



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
September 16, 2010
11:00 am Eastern***

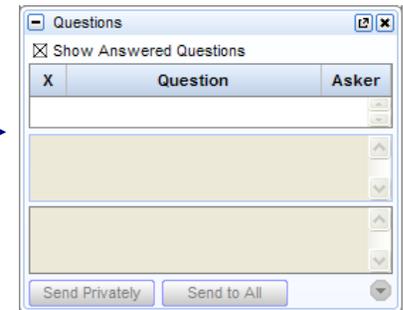
Today's Agenda

- Overview of Green Power Community Program
 - Anthony Amato, ERG, contract firm to U.S. EPA
- EPA's New "Green Power Community Challenge"
 - Allison Dennis, EPA's Green Power Partnership
- PGE's Experience with Green Power Communities
 - Thor Hinckley, PGE
 - Joanna Colby, Green Mountain Energy
- Questions & Answers
- Post-Webinar email with presentations and Challenge Factsheet



Webinar Logistics

- Attendees will be muted throughout this webinar to minimize background noise.
- Attendees should submit questions and comments in writing via the online control panel.
- To minimize or maximize the control panel, click on the >> button at the top left of the tool bar.



Green Power Community Initiative

- 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's municipal operations must join as a Green Power Partner
 - Stake out a leadership position within community
2. Community joins as Community Partner
 - Collective purchase by community (gov, businesses, citizens) of green power meets EPA benchmark levels at time of signing Partnership Agreement
 - Local government official signs Community Partnership Agreement on behalf of community
3. Provide annual updates of community-wide electricity and green power use



Community Green Power Benchmarks

Community-wide Electricity Use	Green Power Minimum Requirement (before 1/1/2011)	Green Power Minimum Requirement (after 1/1/2011)
If the Community's annual electricity use is...	The aggregated green power use must exceed ...	The aggregated green power use must exceed ...
Over 100,000,000 kWh	2%	3%
100,000,000 – 10,000,000 kWh	3%	5%
Under 10,000,000 kWh	6%	10%

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 government/Utility/NGO gauges interest among stakeholders in becoming an EPA Green Power Community
- Local government purchases green power for municipal operations and joins EPA Partnership as organization-wide Partner
- Design and implement a “campaign” to increase the use of green power among residents and businesses. Common elements include:
 - Home for “campaign” within a city department, citizen group, utility or marketers, NGOs, etc.
 - Campaign kickoff event
 - Publicly-stated campaign goal(s) (i.e. increasing # subscribers by X)
 - Media outreach
- Mayor signs EPA Partnership Agreement on behalf of community, possibly with City Council Resolution, once community has met EPA requirements



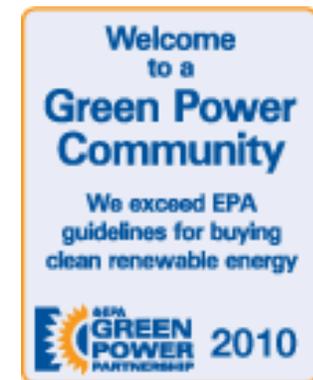
EPA Green Power Communities



- 31 Green Power Communities
- Collective green power use of ~910 million kWh
 - Avoids ~1.4 million lbs of CO2 emissions
 - Equal to the annual CO2 emissions from ~125,000 cars
 - Equal to the annual electricity use of ~79,000 average American homes

EPA Offers Green Power Communities

- Metrics & Credibility
 - Metric for “How much green power is enough?”
 - Definition of eligible renewables resources
- Expert Advice
 - Assistance with campaign planning and messaging
- Network of Like-minded Communities
 - Learn what works and what doesn't
- Two 24" x 30" aluminum signs 
- Communications & Press Release Assistance
- Recognition
 - Eligibility for Leadership Awards
 - Artwork for Community Banner



