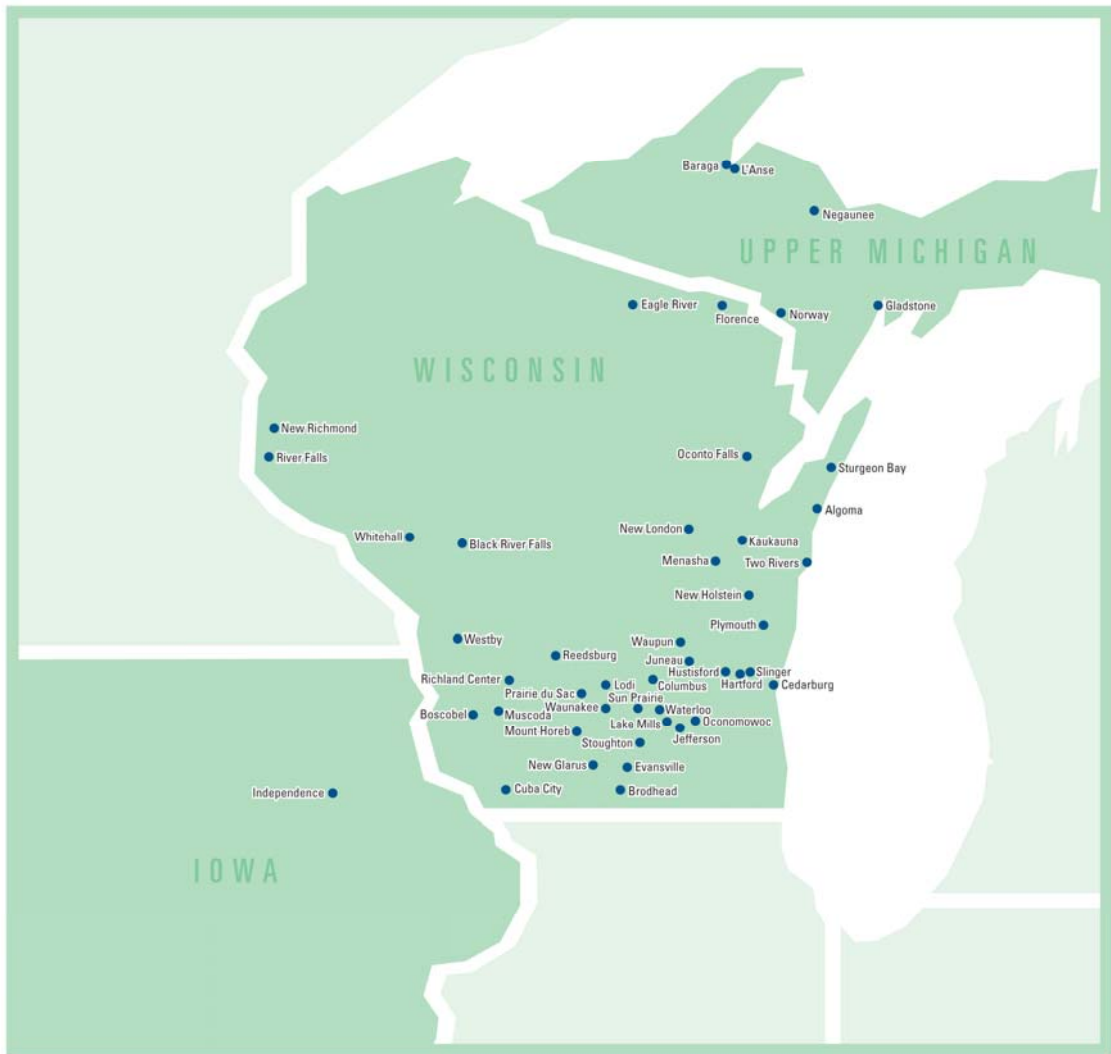




Follow The Leader:

A Public Power Success Story

Presenter: Mike Hodges, Wisconsin Public Power, Inc.
Eleventh National Renewable Energy Marketing Conference
San Francisco, California
December 6, 2006



- **Regional power company – fifth largest in WI**
- **Joint action agency**
- **46 Municipal electric utilities**
- **172,000 customers**
- **Average community: 3,400 residential customers**



