



# **Green Energy Program**

## **Marketing Overview and Update**

**Renewable Energy Markets Conference**

**September 14, 2009**

**Bob Hughes and Wilson Mallard**





# History of Green Energy at Georgia Power

- Proposed by GPC in IRP in 2001
- Green Energy Program approved in 2003
- Landfill Gas resource contract signed in 2005
- GPC purchases solar energy through the RNR tariff
- Customer Billing began in October 2006
- Renewable Resource Action Plan (August 2007)
- Green-e certification received in March of 2008
- New Program design approved in September 2008





## **Georgia Power listened to all Stakeholders – Regulators, Customers, Environmental Groups**

- Large Customers need low cost Renewable Energy
- First Stakeholder Meeting to review preliminary design (January 2008)
- GPC considered the Stakeholder comments and modified the proposed design
- Public Service Commission Approval was streamlined because of the Stakeholder process



# Green Energy Program Redesign Goals

- Satisfy Residential, Commercial and Industrial customer need for renewable energy
- Increase overall renewable energy purchases and production in Georgia
- Maintain Green-e certification
- Program designed to be financially self-sufficient – no upward rate pressure



## Green Energy Program Options

- **Premium Green Energy** - \$4.50 per block, retains 2 % solar resource requirement
- **Green Energy** - \$3.50 per block, no solar or wind resource requirement
- **Large Volume Purchase Option** – available on a customer specific basis after the customer has purchased 400 blocks of Green Energy
- **Special Events Purchase Option** – allows for one-time purchases of Green Energy for events such as concerts, sporting events, conventions, etc.



# Marketing Overview

- By tariff design, Georgia Power's Green Energy program is "break-even"
- Most of the rate margin is made up of marketing dollars
- Company is sensitive to marketing expenditures impact on program costs
- Best practices show us that take rates will not be high—managing internal expectations for success
- Program redesign offered opportunity to "reintroduce" the Green Energy rate



## **2006 – Initial Marketing Campaign and Results**

- October through December of 2006
  - Atlanta and Savannah Radio – 30 second ads
  - Electric Living article and Bill Inserts
  - Newspaper inserts - AJC/Savannah News
  - Georgia Trend
  - Direct Mail
  - Developed Green Energy newsletter
  - Created Green Energy web site
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- End of 2006 - 900 customers were buying 1,600 blocks



# Ongoing Marketing Campaign and Results

- Electric Living articles and Bill Inserts
  - Metro Atlanta Traffic Radio – 30 second ads
  - WSB-TV “Going Green” sponsorship
  - Newspaper ads - AJC/Savannah News
  - Online Ads AJC.com
  - Direct Mail to 180,000 customers
  - Emails to eBill customers
  - Regular newsletter
  - Green Energy web site
  - Welcome New Customer enrollment kits
  - Large Volume Sales Materials and Special Events Sales Materials
  - Green Energy Special Events - Falcons and UGA football games
  - Over 40 On-site customer fairs
  - Green-e Certification for second Green Energy option (Standard Green)
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- End of 2007 – 4,027 customers were buying 16,027 blocks
  - End of 2008 – 4,431 customers were buying 19,160 blocks
  - YTD 2009
    - Standard Green: 3453 customers and 15564 blocks
    - Premium Green: 706 customers and 1496 blocks



# 2009 Marketing Plan

- Email Campaign
  - 80,000 emails 2 times a year to appropriate customers
  - Email copy available to all Environmental Partner organizations
    - Email directs customers to sign up on Georgiapower.com
    - Track enrollments using “signup codes”
- Direct Mail to targeted audience
  - 75,000 letters
- Bill Inserts – 1.8 million inserts once a year
- Large Volume Recognition Program
  - Ad and PR program to recognize to the public our largest customers
- Social Media – Twitter, Facebook, Blogs



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