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Introduction

Bellingham Green Power Community Challenge

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National Renewable Energy Marketing Conference
December 6, 2006



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Agenda

- Puget Sound Energy's (PSE) Green Power Program
- The Community Challenge Concept
- Bellingham's Current Green Power Participation
- The Campaign Launch and Ongoing Promotion
- Current Status
- Early Lessons Learned
- Questions?



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Puget Sound Energy's Green Power Program

- Customers purchase 100 kWh blocks @ 2.00 each.
- Large volume rate (\$.01/kWh) for purchases over 1,000,000 kWh of Green Power annually.
- Over 17,000 subscribers, representing over 125,000 MWh in 2006.
- Participants support development and use of regionally produced renewable energy.



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PSE's Green Power Resources



- Columbia Basin Wind Resources
- Our Wind Coop - Small Scale Wind
- Northwest Solar Cooperative
- Hanford/White Bluffs Solar
- Biomass - Vanderhaak Dairy Digester



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Community Challenge Concept

- **Objective:** The Bellingham Community Challenge is a campaign to increase citywide participation in Puget Sound Energy's Green Power Program.
- **Partners:** Puget Sound Energy, The City of Bellingham and Sustainable Connections.
- **Community Benefits:**
 - Meet sustainability goals/positively impact the environment
 - Bring together individuals, businesses and government
 - Secure a renewable energy demonstration project for downtown Bellingham
 - Receive regional and national recognition





Bellingham Profile

Green Power

1485 Customers* (August '06)

Representing 5,323 MWh/Annually*

% of Green Power in the community	0.75%*
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Target Goal (EPA Level) = 2% (14,000 MWh)

Need to get another 1.25% (~9,000 MWh)



* Does not include Western Washington University, representing approx. 35,000 MWh annually.



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Community Challenge Launch



- Official Challenge launch occurred September 2, 2006
- Leveraged popular community events
 - Bellingham Traverse
 - Weekend Farmers Market
- Recognized existing Green Power customers.
- Solicited early participation by businesses as “Founding Partners.”



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Community Challenge Outreach Methods



- Downtown Street Banners
- Media Coverage
- Green Power and Customer Newsletters
- Puget Sound Energy Bill Inserts
- City of Bellingham Water Bill Inserts
- Newspaper Inserts & Ads
- Websites
- Neighborhood Challenge
 - Door hangers
 - Neighborhood Newsletters and Meetings
- Point of Purchase Displays
- Progress Markers located throughout town.



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Community Challenge Status

- 1,662 Customers* in Bellingham (October '06) – resulting in 8,600 MWh/Annually*
 - Green Power Represents 1.2% of electricity use in the community.
- Bellingham City Council and the Whatcom County Council both voted to buy enough green power to offset 100% of their electric usage, beginning in 2007.

* Does not include Western Washington University's initial 35,000 MWh purchase.



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Early Lessons Learned

- Strategic partnerships are important!
 - Bellingham is an environmentally conscious community.
 - Sustainable Connections drove business participation through loyal membership.
- Personal interactions can drive participation.
- Positive public recognition helps.
- Residential customers are increasingly hard to reach.
- There is nothing wrong with friendly competition.



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**Thank You
for you time!**

Questions ?