Renewable Energy Resources

Existing

1.8 MW Wind

7 MW Refurbished
Hydro

400 kW Biogas

Coming in 2007

4.8 MW Landfill Gas

104 MW Wind





“Harness Nature’s Energy”

Residential Renewable Energy Program

- Marketed since 2001
- 38 of 46 utilities participate
- 150 kWh blocks
- 2.0¢ per kWh premium
- 3,000+ customers
- Nearly 6,000 blocks per month





Marketing methods

- Direct mail
- Bill inserts
- Bill messages
- Web sites
- Newsletters
- Paid advertising





Green Pricing Programs Residential Customer Participation Levels

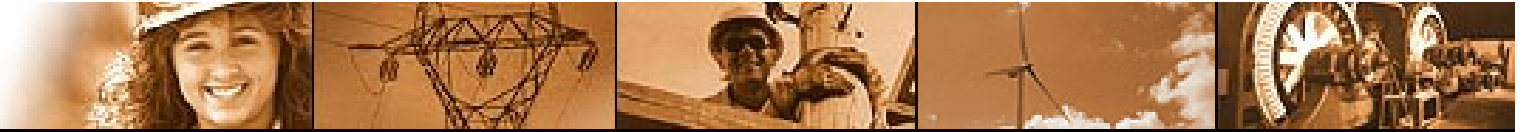
National average – 1.3%

WPPI member average – 2%

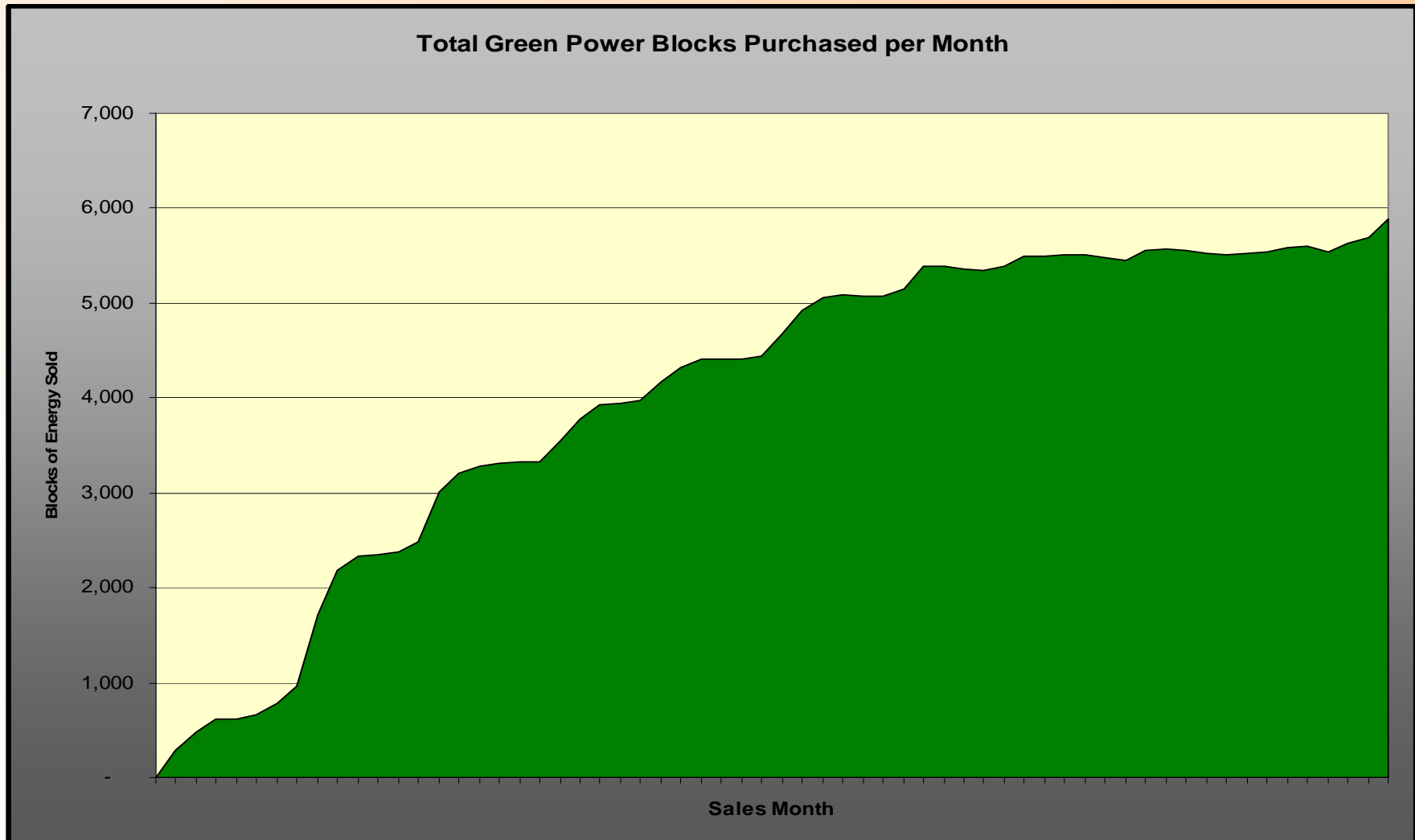
Seven WPPI communities over 3%

River Falls at 5%



