

Green Power Communities

EPA's Newest Green Power Partners

The following presentation is designed to provide an introduction to organizations interested in promoting community-based support for renewable energy



October 2007

EPA Green Power Community

- A new EPA initiative that challenges communities to buy green power in an amount that collectively meets the Green Power Partnership's benchmarks (see slide #4)
- Intended to motivate collective action of a community's local government, businesses, and citizens to meet or exceed the EPA's minimum purchasing benchmarks



Requirements for Communities

- Local government must be a Green Power Partner
- Local government (or its designee) initiates and supports Green Power Community campaign
- Local government (or local utility) provides electricity use and campaign updates

Green Power Benchmarks

Community-wide Electricity Use	Green Power Minimum Requirement
If the Community's annual electricity use is...	The aggregated green power purchases should exceed ...
Over 100,000,000 kWh	2%
100,000,000 – 10,000,000 kWh	3%
Under 10,000,000 kWh	6%

Note: 100% of your minimum green power partnership requirement should be met with "new" renewable energy



Local Government's Role

- Campaign leader and lead coordinator with EPA
 - Collect and track annual electricity use and green power data
- Make decision to sign agreement on behalf of entire community
- Work with local organizations and utility to support the campaign
 - Consider seeking funding from state clean energy funds

Community Benefits

- Reduce impacts of electricity generation
- Community pride and image
- Build bridges between community and utility (and other community-based organizations)
- Media coverage of a good story
- Stepping stone for more collective sustainable action

EPA Offers Green Power Partners

- Credibility
 - Use nationally accepted guidelines for green power purchasing
- Expert Advice
 - Identify types of products to best suit community needs
 - Determine environmental benefit of options
- Recognition
 - Assistance with messages and marketing
 - Use of EPA Green Power Partner mark
 - Eligibility for Leadership Club and Leadership Awards
- Web-based Information
 - *Green Power Locator* (product listing)
 - *Guide to Purchasing Green Power*
 - *Communications Guide*



Green Power Community Sign

- Highlights a successful campaign
 - Each Community receives two 24" x 30" aluminum signs
 - Designed for outdoor display
- Other Recognition
 - Artwork for Community Banner
 - Press Release Assistance



Oregon's Governor Kulongowski and EPA's Matt Clouse holding a Green Power Community sign



Event Banners: EPA can provide artwork development services to produce banners for announcement events.

EPA Green Power Communities

- Alta, Utah
- Beaverton, Oregon
- Bellingham, Washington
- Boulder, Colorado
- Cannon Beach, Oregon
- Corvallis, Oregon
- Lacey, Washington
- Lincoln City, Oregon
- Moab Area, Utah
- Palo Alto, California
- Park City, Utah
- Salem, Oregon



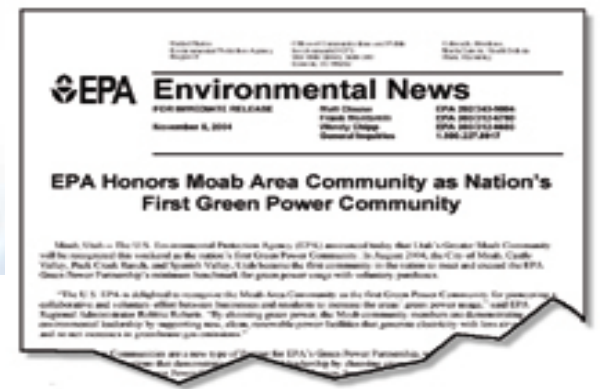
The First Campaign in Moab, Utah

- Utah Clean Energy & Western Resource Advocates approached Moab to buy wind power for town gov't in 2001
 - The town gov't joined EPA in 2002 (received a 2003 award)
- PacifiCorp then challenged Moab, SLC & Park City to exceed a 5% participation rate
 - Exceeded 5% and 10% utility challenges
- Moab asked EPA if community could join EPA in 2004
 - EPA granted Moab's request and launched a new EPA effort
 - Moab community purchased green power for > 4% of electricity use, exceeding 2% purchase requirement



How Moab Benefited

- EPA recognized community effort at the end of the campaign
- Three Salt Lake City TV stations covered the event on evening news
- EPA presented a street sign to highlight Moab's efforts



Boulder Green Power Community

- “Boulder Wind Challenge” is a collaborative effort between the City of Boulder, Western Resource Advocates, and four providers
- Challenge resulted in 1,150 new wind power subscribers, which is over twice the initial goal of 500.

City of Boulder
Public Affairs Division


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Thursday, Nov. 3, 2005

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City Web site: www.ci.boulder.co.us

News Release



Boulder exceeds goals of Wind Challenge; Becomes Green Power Community

The Boulder Wind Challenge ended on Oct. 31 with 1,150 new wind power subscribers, which is over twice the initial goal of 500. Challenge subscribers purchased almost sixteen million kilowatt-hours of renewable energy, which has the same environmental benefits as taking 2,440 cars off the road for a year and saving 92 acres of trees from deforestation. Due in part to the challenge's success, the Environmental Protection Agency (EPA) has designated Boulder a Green Power Community, the first community in Colorado to receive this designation.