Individual Community Page on EPA Web Site

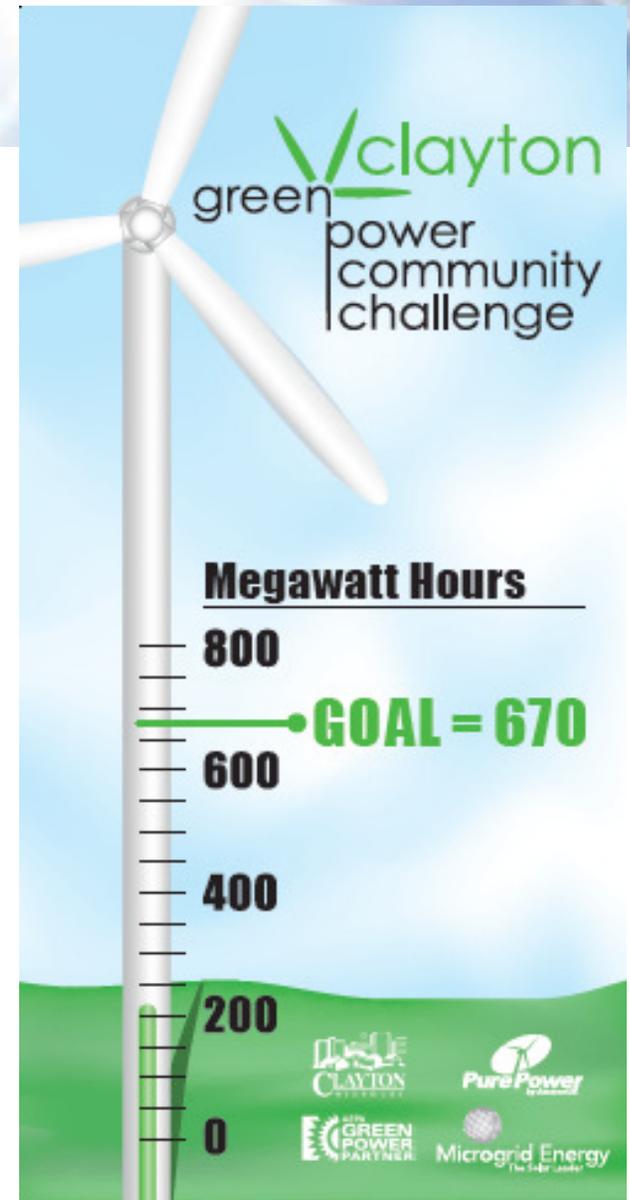
- Each Community has own individualized Web page on EPA site
- Lists green power accomplishments
- Links to Community's Web site on green power use or sustainability efforts

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. 4 of 30
Community Green Power Web Page EXIT Disclaimer	
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."	



Benefits to Provider of Green Power Community Initiative

- Credibility of EPA-sponsored initiative
 - Clear targets and rewards
 - Lowers acquisition costs for residential and small commercial
 - New sales pitch for large commercial customers to be community “leaders” or “champions”
- Localized market transformation opportunity
 - Potential to leverage additional clean energy activities
- Initiative creates friendly competition between communities on who is the “greenest”
- Improved community relations
- Media coverage of a good story



Examples of Green Power Community Outreach Materials

Join your Neighbors in Choosing Green Power



The U.S. wind industry broke all previous records by installing enough new generating capacity in 2009 to serve over 2.4 million homes.* Thanks to Santa Clara Green Power participants for doing their part to help grow this clean, domestic energy source.

Enrolling in Santa Clara Green Power is easy—see reverse for details.

*Source: American Wind Energy Association



Lake Oswego,
up to **THE**
challenge?



Join the City of Lake Oswego and these businesses in the Lake Oswego Green Power Challenge, a community-wide challenge for all Lake Oswego PGE customers, business and residential, to sign up for renewable energy:

Gusto Bistro & Marketplace	Academy of Modern Martial Arts	Upper Crust Bread Company
Oregon Moo Duk Kwan	Port City Pasta	Framed By Design
Enzyme Research Products		Lake Oswego Jewelers



Help make Alamo Heights only one of two cities in Bexar County to become a “Green Power Community”. We need 26 more Windtricity users to enroll. Signing up is easy and can be done online at www.cpsenergy.com/windtricity.



