



# PGE *Renewable Power*

Working with Oregonians to Create  
Green Power Communities



**Portland General Electric**



# *PGE An Oregon Utility*

- Oregon's largest IOU with >811,000 customers
- PGE ranked #1 in U.S. for residential sales (by volume)
  - #2 overall, with more than 71,000 customers enrolled (>9.3% of customers)
  - A ten-fold increase in customers since 2001
  - More than 80 aMW of renewables sold annually (equals the output of a 200 MW wind farm)
- Renewable Power has highest customer awareness of any PGE retail product (>70%)



## *Renewable Power Choices for All Customers*

*Two renewable Power Options for our residential and very small business customers:*

- Clean Wind<sup>SM</sup>
- Green Source<sup>SM</sup>

*One renewable Power option to our mid to large size Commercial and Industrial customers:*

- Clean Wind<sup>SM</sup>



# *Program Marketing Basics*

- A collaborative approach between our agent Green Mountain Energy Co. and PGE provides integrated “Multi-Touch” marketing
- Sales/Marketing channels include Direct Sales at Events & Storefronts, Bill Inserts, Bangtails, Courtesy Knock, Web & Phone
- Cooperative marketing opportunities with business renewable customers proving successful.

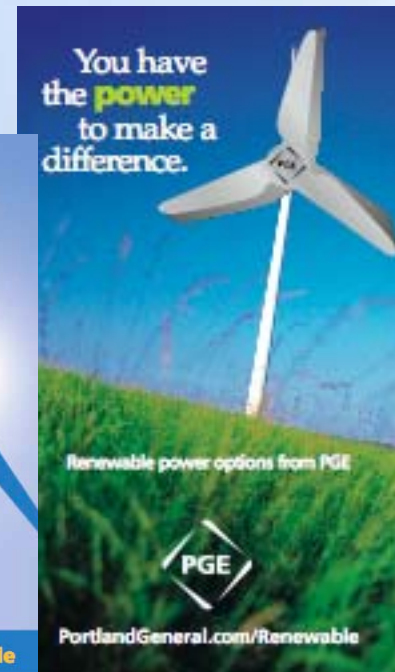
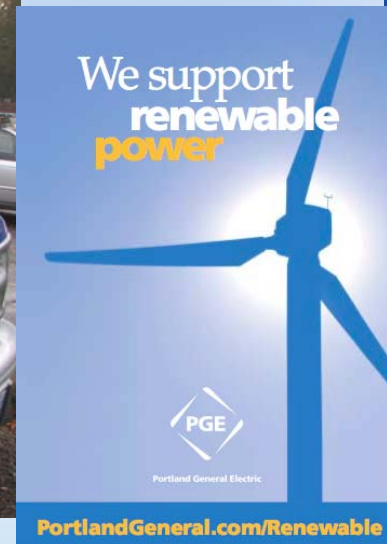


## Spreading the word



*Visible support in the community*

- Biodeisel van wrap
- Turbine lapel pins
- Window decals
- Bumper Magnets



# Residential + business customers = *Green Community.*

*Fostering a Green Power  
Community*

**In 2006 the City of Salem, OR  
hosted PGE's 1<sup>st</sup> EPA Green  
Power Challenge**



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# Salem Green Power Challenge

*Five month challenge June - November 2006*

- City proclaimed June Energy Independence Month
- Goal of +500 customers

## *Marketing Opportunities*

- Public Relations
- Direct mail to Salem
- Increased Courtesy Knock in untapped market
- New angle for business customers



# Residential + business customers = *Green Community.*

## *Fostering Green Power Communities*

Tactics to tie in businesses and residents

- Coupon books: Sent out to thank all renewable customers
- Direct sales packet for businesses
- Tool Kit CD for businesses to publicize their support to their customers



# Residential + business customers = *Green Community.*

*Fostering Green Power  
Communities*

- **Since 2006 we have added:**
- **The City of Beaverton,**
- **The City of Gresham**
- **In 2009 the City of Lake Oswego**



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# Residential + business customers = *Green Community.*

*In 2007, the City of Beaverton became PGE's first 100% Green Power Community signing up all of their buildings for Renewable Power.*

*The community-wide challenge, announced in June, resulted in 590 sign-ups for renewable energy from PGE.*



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# Residential + business customers = *Green Community.*

