

BELLINGHAM



green
power

Community Challenge

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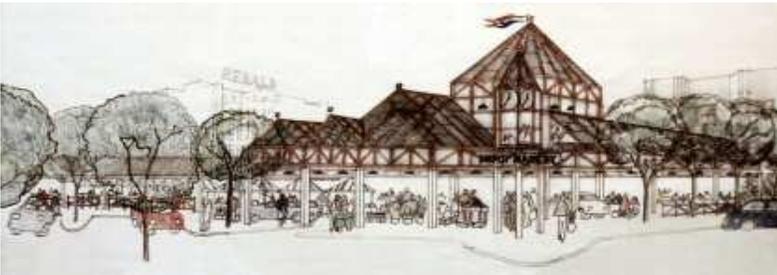
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Overview

- Partnership between the City of Bellingham, PSE and Sustainable Connections (a Bellingham based, nonprofit, business network).
- Purpose: Increase participation in PSE's Green Power program
- Goal: 50 new businesses and 1000 new residential customers.
- To begin September 2006 and culminate Earth Day 2007.

Overview (Continued)

- Projected Result: The reduction of about 6,500 metric tonnes of CO₂ emissions per year.
- PSE will fund a renewable energy demonstration project in Bellingham
- Campaign funded by a grant from the NW Clean Air Agency and from PSE's Green Power marketing budget.



Overview (Continued)

- Actual Result: The reduction of about **37,690 metric tonnes of CO₂ emissions per year!**
- PSE has funded two renewable energy demonstration projects in Bellingham
- 2312 residential customers, 127 businesses, and 4 large volume customers signed up for green power during the challenge.

Our Strategy

- Emphasize founding business partners
- Communicate the Challenge through a wide variety of media: mailings, print ads, radio, local access cable and banners
- Grassroots Organizing
- Neighborhood Challenge
- City Leadership



Our Strategy

BELLINGHAM RECENTLY BECAME A NATIONAL LEADER, in support of renewable energy with a unanimous City Council decision on July 24th, 2006, to green one hundred percent of the electricity used in city operations. The City of Bellingham is now the **6th largest purchaser of renewable energy in the country** by a local government. This action is part of the **Bellingham Green Power Community Challenge**, a community-wide campaign launched through a partnership of the City of Bellingham, Sustainable Connections, and Puget Sound Energy to promote the development of renewable energy resources in our region.

BELLINGHAM

COMMUNITY CHALLENGE

JOIN THE CHALLENGE and you TOO can make a difference!

Buy WARM SUN POWER
BREEZY WIND POWER
NATURAL COW POWER

THINK LOCAL. BUY LOCAL. BE GREEN POWERED

OUR GOAL is to add 1000 new residential and 50 new business Green Power customers. When we reach this Challenge goal, Bellingham will be one of the nation's leading Green Power Communities, and we will get:

- A renewable energy demonstration project downtown, courtesy of PSE.
- Signs on I-5 that announce to visitors that they are entering a "Green Power Community," courtesy of the EPA.
- National recognition from the EPA that will challenge and inspire other communities to follow our lead. Plus we'll be sending a clear message to government and industry that our community supports renewable energy production as a key part of a sustainable and desirable future.

Sign up now to make sure your participation is counted - tallying for the Challenge ends in February 2007. Encourage your friends, neighbors and favorite local businesses to sign up for Green Power through PSE too!

  **PUGET SOUND ENERGY**
Sustainable Connections

TO SIGN UP FOR GREEN POWER
visit www.pse.com
or call 1-800-562-1482
to speak with an Energy Advisor
FOR MORE INFORMATION
go to www.sconnect.org/greenpower

TAKE THE CHALLENGE. BE GREEN POWERED

100% Recycled, 50% Post Consumer Waste, Printed Chlorine Free

This promotional sign, including a take-off on-the-spot Green Power sign-up form, was prominently displayed by many local merchants and at community events, allowing folks to take the challenge immediately.

Our Strategy



We also utilized a promotional postcard as a bill-insert with local electrical bills highlighting the GPCC and rewards for participation.



Keeping Energy Dollars Local



- Most of PSE's sources for green tags are in Washington state, all are in the Pacific Northwest.
- Whatcom county has the state's first single-farm anaerobic digester:
 - Normal output 300 kW (potential to 450 kW)
 - PSE purchases all the electricity
 - PSE purchases all of the green tags
- Creating an explicit link between local power consumption and local power production

Leading by Example

- Adopting the Mayors recommendation, the Bellingham City Council voted unanimously to begin purchasing 100% of electricity for municipal operations from the Green Power Program.
- Results:
 - Investment by the City in 25 million kWh/year of renewable energy credits
 - Elimination of about 12,000 metric tonnes of CO₂ emissions
 - Originally established Bellingham as the largest 100% Green Power purchaser in the Partnership.
 - Promoted the City of Bellingham's leadership role in the community.



Recycling Our Clean Energy Tax Dollars

- Bellingham collects a 6% utility tax
- Increased spending on electricity increases the City's revenues
- WWU buys 100% Green Power. This will increase City revenues by approximately \$22,000/year
- City's purchase increases revenues by about \$16,000/year
- Residential purchases increase revenues by about \$13,000/year.
- These dollars return to the City's General Fund



Funding Renewable Energy

- Green Power costs will come from the fund that pays for electricity.
- Originally estimated \$257,000 total increase in utility bills
- Because the Green Power Community Challenge was so successful, Puget Sound Energy extended a substantially reduced bulk Green Power rate to all Bellingham area customers.
- The City only spent roughly \$150,000 additional on 100% Green Power in 2007.
- Utility Tax revenues have gone up
 - Green Power premiums
 - Rate increases for conventional energy



Achievements



Five EPA-provided signs like the one above have been located at gateway points to the Bellingham community.



Thank You



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