August 1st of last year, the mayor announced a proclamation making the city residents aware that there was a green power challenge going on in Lake Oswego. Again, as Susan indicated in her slides, we were very successful and found that customers were very interested in participating in our green power program. And we're – in particular – we're very proud of those 20 commercial customers that really stepped forward in the height of a recession to pay just a little bit more for cleaner energy. So we're very – we're proud and very happy to have worked with Lake Oswego on that challenge.

Slide 12: Advertising to Increase Challenge Awareness

Thor Hinckley: One of the things we do whenever we work with a city in a challenge is advertise. And this ad is emblematic of the types of ads we do in communities that we're doing green power challenges in. We typically do an announcement – a full-page announcement that there's a green power challenge going on in the community in the local press. And then at the end of the challenge we also produce a thank-you ad which talks about all of the businesses and all of the individuals that helped us make the challenge a success.

Slide 13: We Have the Power to Make a Difference

Thor Hinckley: So that's the end of my program. I hope you've enjoyed it, and I think it's time for some questions.

Questions and Answers

Anthony Amato: Great. Thank you, Thor. Okay, we've got a few questions, and it's not too late to submit while we're answering, if you have any others. I'd like to start – I guess here is a question for – I don't know if you both Thor and Susan would like to address this. It's difficult to justify any spending increases these days. How do local government officials justify to tax payers a program to purchase electricity that is more expensive?

Susan Millhauser: This is Susan, I will try and tackle that question. As I mentioned briefly in our presentation, part of our ability to justify the purchase of renewable power for our water treatment plant was that we had also taken measures to reduce the overall energy consumption at that facility. So, not that it covered all of the premium, but it certainly helped to cover part of the additional premium that we were paying. And also we started – it's interesting, Anthony had mentioned in his slides that, you know, protecting against price volatility is a benefit of looking at a program like this. And in fact we saw between 2004 and 2008 for our water treatment plant purchase, we actually saw the costs per kilowatt-hour for the renewable power go down. So we – with the same amount of financial commitment have been able to increase our purchase and we are excited to see it and hope that that sets the trend that will continue. So hopefully that answered that question.

Thor Hinckley: This is Thor Hinckley, and I appreciate what Susan said. And I think there might even be another solution – another reason here in that we're seeing communities in Oregon, especially the communities that have high-tech sectors in their services – in the city limits, interested in the economic developments of being leaders in the green energy revolution, clean tech. And so there's a lot of communities and cities that want to be – that recognize that for economic development purposes, that being seen as a leader in the green power community has benefits in attracting new businesses particularly in the clean tech sector.

Anthony Amato: Okay. Another question asking about were there any hurdles that you had to overcome, either political or technical hurdles in making it happen? I think this was being directed at Susan.

Susan Millhauser: Sure. You know, we really didn't encounter too many hurdles. I mean, really, the main issue was just getting things scheduled with the council, finding the right timing to do the challenge, you know, having space at our farmers' market. Kind of the small logistical hurdle. So not too many.

Anthony Amato: And what about – did the city look at doing any on-site, for example, with the wastewater treatment plant – did it consider using the methane for that for on-site generation? Someone wants to know.

Susan Millhauser: You know, for our water treatment plant we are currently redesigning and looking in that building and we will be looking at on-site renewable for that facility. Actually, our wastewater treatment plant, we contract with two adjacent entities for wastewater treatment. So, we don't have direct control over those plants.

Anthony Amato: Someone else – and I should be clear on this – was asking about the benchmarks that I had put up, the 2, 3 and 6 percent and whether that refers to the percent of total customers enrolled in the green power program or the percent of usage of green power? And it is usage. So we're looking at of the community's total electricity load, what percent comes from green power. So it's a lot easier to join if you have some larger companies purchasing green power than if you maybe have a high participation rate in – by a lot of, you know, households. But again, one of the goals of the green power community is to have a campaign or challenge where you're encouraging everyone to purchase green power.

Thor, someone wanted to know your typical kind of user. I don't know if you could give an average purchase by household and business that you're looking at there.

Thor Hinckley: Well, on a residential level – which is more typically an average where we can derive an average more easily – a customer in our service territory, residential customer, would use about 970 kilowatt-hours per month. For businesses, it's much harder because businesses range in size so dramatically from small to large.

Anthony Amato: Someone else wanted to know if a college campus could become a green power community and I will take that. No. The green power community program is open only to local government entities, cities, towns, villages. We do not at this point allow counties to join or we've been asked a few times if a neighborhood could join. And at this time, we are restricting it to just towns, cities, and villages. So, I think, incorporated local government.

Here's a question from a community that has incurred some problems getting the data from their local utility. Do you have any tips on overcoming privacy laws and data collection forms to make this easier to measure enrollment in green power usage? Thor?

Thor Hinckley: Yes, I'm happy to take that. I think utilities have internal barriers to data dissemination. And we've often had the discussion about whether a customer's choice is. Essentially, we've decided that whether a customer decides he wants to buy renewable energy, we're happy to list that – to designate how many customers buy renewable energy. We don't see any issue at all with customer information security or data security related to that. So I know other utilities have differing opinions, but I'm just hoping that they evolve into a little more user-friendly situation.

Anthony Amato: Okay. Great. With that, it is almost 2 o'clock, so I think we will stop there. If any questions – I think we've hit most of them – come in that have gone unanswered, we will write up a question-and-answer document. We'll try to get that up in the web probably in about a week that answers any questions that we did not get to. But with that, I'd like to thank everyone for attending. Please feel free to contact me if you are interested in becoming a Green Power Community or have any questions or if you have questions for the speakers, please let us know. And with that, thank you.