The challenge concludes September 30, with a goal to generate 300 new renewable sign ups. Since 2001, PGE customers have kept more than 1.5 billion pounds of CO₂ from entering the atmosphere, the equivalent of taking more than 136,000 cars off the road.

Accept the challenge! PGE customers can enroll at GreenPowerOregon.com or by calling PGE at 503-228-6322.



How Can Providers Leverage EPA Tools & Resources?

- Use of EPA Community outreach materials
 - Brochure
 - Factsheet
 - Top Community List
- Possibility event attendance by EPA official
- Assistance in developing community press releases
 - Quote from EPA official
 - Environmental benefits statement
- EPA HQ or Regional press releases on community

EPA's Green Power Communities
An Environmental Choice for Your Community

What Is Green Power?

Cities and towns across the country are increasingly recognizing the role they can play in fighting climate change. Many of these leading local governments are partnering with the U.S. Environmental Protection Agency (EPA) to become Green Power Communities (GPCs). GPCs are towns, villages, cities, counties, or Native American tribes in which the local government, businesses, and residents collectively buy green power in amounts that meet or exceed their own purchase requirements.

Become an EPA Green Power Community

EPA is ready to assist your community in contributing to a clean energy future through a green power purchase. Joining is as easy as 1-2-3:

1. The local government must join the Green Power Partnership as a partner and buy green power for its operations to ensure the most EPA program purchase requirements. The local government can be a town, village, city, county, or Native American tribe.
2. The local government for its jurisdiction initiates a community-wide green power campaign to encourage local businesses and residents to buy green power and eventually attain a community-wide green power total that surpasses the EPA GPC minimum requirement. EPA is available to provide technical and outreach assistance.
3. The local government must submit a signed GPC Membership Agreement to EPA and commit to annually updating EPA on its local green power and electricity use.

Join Now and Position Your Community for the Future

EPA GREEN POWER PARTNERSHIP

Clean Renewable Energy

Green power is electricity generated from environmentally preferable resources, such as solar, wind, geothermal, low-impact hydropower, and low-impact hydroelectricity.

An Environmental Choice

Commercial electricity use can be one of the most significant environmental impacts associated with your operations. Purchasing or using on-site green power is one of the easiest ways for a community to reduce its carbon footprint.

Supporting Sustainable Energy Supply

Using green power helps to diversify the development of our domestic renewable energy sources, while playing an important role in the security of America's energy supply.

EPA Environmental News
FOR IMMEDIATE RELEASE
November 6, 2004

EPA Honors Moab Area Community as Nation's First Green Power Community

Moab, Utah - The U.S. Environmental Protection Agency (EPA) announced today that Utah's Greater Moab Community will be recognized as the nation's first Green Power Community. In August 2004, the City of Moab, Cooks Valley, Park Creek Ranch, and Spanish Valley, Utah became the first community in the nation to meet and exceed the EPA Green Power Partnership minimum threshold for green power usage with voluntary purchases.

"The U.S. EPA is pleased to recognize the Moab Area Community as the first Green Power Community for promoting collaboration and voluntary action between businesses and residents to increase the clean energy power supply," said EPA Regional Administrator Robert Roberts. "By choosing green power, the Moab community members are demonstrating environmental leadership by supporting new, clean, renewable power facilities that generate electricity with less cost and so are essential to sustainable development."

For more information, contact EPA's Green Power Partnership at 1-800-452-6011 or visit the website at www.epa.gov/greenpower.



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?
 - Blaine Collison, 202-343-9139, collison.blaine@epa.gov
 - Anthony Amato (ERG, contractor to EPA), 781-674-7225, anthony.amato@erg.com

