

# Community Based Programs

*Takin' it to the Streets:  
Strategies for Running Green  
Power City Challenges*



Joanna Colby  
10/21/2010





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

# 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
- [www.GreenPowerOregon.com](http://www.GreenPowerOregon.com)



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

- Ad in local papers for businesses buying green power
- Business approach begins 1 to 2 months early to maximize exposure

# City Challenge Timeline

1. Preliminary meeting between utility and city to determine goals and outline timeline
    - Community makes green power purchase for city facilities
    - Paperwork filled out for green power community (GPC)
  2. Press materials developed
    - News release announcing challenge and mayoral proclamation
    - City Council meeting to pass/announce proclamation
  3. Implementation
    - Chamber of Commerce, KCMs, Gov't Affairs all engaged
    - Residential outreach team in field with laminated announcements
  4. Notify Environmental Protection Agency
  5. Provide regular updates internally, mid-way to media
  6. Develop media materials for final announcement
- (continued)



# City Challenge Timeline

## 7. Confirm with EPA

- Contact EPA about official event and that we need an EPA rep to attend celebratory event
- Ask EPA to review all media materials and provide quote for final release

## 8. City Council meeting to celebrate reaching goals

- Invite media
- Line up utility VIP
- Announce challenge results and that city has become an EPA Green Power Partner

## 9. Community celebration event!

## 10. Lessons learned follow up meeting (utility and marketer)

## 11. Follow up on commitments made to city

- Ensure that any agreements made with the city surrounding the challenge are completed



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





# Beaverton Green Power Challenge

**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.**



## PROCLAMATION

WHEREAS, City Council of Beaverton has been a supporter of a sustainable environment, the protection of trees and the maintenance of clean air, water and land; and

WHEREAS, U.S. Department of Energy has established a "Green Power Partner" that recognizes and encourages the use of renewable energy as a means to bring about a prosperous future where energy is clean, abundant, reliable and affordable; and

WHEREAS, residents and small business owners in the City of Beaverton have the ability to make a difference to the quality of the environment by selecting "green power" options that reduce air pollution, protect natural resources, reduce emissions of greenhouse gases; and

WHEREAS, Portland General Electric (PGE) has one of the fastest growing green power programs in the nation, using renewable power generated by wind farms, geothermal plants and biomass; and

WHEREAS, the City of Beaverton seeks to increase the participation level of renewable green power by 250 new enrollees from June 18 to September 15, 2007, in time for the City's 50<sup>th</sup> Anniversary Celebration.

NOW THEREFORE, I, Rob Drake, Mayor of the City of Beaverton, hereby proclaim the period of June 18<sup>th</sup> to September 15<sup>th</sup> as the Beaverton Green Power Challenge and urge Beaverton citizens and businesses to sign up for green power to contribute to a sustainable future for Oregon, and to engage in other activities that encourage the use of renewable energy to bring about a prosperous future for Oregon, with clean, abundant, reliable energy...

DATED this 18<sup>th</sup> day of June, 2007

Rob Drake  
Mayor



# Gresham Green Power Challenge



News Release

FOR IMMEDIATE RELEASE  
August 18, 2008

For more information please contact:

Laura Bridges-Shepard, Gresham, 503-618-2247 or 503-793-4167  
Elaina Medina, PGE, 503-464-8790

## City of Gresham Becomes EPA Green Power Community *City also exceeds PGE Green Power Challenge Goal*

GRESHAM, Ore. — The City of Gresham has been recognized by the U.S. Environmental Protection Agency (EPA) as an EPA Green Power Community, becoming the seventh community in Oregon and the 14<sup>th</sup> in the nation to receive the designation. The federal agency extends the honor to communities that show their environmental commitment by purchasing renewable energy in amounts that meet or exceed EPA purchase requirements. Gresham Mayor Shane T. Bemis will accept the honor on behalf of the citizens prior to the Gresham City Council meeting on Tuesday, August 19 at 3 p.m. in Council Chambers.

Mayor Bemis also announced the results of Gresham's Green Power Challenge. Gresham electricity customers have surpassed the Gresham Green Power Challenge goal of 300 new renewable power enrollments set by the Gresham City Council. The community-wide challenge, announced in April, resulted in 332 new sign-ups for renewable energy from PGE. The city and the utility created the challenge to encourage more use and awareness of environmentally friendly power.

"I am proud to be the mayor of a community committed to clean energy and environmental stewardship," said Mayor Shane T. Bemis. "We received the EPA honor and exceeded our green power challenge goal because our community shares these values."