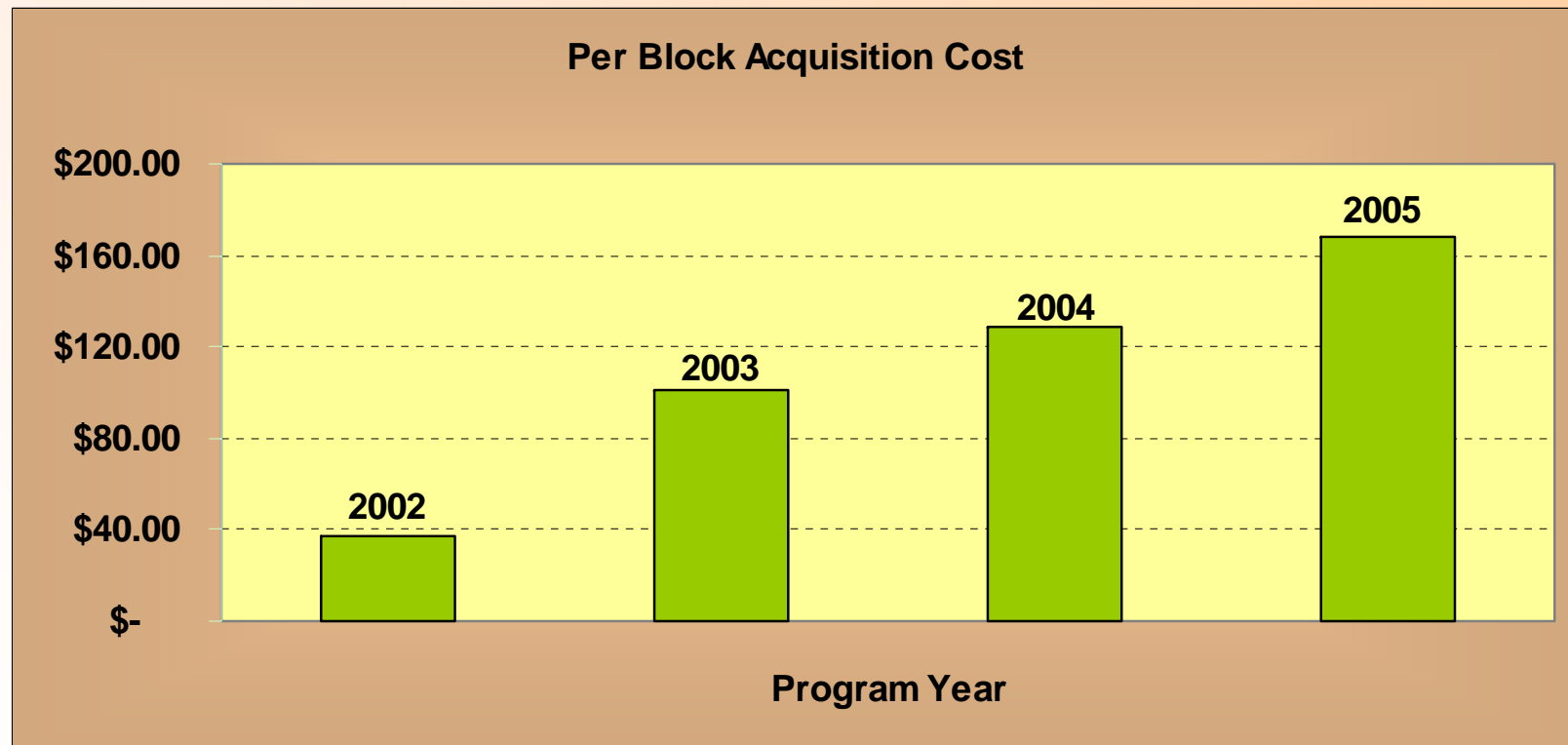


Diminishing returns with traditional marketing





Acquisition costs climbed as our sales flattened



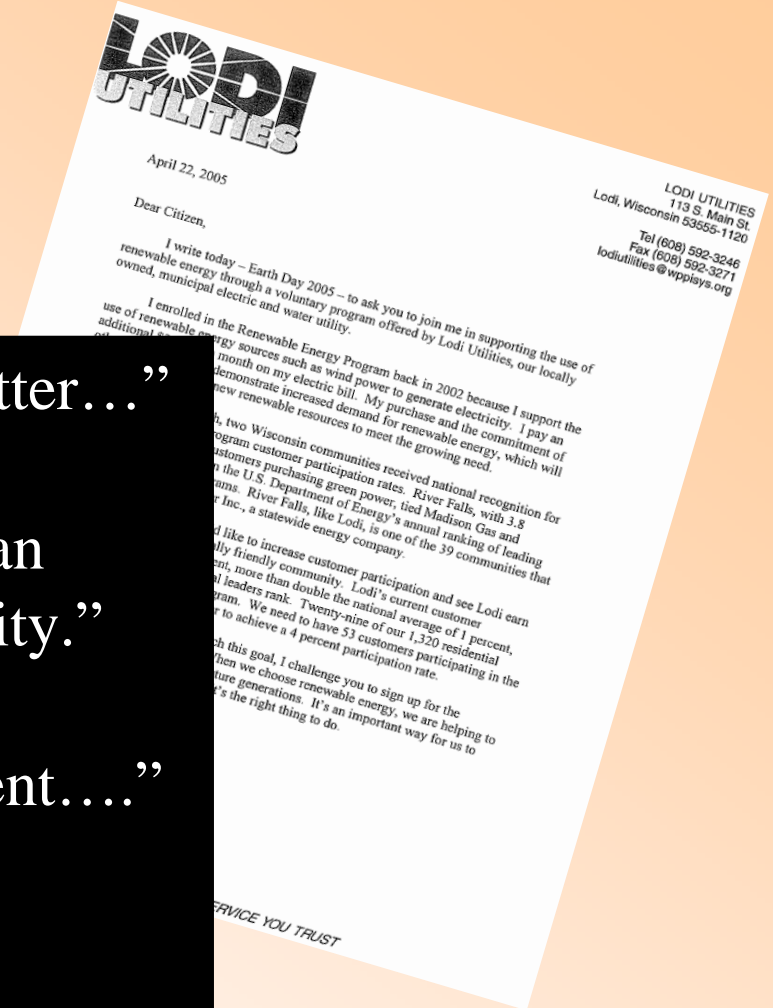


Time to try something different....

- **It began with “The List”**
 - > River Falls Municipal Utilities makes 2004 NREL “Top 10” List
- **Strategy: A personal appeal from the “Community CEO”**
- **“Mayoral Challenge” Themes:**
 - > I’m doing it, won’t you join in?
 - > Hey, those other guys are beating us!
 - > Good for the environment; good for our future; good for our children.
 - > It’s the right thing to do.
- **Campaigns conducted in Juneau, Lodi, River Falls and Sun Prairie**



Personal appeal – direct mail



“...off to a great start. We can do better...”

Mayor Don Richards, River Falls, Wisconsin

“My goal...earn recognition as an environmentally friendly community.”

Mayor Paul Fisk, Lodi, Wisconsin

“Make a difference in our environment....”

Mayor Joe Chase, Sun Prairie, Wisconsin

“It’s the right thing to do.”

Mayor Ron Bosak, Juneau, Wisconsin

Word spreads and support grows with local media coverage

Green: With envy and for renewable energy!

Mayor wants RF back on top; urges more to sign up for program

BY PHIL PFUEHLER
Editor



Don Richards

Don Richards is using his mayoral platform to promote a clean environment. He wants the community he represents to do its part — however small — toward the planet's well-being.

