

Green Power Communities:

An EPA-designed platform to promote community-based support for renewable energy

U.S. EPA's Green Power Partnership

Anthony Amato, ERG, contracting firm to U.S. EPA



Green Power Partnership Webinar

February 23, 2010

1:00 – 2:00 p.m. Eastern

What is Green Power?

- Green power is an “environmentally-differentiated” electricity product from:
 - solar
 - wind
 - geothermal
 - biomass
 - biogas
 - small hydro



Green Power Procurement Options

- On-site Generation
 - Install renewable energy system on-site (e.g. solar panels, wind turbines)
- Green Power Electricity Products
 - Buy electricity from utility green pricing programs or green power retail marketers that is all, or partially, generated from renewable sources
- Renewable Energy Certificates (REC)
 - Buy only the environmental “attributes” associated with the electricity generated (1 REC = 1 MWh)



Green Power Benefits

- Environmental
 - Addresses indirect GHG emissions
- Energy Price Stability/Reliability
 - Electricity price stability
 - On-site systems can reduce T&D requirements
- Economic Development
 - Job creation
 - Landowner lease payments (\$2000-\$5000/wind turbine)
 - Tax revenues (often in rural areas that need them)
- Captures favorable media attention
 - Clean technology
 - Domestic energy supply
 - New U.S. jobs



U.S. EPA's Green Power Partnership

The Green Power Partnership is a voluntary program that supports the organizational procurement of green power by offering expert advice, technical support, tools and resources.

- Partners agree to purchase green power and provide annual update
- In return, EPA commits to:
 - Provide public recognition
 - Provide procurement and communications assistance, as requested by Partner
 - Provide a brief description of the Partner's green power commitment on the Green Power Partnership Web site
- Currently, more than 1,200 Partners in the program



Green Power Communities Initiative

www.epa.gov/greenpower/communities

- EPA initiative that challenges communities to buy green power in an amount that collectively meets the Partnership's green power use benchmarks
- Intended to motivate collective action of a community's local government, businesses, and citizens to reduce the community's carbon footprint by procuring green power



Requirements for Communities

1. Local government must join as a Green Power Partner
 - Stake out a leadership position within community
2. Community joins as Community Partner
 - Local government official signs Community Partnership Agreement on behalf of community
 - Collective purchase by community (gov, businesses, citizens) of green power meets EPA benchmark levels within 6 months of signing Partnership Agreement
3. Local government (or local utility) provides annual updates of community-wide electricity and green power use



Green Power Benchmarks

Community-wide Electricity Use	Green Power Minimum Requirement
If the Community's annual electricity use is...	The aggregated green power purchases should exceed ...
Over 100,000,000 kWh	2%
100,000,000 – 10,000,000 kWh	3%
Under 10,000,000 kWh	6%

Note: green power must be met with "new" renewable energy (i.e. installed on or after January 1, 1997)



Typical Steps in becoming an EPA Green Power Community

- Local gov't gauges interest among stakeholders in becoming an EPA Green Power Community
- Community's local government purchases green power and joins EPA Partnership as organization-wide Partner
- Design and implement a "campaign" to increase the use of green power among residents and businesses with goal of becoming a EPA Green Power Community
 - Campaign is designed to rally support for green power
 - Often feature campaign goal(s) (i.e. increasing # subscribers by X)
- Find a home for "campaign" within City Council, citizen group, utility or marketers, NGOs, etc.
- Mayor signs EPA Partnership Agreement on behalf of community, possibly with City Council Resolution
- Capture the benefits and publicity



EPA Offers Green Power Communities

- Metrics & Credibility
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables resources
- Expert Advice
 - Identify types of products to best suit community needs
 - Determine environmental benefit of options
- Network of Like-minded Organizations & Communities
 - Learn what worked and what didn't from other communities
- Recognition
 - Assistance with messages and marketing
 - Use of EPA Green Power Partner mark →
 - Eligibility for Leadership Awards



Green Power Community Sign

- Highlights a successful campaign
 - Each Community receives two 24" x 30" aluminum signs
 - Designed for outdoor display
- Other Recognition
 - Artwork for Community Banner
 - Press Release Assistance



Oregon's Governor Kulongowski and EPA's Matt Clouse holding a Green Power Community sign



The U.S. Environmental Protection Agency congratulates Palo Alto for becoming California's first Green Power Community!



GREEN POWER—ENERGIZING COMMUNITIES

Event Banners: EPA can provide artwork development services to produce banners for announcement events.