As part of the recognition, Gresham has received two colorful street signs from EPA reading, "Welcome to a Green Power Community. We exceed EPA guidelines for buying clean, renewable energy." The signs, which will be posted at high-visible locations throughout the community, will be on display at the Aug. 19 City Council meeting.

"America is shifting to a 'green culture,' with more and more people understanding that environmental responsibility is everyone's responsibility," said EPA Administrator Johnson. "EPA commends the community of Gresham, Oregon, for making a long-term commitment to protecting the environment by purchasing green power."

(more)

Gresham Green Power Community Award – Page 2 of 2

Gresham is the seventh Green Power community in Oregon to receive this EPA designation and the 14<sup>th</sup> community to be recognized in the nation, out of the 16 total communities to date. Green Power Communities are cities, towns, and villages in which the local government, businesses, and residents collectively buy green power in amounts that meet or exceed EPA's Green Power Community purchase requirements. The community is at nearly five percent, representing use of almost 38 million kWh of renewable power over a year. Based on national average emissions rates, that reduces an equivalent amount of carbon dioxide emissions associated with more than 5,300 passenger cars annually, according to U.S. EPA estimates\*\*.

According to EPA, Gresham is also ranked No. 6 on EPA's national Top 10 list of Green Power Communities and is the third largest Green Power Community in Oregon by total megawatt-hours (MWh) purchased. To see the EPA list, visit: <http://www.epa.gov/grmpower/toplists/communities.htm>.

"This is a very visible commitment to the future by the leadership and citizens of Gresham," said Thor Hinckley, manager, PGE Renewable Power Program. "The mayor and council took the first step in April when they purchased renewable power for city facilities and issued a green power challenge to the citizens. That's leadership by example — a tremendous role model for other Oregon governments."

More than 1,253 residences and businesses in Gresham are currently enrolled in one of PGE's renewable energy programs.

### PGE's renewable power options

PGE's residential and small business customers in Gresham and elsewhere can continue to purchase renewable energy by enrolling at [www.greenpoweroregon.com](http://www.greenpoweroregon.com) or by calling 1-800-542-8818\*. According to the latest national figures, PGE sold more renewable power to residential customers than any other utility in the United States in 2007. There are currently more than 65,716 PGE customers participating in PGE's renewable options program.

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### About PGE

PGE, headquartered in Portland, is a fully integrated electric utility that serves more than 808,000 residential, commercial and industrial customers in Oregon. Visit PGE on the web at [www.PortlandGeneral.com](http://www.PortlandGeneral.com).

### About EPA's Green Power Partnership

The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use. The Partnership currently has hundreds of Partner organizations voluntarily purchasing billions of kilowatt-hours of green power annually. Partners include a wide variety of leading organizations such as Fortune 500 companies, small and medium sized businesses, local, state, and federal governments, and colleges and universities. For additional information, please visit <http://www.epa.gov/greenpower>.

\* Customers will not have electricity from a specific generation facility delivered directly to their home or business. Their purchase causes renewable power to be delivered to the Northwest power grid equal to their household's annual electricity use or a portion thereof, depending on the product they choose.

\*\* Calculator to verify emissions rate at <http://www.epa.gov/emsources/tools/calculator.htm>



# Lake Oswego Green Power Challenge



**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**





# Hillsboro Green Power Challenge

In March of 2010, the City of Hillsboro announced its goal to increase renewable power participation by encouraging 300 new residents and business during a 3 month challenge starting in April. First email outreach used!

Hillsboro,  
*you rose*  
to **THE**  
*challenge.*

PGE congratulates the City of Hillsboro and participating businesses for successfully completing the Hillsboro Green Power Challenge, a community-wide challenge for all Hillsboro PGE customers:

Cooltek, Inc.	Paper Parachute, Inc.	ESP Painting
Bob's Reedville Plumbing	Amrapall, LLC	The Natural Dog Company, Inc.
Mini Madness, LLC	Edward Mullen Plumbing	AcIaryn Plastics, Inc.

When the challenge ended on June 30, there were more than 300 new renewable sign-ups. Since 2001, PGE customers have kept more than 1.5 billion pounds of CO<sub>2</sub> from entering the atmosphere, the equivalent of taking more than 136,000 cars off the road.

You can make a difference, too. PGE customers can enroll at [GreenPowerOregon.com](http://GreenPowerOregon.com) or by calling PGE at 503-228-6322.

Powered by Oregon.