## *Fostering Green Power Community in Lake Oswego*

Working with the City's Sustainable Advisory Board, on 8/1/09 the Mayor announced the city's goal to generate 300 new renewable sign ups by 9/30/09

The challenge resulted in 336 residential and 20 commercial enrollments, increasing Lake Oswego's green power participation rate to > 12 percent and increased the city's consumption of renewable power to 35 million kWh per year




# Advertising to Increase Challenge Awareness

Focus on City Challenge for residential market and PR opportunities for business market

- Ad in local papers for businesses buying green power

A PAID MESSAGE FROM PORTLAND GENERAL ELECTRIC

## Record numbers plug into PGE renewable power



One of the things Oregonians say they care deeply about is protecting our pristine natural environment. Proof of that is the growing enrollment in PGE's renewable power program. With more than 46,000 customers, PGE has the largest renewable power program in the nation.

Importantly, enrollment goes beyond residential customers. Businesses, many of whom rely on much more power than residential customers, are also committing to clean renewable energy in record numbers.

"Supporting PGE renewable energy is an easy way to add to our sustainable efforts," said Cinnamon Chaser, owner of Presents of Mind on SE Hawthorne, whose business just recently signed up for renewable power.

It's a philosophy shared by an increasing number of area businesses – supporting efforts important to the community, especially environmental stewardship, is an important part of any business plan.

Becky White, of the Holistic Pet Vet Clinic, cites air quality as a key motivator to join the renewable ranks. "PGE gave me the statistics – the combined use of PGE renewable power last year alone saved the equivalent of 70,000 metric tons of carbon dioxide from being emitted into the atmosphere, White also noted. "That's the equivalent benefit of planting 10 million trees!"


**Learn more about other PGE renewable business customers at [PortlandGeneral.com/Renewable](http://PortlandGeneral.com/Renewable)**

\*2005 NREL rank for residential customers

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**SUPPORT THE BUSINESSES THAT SUPPORT RENEWABLE POWER**

Beyond enrolling in renewable power yourself, a great way to join the sustainable movement is to support area firms that use renewable energy to power their business. Head to [PortlandGeneral.com/Renewable](http://PortlandGeneral.com/Renewable) and you'll see an expanded listing of PGE renewable power business customers.



**RENEWABLE BUSINESS PROFILE:**

## Ron Tonkin Family of Dealerships

As a local family-owned business, the Ron Tonkin Family of Dealerships prides itself on understanding the communities they serve – and supporting efforts important to them, like environmental responsibility.

That's why a portion of Tonkin's dealership network purchase renewable energy from PGE. Supporting renewable power is part of a dedicated sustainable effort by the company, which is the only dealership in the country to offer a dedicated alternative fuel vehicle division.

"We recognize the need to preserve and enhance our environment, and we have a genuine commitment to make a difference," said Ed Tonkin. "We grew up here, went to school here, and work here. So it's important to us that we help take care of this place, it's as simple as that," Tonkin added.

PGE also supports their business customers, like Tonkin, with a promotional program. "We want to do as much as we can to help promote businesses' use of PGE renewable power, through decals, signage, online recognition, etc.," said Thor Hinckley, Manager of PGE's Renewable Power program. "It helps them attract like-minded customers, and continues to build the momentum that results in greater use of renewable power – so everybody wins."

**Learn more at [Tonkin.com](http://Tonkin.com)**

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**BY THE NUMBERS**

Every community PGE serves contributes to renewable power, but which have the most renewable customers within PGE's service territory? These two lists break it down (ranked by percentage of renewable power customers in that area).

Top Cities	Top Portland Zip Codes
1. Lake Oswego	1. 97227
2. Portland	2. 97215
3. West Linn	3. 97214
4. Brightwood	4. 97232
5. Beaverton	5. 97210
6. Government Camp	6. 97202
7. Sherwood	7. 97230
8. Tualatin	8. 97219
9. Hillsboro	9. 97221
10. Oregon City	10. 97239

**Make a difference, enroll in PGE renewable power**

More information about PGE's renewable power program, including a simple online enrollment form, is available at [PortlandGeneral.com/Renewable](http://PortlandGeneral.com/Renewable). You can also get more information by calling PGE at 503-228-6322 or 1-800-542-8818 outside the Portland area.



We Have the *Power* to Make a Difference



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