Local Government's Role

- Campaign leader and lead coordinator with EPA
 - Collect and track annual electricity use and green power data
- Make decision to sign agreement on behalf of entire community
- Work with local NGOs and utility to support the campaign
 - Consider seeking funding from state clean energy funds

River Falls, WI City Council



Santa Clara, CA City Council



Green Power Community Outreach Materials

City of Lacey, Washington Official Proclamation

WHEREAS, a sustainable energy supply is critical to the well-being of our nation; and

WHEREAS, the burning of fossil fuels to generate electrical energy is our nation's single-largest industrial source of air pollution; and

WHEREAS, non-polluting sources of renewable electrical energy, including wind, solar energy, and biomass are increasingly available to all who live and work here; and

WHEREAS, the use of renewable, environmentally-friendly energy known as Green Power is a significant step toward energy independence and reduction of negative impacts on the environment; and

WHEREAS, Lacey has been designated as an official Green Power Community by the United States Environmental Protection Agency in recognition of our citizens' commitment to Green Power use, making Lacey one of only twelve such communities in the entire nation;

NOW, THEREFORE I, Virgil S. Clarkson, Mayor of the City of Lacey, do hereby proclaim the month of November 2007, as

"Green Power Month"

FURTHER, I urge all residents and businesses in our community to support further development of Green Power resources by participating in the Lacey Green Power Challenge and implementing the use of renewable energy within their homes and places of business.

Signed this 11th day of October, 2007

Virgil S. Clarkson, Mayor



Thanks, Corvallis *you're making a difference*

Your community can be proud of all you've accomplished during the Corvallis Blue Sky™ Challenge.

With 780 new participants signed up for Blue Sky, more than 10 percent of the city is now buying renewable energy. Today, Blue Sky customers are creating benefits equivalent to taking more than 3,500 cars off the road.

Because of the overwhelming support of renewable energy here, the EPA has named Corvallis the first Green Power Community on the West Coast.

Thanks all participants, the City of Corvallis and Renewable Northwest Project for teaming up with us to bring more Blue Sky to Corvallis.

Join in the celebration

You help move energy in the right direction when you choose renewable energy. To learn more and enroll, please visit pacificpower.net/bluesky or call 1-800-769-3717.

Thanks to Corvallis-area businesses now buying Blue Sky, including:

American Dream Pizza
Barber Uerlings Insurance
Cascade Printing
City of Corvallis
Columbia Concrete Sawing
Core Communications
Corvallis Chamber of Commerce
Corvallis Environmental Center
Corvallis EPA
Corvallis Tourism
Dairy Queen Corvallis
FedEx Kinko's
First Alternative Coop
Footwise Birkenstock Store
Grass Roots Bookstore
Harrison House Bed & Breakfast
Hewlett-Packard
Nearly Normal's
Peak Sports
Riverside Window & Door
Robnett's Hardware
Sibling Revelry
Staples
The Toy Factory
Woodstocks Pizza
Your Green Home

There's a complete list at pacificpower.net/partners.

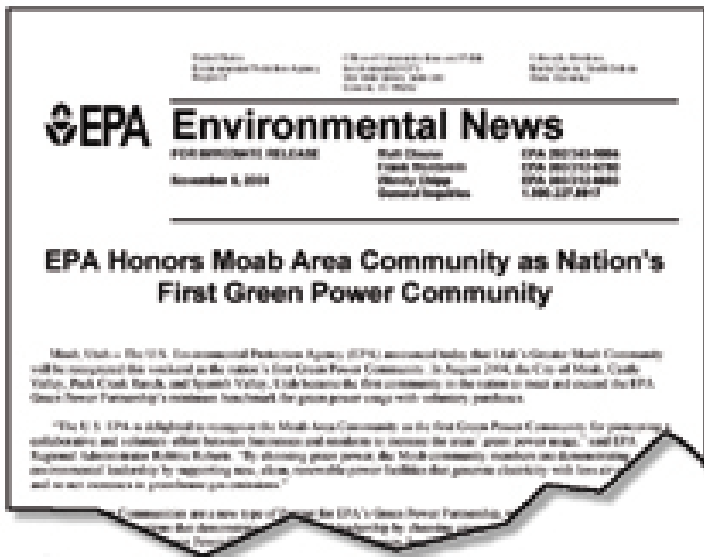
Sustainability
it's in our name.

