



NEWS RELEASE
NEWS RELEASE
NEWS RELEASE
NEWS RELEASE
NEWS RELEASE

August 6, 2003

For Immediate Release

Contact:
Linda Clerkson
Utilities Communications Manager
(650) 329-2656

City of Palo Alto Utilities' Renewable Energy Program Posts Impressive Launch

Palo Altans Dash to Participate in New Renewable Energy Program Earning *PaloAltoGreen* One of the Fastest Enrollment Rates in the United States

Palo Alto, CA – After unveiling its new renewable energy offering nine weeks ago on June 1, 2003, the City of Palo Alto Utilities (CPAU) announced its program, PaloAlto**Green**, achieved one of the fastest community enrollment rates in the country compared to similar programs. Two months into the program, nine hundred and forty community members, or 3.4% of the residential and business customers served by CPAU, enrolled to participate in PaloAlto**Green**.

Palo Alto businesses committed to supporting the environment and responsible energy resources are participating in PaloAlto**Green** for their retail stores and corporate facilities. "This is an excellent way for us to show our customers that we value the environment without detracting from our guest's experience," said Barbara Gross, General Manager of Garden Court Hotel. Garden Court Hotel was the first large energy user to purchase a significant portion of renewable energy through PaloAlto**Green**.

PaloAlto**Green** is a voluntary renewable energy program offered to all residential, commercial, and industrial customers within Palo Alto as a way to support the generation of energy generated from 100% clean wind and solar power resources at a low additional cost of 1.5 cents per kilowatt-hour. CPAU has purchased clean hydroelectric power for its utility customers for decades and offers financial incentives for customer installation of photovoltaic systems in Palo Alto. PaloAlto**Green** augments the City's energy purchasing guidelines slated to increase the amount of Palo Alto's renewable energy purchases to 10% by the year 2008 and 20% in renewable energy purchases by 2015.

“Palo Alto’s longstanding commitment to sustainability is evident in the outstanding response we’ve had to this new program,” said John Ulrich, City of Palo Alto Utilities Director. “Community participation in PaloAlto**Green** compliments the City’s ongoing commitments to sustainable operating practices.”

CPAU selected 3 Phases Energy Services, a California-based renewable energy company, as a key member of its renewable energy team. 3 Phases helped develop the program and manages the renewable energy purchases on behalf of the City.

“After a strong launch, PaloAlto**Green** is on pace to be one of the most successful programs in the country within the next year,” said Dan Kalafatas, 3 Phases Energy’s Director of Renewable Certificates.

The 940 participants currently enrolled in PaloAlto**Green** pay the low additional program fee to fund renewable power generators so wind power is delivered to the regional power pool instead of non-renewable energy. As a result, annually 7,562,000 pounds (3,438 tons) of carbon dioxide emissions and other harmful particulate matter will be prevented from being released into the Earth’s atmosphere. The environmental benefit is equivalent to planting 902 acres of forest or not driving 8,500,000 miles each year.

City of Palo Alto Utilities’ customers can sign up for PaloAlto**Green** by sending an email including customer address and telephone number to paloaltogreen@cityofpaloalto.org or by calling (650) 329-2161.

About the City of Palo Alto Utilities

The City of Palo Alto Utilities (CPAU) is the only full-service municipal utility in California that operates services including electricity, fiber optic, wastewater, natural gas and water. Visit www.cpau.com for more information.

About 3Phases Energy Services

In operation since 1994, 3 Phases Energy Services offers green pricing program design and implementation services, retail and wholesale marketing of tradable renewable certificates (Green CertificatesTM), 100% renewable electricity direct access services, and solar photovoltaic installation. Visit www.3phases.com for more information.

#