



# Green Power Rewards Pilot

Heather Mulligan

Green Power Market Manager



**PUGET SOUND ENERGY**

*The Energy To Do Great Things*

October 20, 2010



**PSE Headquarters** - Bellevue, Washington

**Service Area** - 6,000+ square miles in 11 Counties

**Electric** - Customers 1.05 million

**Natural gas** - Customers 725,000

- It all started with a coupon book...
  - Attract new business customers
  - Reward residential customers
- Then residential customers asked for more local coupons.
  - Regionalized in 2008
- Then we asked, “What about all that paper?”
  - Rewards Card Pilot launched in April, 2010 – Thurston County only.



## Customer letter

From: Puget Sound Energy - En...  
Subject: News from Puget Sound E...  
Reply: mandy.davis@pse.com  
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One good deed  
deserves another

### Welcome to PSE Green Power Rewards

As a participant in PSE's Green Power Program, you have demonstrated your commitment to renewable energy and a greener Pacific Northwest, and we thank you. We are now happy to invite you to receive discounts at some of your favorite local businesses that also participate in PSE's Green Power Program.

Below is the PSE Green Power Rewards Card and two key fobs for your household. Using your Rewards Card is simple. Just present your Rewards Card at any participating business and receive a discount.

#### Where you can use your card

- Visit [PSE.com/GreenPowerRewards](http://PSE.com/GreenPowerRewards) for any new businesses or changes in discount levels.
- Look for the PSE Green Power Rewards decal in their window.
- See list at right for current participating businesses.

Thank you for supporting independent renewable energy producers here in the Pacific Northwest. It's a great way to live with green power!

Sincerely,  
*Heather Mulligan*

Heather Mulligan  
Market Manager - PSE's Green Power Program

Olympic Outfitters  
Warehouse Rock Gym



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Below is the PSE Green Power Rewards Card and two key fobs for your household. Using your Rewards Card is simple. Just present your Rewards Card at any participating business and receive a discount.



#### For information on local businesses participating:

- Visit [PSE.com/GreenPowerRewards](http://PSE.com/GreenPowerRewards). The web site will list any new businesses or changes in discount levels.
- Look for the PSE Green Power Rewards decal in their window.
- See back of this page for a list of participating businesses.

We are pleased that you have chosen to support independent renewable energy producers here in the Pacific Northwest. Enjoy all of the rewards that come with green power!

Sincerely,  
*Heather Mulligan*

Heather Mulligan  
Market Manager - PSE's Green Power Program

P.S. Check out the list of participating businesses on the back of this letter and start using your Rewards Card today!

This mailing is printed on 100 percent post-consumer recycled paper using soy and vegetable inks and processed at a facility that is certified by Forest Stewardship Council.

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## Customer e-mail



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PSE Energy Advisors

General Info: 1-888-225-5773

**Green Power Rewards**  
Overview | Thurston County merchants

One good deed deserves another

**Welcome to PSE Green Power Rewards!**  
The discount program that rewards PSE Green Power Program business and residential participants.

**Here's how it works**  
Each household enrolled in PSE's Green Power Program will receive one Rewards Card and two key fobs. Card holders will receive a discount on their purchase when they present their card to businesses participating in the Rewards Card program. Currently, PSE Green Power Rewards is offered in Thurston County as a pilot program. Check out [Thurston County merchants](#) to find participating businesses and their discounts.

PSE expects to roll out the Rewards Card throughout its service area in 2011.

**Is your business in PSE's electric service territory?**  
[Enroll in PSE's Green Power Program](#), participate in the Rewards Card program, and welcome more customers! If your business is already participating in PSE's Green Power Program, find out more about the Rewards Card by calling a PSE Energy Advisor at 1-800-562-1482, Monday through Friday, 8 a.m. to 5 p.m.

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## Web site

## Window Cling



## Table Tent

**One good deed deserves another**

Ask about our discount for Puget Sound Energy's Green Power Program participants! As a Leadership Partner of the program, we're offering a benefit to you, our customers.

If you don't already participate in PSE's Green Power Program, visit [PSE.com/GreenPower](http://PSE.com/GreenPower) to learn how you can support renewable energy development right here in the Pacific Northwest. And, you'll get the benefit of Green Power Rewards!



[PSE.com/GreenPower](http://PSE.com/GreenPower)





Radio

Newspaper



**green power**  
A PROGRAM OF  
PSE PUGET SOUND ENERGY

**Rewards Card**

[PSE.com/GreenPowerRewards](http://PSE.com/GreenPowerRewards)

## Green Power customers get it.

**Introducing PSE's Green Power Rewards Card – good for discounts at participating Thurston County businesses.**

Green Power customers – look for your Green Power Rewards card in the mail, and start saving some green at your favorite local Thurston County businesses!

Visit [PSE.com/GreenPowerRewards](http://PSE.com/GreenPowerRewards) to see current participating businesses and discounts.

**Not yet a Green Power participant?**  
Sign up today at [PSE.com/GreenPower](http://PSE.com/GreenPower)



- 22% of Rewards Card pilot customers responded to survey invitation
- 90% are aware of the Rewards card, but...
- 82%, haven't used the card yet because:
  - 40% said they don't shop at the participating merchants or aren't enticed to
  - 25.74% said that using the card is not on their mind
  - 18.32% don't know or can't remember which merchants participate
- Still, 50% plan to use the card in the near future

## Bottom Line for Businesses:

- 67% think more highly of the participating merchants than before
- 62% are more likely to shop at the merchants that participate than competitors that don't

- Continually add merchants
- Communicate, communicate, communicate – with residents and merchants
- Cards instill loyalty but may not encourage trial
- Create a “renewable energy ecosystem”, not a competitive discount program

Thank You!



Heather Mulligan

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