And he definitely wants River Falls to reclaim its No. 1 ranking in a regional renewal energy program.

"I'd like us to get back on top, so this is my

counter challenge," Richards said.

River Falls Municipal Utilities belongs to an energy consortium of 43 electric utilities called Wisconsin Public Power Inc. WPPI, the fifth largest utility in the state, supplies power to more than 160,000 customers in Wisconsin, Michigan and Iowa.

Until last year, River Falls — collectively — was the No. 1 buyer of renewable energy blocks at WPPI.

In fact, according to data in early 2005 from the U.S. Department of Energy, River Falls was tied with Madison Gas & Electric for 10th place nationally for the percentage of utility rate

See **Renewable energy**, page A3

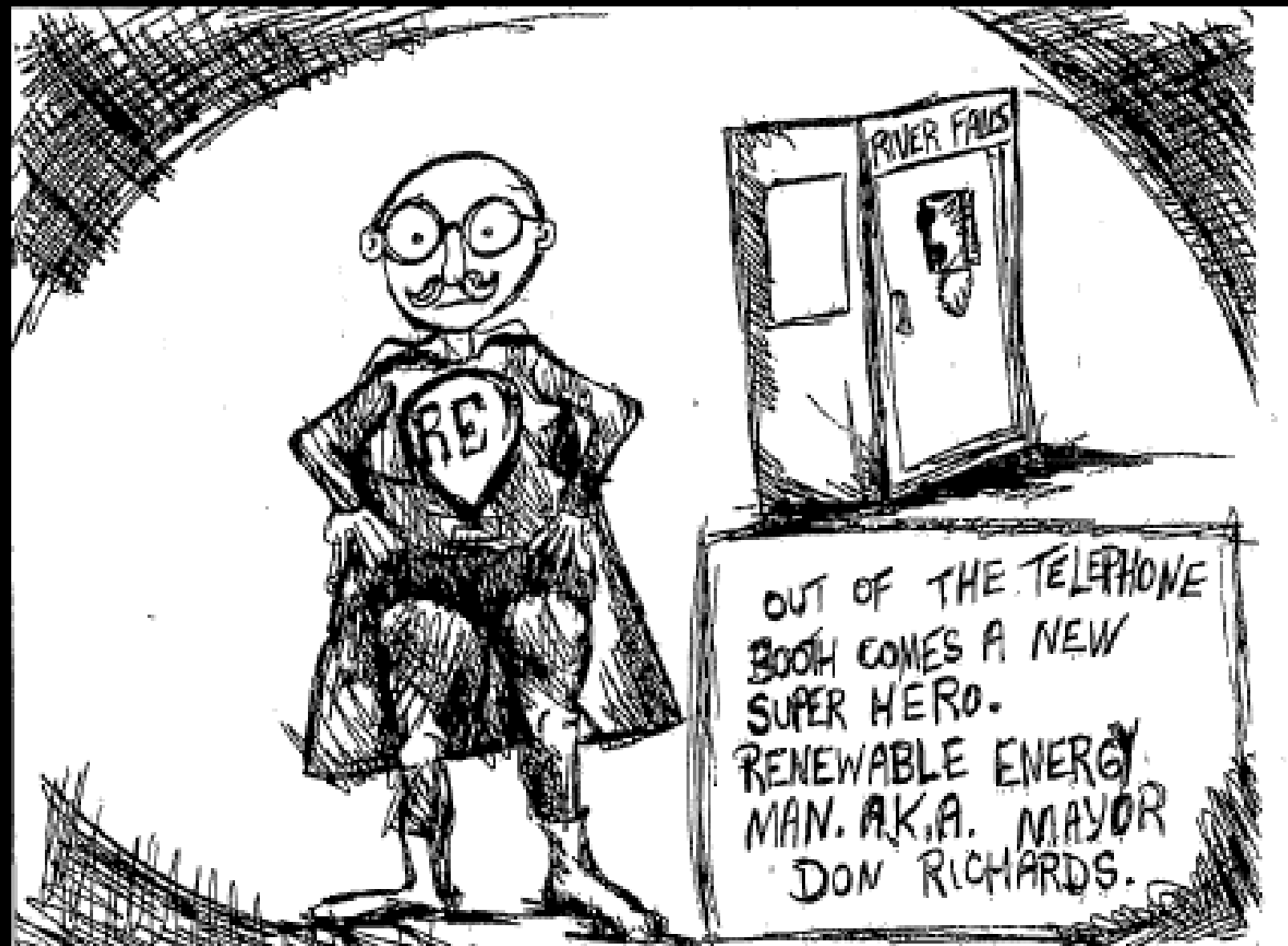
*Be good to your Mother:
celebrate Earth Day*