PACIFIC POWER



Community Benefits

- Reduce environmental impacts of electricity use
- Community pride and image
- Build bridges between community and utility (and other community-based organizations)
- Media coverage of a good story
- Stepping stone for more collective sustainable action



EPA Green Power Communities



- 27 Green Power Communities
- Collective green power use of ~660 million kWh
 - Avoids ~1 million lbs of CO2 emissions
 - Equal to the annual CO2 emissions from ~91,000 cars
 - Equal to the annual electricity use of ~61,000 average American homes

Top Green Power Communities

Community	Annual Green Power Usage (kWh)	GP % of Total Electricity Use*	Providers (listed in descending order by kWh supplied to Community)
1. Corvallis, OR Community	98,763,818	12%	Bonneville Environmental Foundation, Pacific Power, Consumers Power
2. Bellingham, WA Community	91,803,570	13%	NextEra Energy Resources, Puget Sound Energy, Carbonfund.org
3. Santa Clara, CA Community	57,000,000	2%	Silicon Valley Power/3Degrees
4. Palo Alto, CA Community	56,950,971	6%	City of Palo Alto Utilities/3Degrees
5. Beaverton, OR Community	51,936,000	3%	Portland General Electric
6. Bend, OR Community	46,182,513	6%	Pacific Power
7. Gresham, OR Community	37,716,000	5%	Portland General Electric
8. Lake Oswego, OR Community	34,915,000	9%	Portland General Electric
9. Salem, OR Community	33,397,000	2%	Portland General Electric
10. River Falls, WI Community	18,030,000	15%	Wisconsin Public Power Inc.
11. Lacey, WA Community	16,184,577	4%	Puget Sound Energy
12. Durango, CO Community	12,758,000	7%	La Plata Electric Association
13. Park City, UT Community	10,090,600	3%	Rocky Mountain Power
14. Hood River, OR Community	8,243,422	6%	Pacific Power
15. Swarthmore, PA Community	7,514,051	14%	PECO/Community Energy
16. Lincoln City, OR Community	5,927,564	5%	Pacific Power
17. Pendleton, OR Community	4,441,624	2%	Pacific Power

Individual Community Page on EPA Web Site

- Each Community has own individualized Web page on EPA site
- Lists green power accomplishments
- Links to Community's Web site on green power use or sustainability efforts



Bellingham, WA Community	
Percentage Green Power	13%
Participation Rate	8%
Provider(s)	NextEra Energy Resources, Puget Sound Energy, Carbonfund.org
Green Power Community Since	April 2007
Green Power Community Ranking	No. 2 of 27
Community Green Power Web Page <small>EXIT Disclaimer</small>	
Community Profile The City of Bellingham is a community of approximately 75,000 and growing, located in the northwest corner of the State of Washington. With an 11 percent overall green power commitment, Bellingham is one of the most successful communities in the EPA's Green Power Partnership. We have proven that coordinated efforts between business, residents, and local government are effective and can produce meaningful results. Through continued educational efforts, Bellingham's green power commitment is expected to continue to increase. In 2007, Bellingham was chosen as the EPA's Green Power Partner of the Year, the most prestigious of the purchaser awards. Green Power Partner of the Year recognizes participants who distinguish themselves through their purchase, overall strategy, and impact on the green power market. We are honored to receive this prestigious award from EPA for our green power purchase," said Bellingham Mayor Tim Douglas. "Bellingham is committed to supporting cleaner technologies and helping develop the green power market."	

Upcoming EPA Webinars

Benchmarking for State and Local Governments Webcast

- Attendees will learn how to measure and track energy use and greenhouse gas emissions from their buildings to establish baseline energy use, prioritize investments, set goals, and track improvements over time.
- February 25, from 2-3 PM (Eastern)
- To register, visit: <https://energystar.webex.com>

Using Smart Growth Strategies to Reduce Greenhouse Gas Emissions

- This webcast will provide an introduction to federal programs and resources related to smart growth. It will discuss how smart growth strategies can help communities use energy more efficiently, reduce greenhouse gas emissions, and provide other environmental, economic, and social benefits. Two communities will showcase how they successfully developed and implemented programs that integrate smart growth policies into community design.
- March 31, from 2-4 PM (Eastern)
- To register, visit: <https://www2.gotomeeting.com/register/80375101>



Want to Know More?

- Basic Information
 - To learn more and see a complete list of EPA's Green Power Communities, please visit: www.epa.gov/greenpower/communities
- More Questions?
 - Anthony Amato, 617-357-4630, anthony.amato@erg.com
 - Blaine Collison, 202-343-9139, collison.blaine@epa.gov