CITY OF HILLSBORO



## PROCLAMATION

**WHEREAS**, Earth Day has been recognized internationally since 1970 as a day to celebrate and promote ways to protect our environment; and

**WHEREAS**, the City of Hillsboro is committed to educating both the public and its employees about sustainable practices; and

**WHEREAS**, the City's strategic plan identifies environmental sustainability as a priority; and

**WHEREAS**, the City of Hillsboro is committed to pursuing sustainability objectives including reducing energy use and air emissions and conserving natural resources through waste reduction, reuse and recycling; and

**WHEREAS**, residents and businesses in the City of Hillsboro have an opportunity to make a difference in the quality of the environment by selecting green power options that reduce air pollution and greenhouse gas emissions by increasing the use of renewable power; and

**WHEREAS**, the City of Hillsboro, partnering with Portland General Electric (PGE), seeks to increase the citywide participation level of renewable green power by signing up 300 new residents and businesses between April 1 and June 30, 2010.

**NOW, THEREFORE, BE IT RESOLVED**, that I, Jerry Willey, Mayor of the City of Hillsboro do hereby declare April 1, 2010 as kickoff of the

## HILLSBORO GREEN POWER CHALLENGE

in the City of Hillsboro, and call upon local citizens and businesses to sign up for green power and to acquaint themselves with the issues involved in making our City and our Earth a healthier place to live.



Jerry W. Willey, Mayor  
March 16, 2010



# Portland Green Power Challenge

**Since Portland City limits span two separate utility territories, the Portland Challenge provided a unique opportunity for two IOUs to join forces over a common goal– the highest GPC goal to date in Oregon!**

Began in August 2010 with combined goal of 1000 new sign ups.

- Initial announcement in press releases and local ads
- Grassroots face-to-face engagement is primary outreach channel for challenges



The poster features a black and white photograph of two wind turbines in the foreground, with a snow-capped mountain peak in the background under a clear sky.

## JOIN THE PORTLAND GREEN POWER CHALLENGE


The City of Portland is calling upon local citizens and businesses to support renewable energy by enrolling in a green power program from Pacific Power or Portland General Electric.

The City is leading the way by purchasing more than 2.6 million kilowatt-hours (kWh) of renewable energy annually for its city operations. You can also invest in a cleaner energy future, promote new jobs, and reduce our dependence on fossil fuels. **Sign up for a green power program today!**

The challenge starts on **August 1, 2010**, with a goal of **1,000 new sign ups** by September 30.

**Enroll in your electric utility's green power program today!**

To enroll or learn more, visit the City of Portland website:  
[www.portlandonline.com/portlandchallenge](http://www.portlandonline.com/portlandchallenge)



Let's turn the cranks on.

Portland exceeded expectations with

**3,130**

new sign-ups!

## Portland General Electric

- Courtesy Knock – 575
- Storefront/Events – 528
- Small Business – 58
- Other Channels – 1,136

## Pacific Power

- Pacific Power – 833 (1.2% of all Portland accounts)





# Recognition!



## Certificate of Community Partnership

presented to

### Portland, Oregon

By the U.S. Environmental Protection Agency's Green Power Partnership  
in recognition of efforts to reduce the risk of climate change  
through green power purchasing.

A handwritten signature in black ink that reads "Elizabeth Craig".

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Elizabeth Craig, Acting Director  
Climate Protection Partnerships Division, EPA



# Oregon Green Power Communities





# Oregon Green Power Communities

Community	Annual Green Power Usage (kWh)	GP % of Total Electricity Use*	Providers (listed in descending order by kWh supplied to Community)
2. Gresham, OR Community	125,843,124	12%	Portland General Electric
3. Corvallis, OR Community	100,297,648	15%	Bonneville Environmental Foundation°, Pacific Power°, Consumers Power
5. Beaverton, OR Community	71,092,950	5%	Portland General Electric
6. Salem, OR Community	63,769,464	4%	Portland General Electric
8. Bend, OR Community	47,641,135	6%	Pacific Power°
9. Hillsboro, OR Community	43,976,490	2%	Portland General Electric
10. Lake Oswego, OR Community	34,915,000	9%	Portland General Electric
16. Hood River, OR Community	8,409,348	6%	Pacific Power°
17. Lincoln City, OR Community	5,933,530	5%	Pacific Power°
18. Pendleton, OR Community	4,778,332	2%	Pacific Power°
19. Jacksonville, OR Community	4,354,660	7%	Pacific Power°
23. Cottage Grove, OR Community	2,587,077	4%	Pacific Power°, Emerald People's Utility District
25. Cannon Beach, OR Community	1,692,126	6%	Pacific Power°
26. Philomath, OR Community	1,610,684	5%	Pacific Power°



# We Have the **Power** to Make a Difference

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