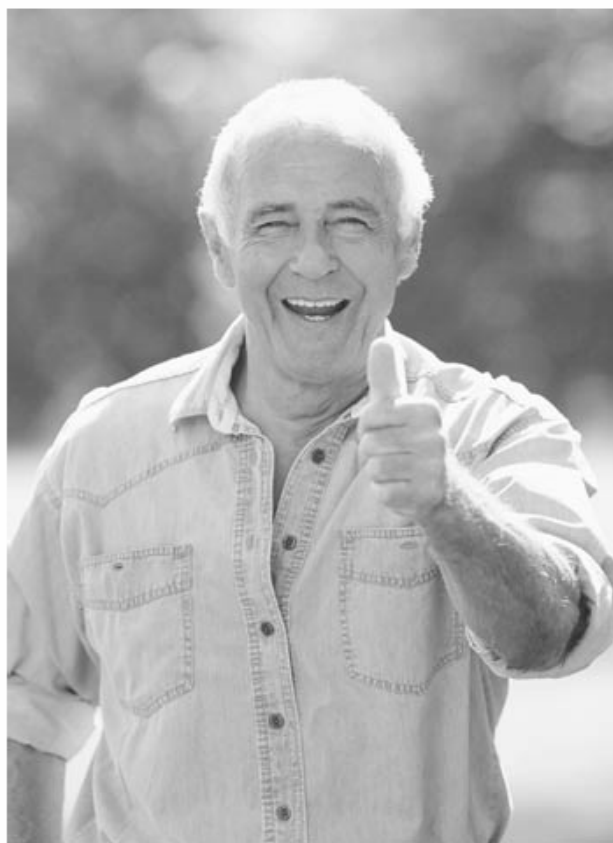
Renewable energy: Win-win for consumers, environment

Buying energy blocks... Why would they pay extra?



Susie the Duck Day in Lodi





Way to go, Lodi!

**Local support for renewable energy
doubles in just two months.**

Mayor Fisk announced his challenge on Earth Day. He asked the community to join him in supporting the use of electricity from clean, green energy sources such as wind, water and organic materials. In just two months, customers of our locally-owned electric utility have met the challenge and nearly doubled enrollment in our Renewable Energy Program.

If you're looking for simple yet powerful ways to contribute to a cleaner environment, our Renewable Energy Program is a great place to start. You pay just \$3.00 additional per month for each block of

renewable energy you choose to purchase. A block is the equivalent of 150 kilowatt-hours of electricity. Two blocks of renewable energy per month, for an entire year, is enough clean power to offset the emissions produced by a car driven for six months or 7,500 miles.

Already, nearly 3,000 Wisconsin residents and business owners in WPPI-member communities such as Lodi are now purchasing more than 820,000 kilowatt-hours of clean, green power each month. That's enough to offset the need to burn almost 1 million pounds of coal monthly to produce the same amount of electricity.

Want to support the use of clean, green resources?
Call us at 592-3246 or stop by our office at City Hall.



It's a great start!

Watch for Lodi Utilities in the Susie the Duck Day Rotary Parade on August 13.

Lodi Utilities is a proud owner of Wisconsin Public Power Inc. (WPPI), a statewide power company owned by 40 municipalities that operate electric utilities. These community-owned utilities purchase all of their electric requirements from WPPI and supply power to more than 154,000 customers throughout Wisconsin.