"We're very proud of the Boulder community for showing their commitment to clean energy by more than doubling the challenge goal," said Carolyn Weinreich, city of Boulder Office of Environmental Affairs. "Becoming a Green Power Community shows our environmental leadership."



BOULDER WIND CHALLENGE

Three cheers for these wind-powered businesses. Please thank them for their commitment to using clean, renewable energy. The challenge signed-up over 1,150 new wind power purchasers!

14th Street Grill	The Green Shop	Pharmacia
8th and Pearl Antiques	Elbowt Magazine	Polar Bottle
Art Encounters	The Ecology Place	The Pottery Cuff, LLC
All Terrain Frames	Eggle's Inn	Previder Computers
Alison Espresso and Pastry	etern	The Pulse
Alphagraphics	Fairfax Farms LLC	Quincey Sub on Annapolis and 55th
Art Cleaners	Pathways Martial Arts	Red Pepper Kitchen & Bath
Sustainable Environmental Resources Inc.	Fox Theatre	Redfish Fish House & Brewery
Blue Moon Gifts	The Frame Up	Rocky Mountain
Bookings Consulting	France Food & Wine	Rocky Mountain
Bonkey Bikes	Grant Place Builders, Inc.	Rocky Mountain Institute of Yoga and
Boulder Army Store	Harvey H. Hira Architects	Ayurveda
Boulder Bookstore	Hopacraft Technology	Rocky Mountain Paquet Specialists
Boulder Lumber	Hotel Boulevard	Sensational Spa
Boulder Soap Gallery	Healing Helpers	See Good / The Black Tie
Boulder Mountain Patios	Illegal Pub's	St. Factor Seven
Boulder Outlook Hotel & Suites	Intronnata	Stoney's Cafe
Boulder Sheratonville Meditation Center	Izza Beverage Company	Silver Star Printing
Boulder Sign Co	Jungo Michelle	Slip Creative
Boulder Sports Recycler	Jones Drug and Camera	South-Knox Gallery
Boundless Carp.	Kama Calahan	Sustainable Travel International
The Brewers Association	Keller Williams Green Agents	T-Bar Apparel
Cafe Blue American Grill	The Kitchen Cafe	Taka
Cafe Conditore	La Sportivo N.A. Incorporated	Tekora Media
Cafe Semp	La Papp	Tonic Oxygen Bar
Castle's Sidewalk Cafe	Lusk's Creek Cafe	Toot Kids
Captain Pickler Stamp	Master Goldsmiths	Trofora on Pearl
Center for Resource Conservation	McGaskie Hardware	Transfer 'n Juice and Java
Chelms	McLinnem Bed and Bath Co.	Willage Coffee Shop
Chimney	The Black Box	Whole Foods Market
City of Boulder Human Resources	Moran Architects	Vital Oils
City of Boulder Housing and Human Services	Nanavato Solar Electric, Inc.	Wonderland Caffe Espresso
Classic Facets	Natural Habitat Ad restores	Ward in Out Women's Bookstore
Classic Work Construction	Nexus Publishing Incorporated	
Cover Me Mine	Natural Design	
Cover O'Neil's	Old Chicago	
Cosser/ED Project	Organic Winery	
Crazy Army's Conspirencity City	Page Two	
Dahn Yoga	Palmer Woodwork	
David Drive Service, Inc.	Patrol Wind LLC	
Dear to Dear Organics	Publixen Shugs	
Devoevie Boulder Inc.	PEH Architects	



SIGN UP TO BUY WINDPOWER AT www.cogreenpower.org

Steps for Community Campaigns

1. Community's local government joins Partnership
2. Local gov't gauges interest among stakeholders in becoming an EPA Green Power Community Partner
3. Local gov't finds a home for campaign within City Council, citizen group, utility or marketers, NGOs, etc.
4. Campaign works on establishing a green power goal
5. Mayor signs EPA partnership agreement on behalf of community, possibly with City Council Resolution
6. City designs and implements a campaign to increase the use of green power among residents and businesses
7. Determine schedule and activities in consultation with campaign
8. Capture the benefits



Additional Resources

Community Presentations from 11th Green Power Marketing Conference

<http://www.eere.energy.gov/greenpower/conference/11remc06/innis.pdf>

<http://www.eere.energy.gov/greenpower/conference/11remc06/enright.pdf>

<http://www.eere.energy.gov/greenpower/conference/11remc06/hodges.pdf>

<http://www.eere.energy.gov/greenpower/conference/11remc06/mulligan.pdf>

Community Presentations from 10th Green Power Marketing Conference

http://www.eere.energy.gov/greenpower/conference/10gpmc05/wright_clouse.pdf



Contact Information

- Questions?

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