Results

Lodi – Participation level **doubles** in 2 months

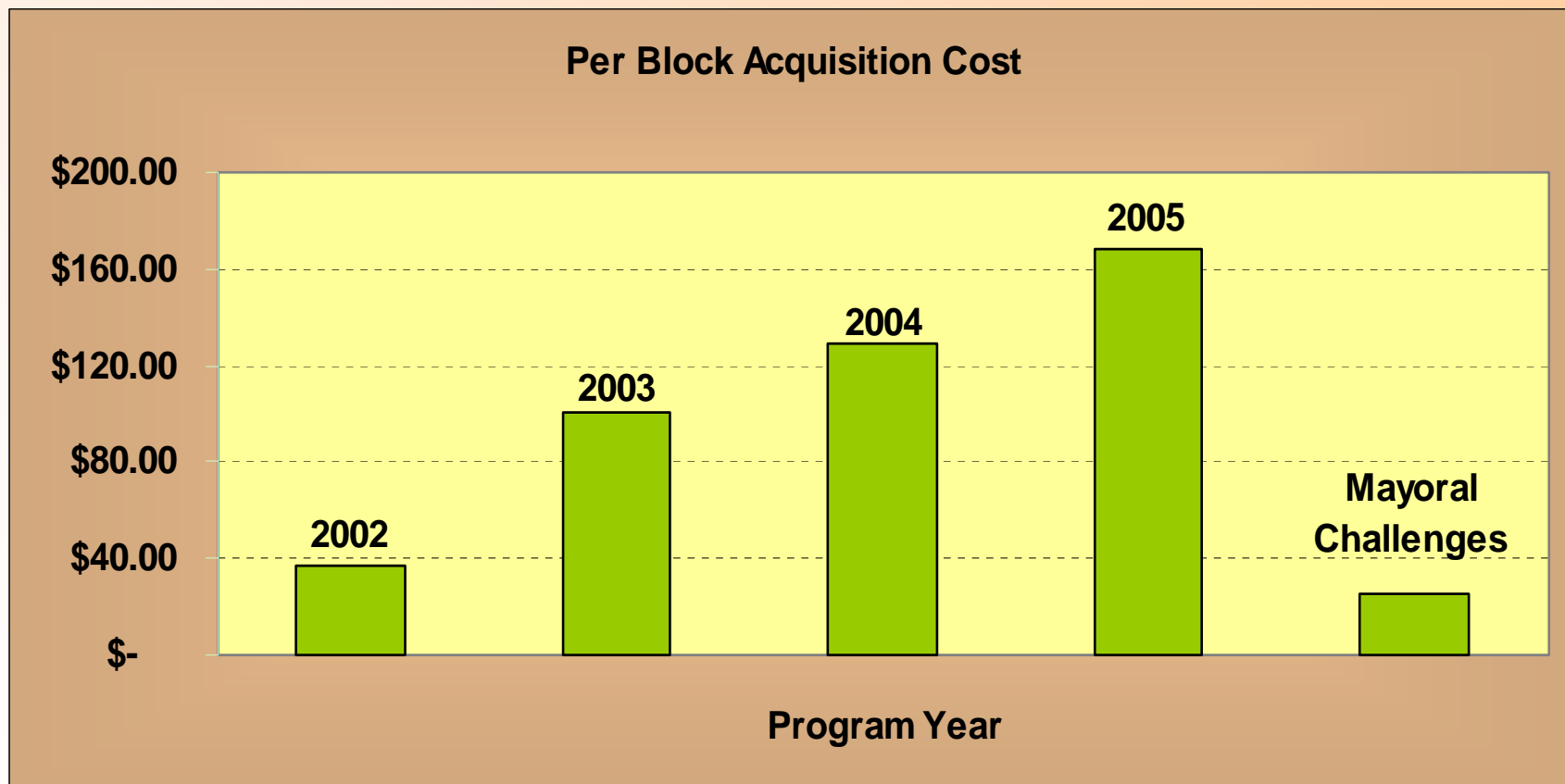
River Falls – Participation **increases to 5.5%**
in 3 months

Juneau – Nearly **three times** as many participants
as another nearby community

Sun Prairie – **33% increase** in 1 month



Results





Why does this approach work?

Small communities

Invitation from someone I know

Raised awareness

Surprise gets the envelope opened

I want to join, too!

If he's doing it, I guess I can do it - trust

Personal touch – invitation and thank you

Pride in community

Want to be an insider?

Moved to action...finally.



Lessons learned

Local politics can complicate or enhance the effort

Timing is important

- Strike while the iron is hot; keep the pot simmering
- Leverage Earth Day and local events

Not all leaders are “Leaders”

Local renewable resources raise awareness and increase participation

**Super Mayor
says
“Thank you!”**

