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**News Release**

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Contact: Kimball Hansen  
Utah Power  
1-800-775-7950  
Newsdesk@pacificorp.com

Sarah Wright  
Utah Wind Power Campaign  
801-673-7156  
utahwind@lawfund.org

**FOR IMMEDIATE RELEASE**

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## **Recent Blue Sky price dip spurs renewable power signups**

SALT LAKE CITY — Since Utah Power lowered the price of its Blue Sky renewable product last spring, the program has received a boost from consumers to bring more wind energy online. Moab and Salt Lake City officials are so pleased with the program, they are working to gather enough signups to receive national recognition from the Environmental Protection Agency.

On May 1, Utah Power lowered the price of its Blue Sky wind product from \$2.95 per 100-kilowatt hour block to \$1.95. Since the price dip, the company has seen a 14 percent increase in the number of Utah customer enrollments and a 41 percent increase in the amount of wind energy purchased.

Currently, 6,131 Utah customers are purchasing 14,908 (15,033) blocks of wind power in addition to their monthly bills. Buying just one 100-kwh block of Blue Sky each month for a year has the same positive environmental impact as planting a third of an acre of trees or not driving a car for 1,800 miles.\*

“Businesses are making up the bulk of the increase in the amount of Blue Sky,” explained Sarah Wright, Utah Wind Power Campaign coordinator. “Business consumers that increased their purchases from 2,127 blocks to 3,567 of wind energy. Many of the 39 new business signups are located in Moab.”

Wright said that 8.4 percent of the Moab community is now enrolled in Blue Sky, and nearly 1.5 percent of the community’s energy is linked to wind. It became the first to enroll 5 percent of its households and to gain recognition as the first “Blue Sky Community.” If Moab can purchase 3 percent of its energy from renewable sources – the equivalent of 2,455 blocks of Blue Sky – it can obtain national recognition from the Environmental Protection Agency through its Green Power Partner Program.

Last year, Salt Lake City Corporation gave the Blue Sky program a huge boost by purchasing 350 blocks of Blue Sky, which is enough to reduce carbon dioxide emissions by 25 tons each month. The City’s Blue Sky purchase applies to the energy used at the historic city and county buildings.

“Blue Sky gives consumers an opportunity to bring even more wind energy online,” explained Bill Landels, Utah Power’s executive vice president. “We recently agreed to purchase the power from a new 41-megawatt wind farm in Oregon, and we plan to bring an additional 1,400 megawatts of renewables, mostly wind, in the next 10 years.”

**(more)**

Blue Sky also is popular in Oregon, Washington and Wyoming where the utility operates as Pacific Power. Systemwide 11,553 customers are purchasing 2,884 mWh of wind energy each month, which is a 9.2 increase in enrollments (from 10,577 before May 1), and a 30 percent increase in the amount of renewable energy purchased (from 2,218 mWh).

Since Blue Sky's inception, customers in Oregon, Utah, Washington and Wyoming have helped generate more than 51,000 mwh of wind energy – enough energy to offset 35,700 tons of carbon dioxide emissions. Blue Sky purchases are made in addition to the renewables Utah Power already brings into its system.

Renewable energy, such as wind, solar and geothermal, has little-to-no emissions and the supply is unlimited. Wind power produces no air pollutants, wastewater, smog or acid rain. It also helps reduce greenhouse gas emissions.

To sign up for Blue Sky, call 1-800-842-8458 or e-mail [bluesky@pacificorp.com](mailto:bluesky@pacificorp.com). Customers can also learn more about the program and sign up on line at [www.utahpower.net/goto/renewablepower](http://www.utahpower.net/goto/renewablepower).

*\*Calculations based on an independent analysis completed by the Northwest Power Planning Council and EPA data.*

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#### **About Blue Sky**

Utah Power launched Blue Sky in 2000 to give customers a choice in how their energy is produced, and to allow them a part in creating demand for renewable energy resources. The program provides Oregon, Utah, Washington and Wyoming customers the opportunity to buy renewable energy in 100-kilowatt-hour block increments, in addition to their regular monthly electric bill. Utah Power cannot guarantee that electricity from a particular facility will flow directly to a customer's home or business. However, the company will deliver to the regional grid an amount of renewable energy equal to the amount of a customer's block purchase. All Blue Sky purchases help support renewable energy generation. Utah Power purchases power or certificates associated with power from renewable power plants.

#### **About the Utah Wind Power Campaign**

The Utah Wind Power Campaign is a joint project of two nonprofit groups: the Utah Clean Energy Alliance and the Western Resource Advocates (formerly the Land and Water Fund of the Rockies). The goal of the campaign is to increase public awareness and use of pollution-free wind generated electricity. Currently, the main focus of the campaign is marketing Utah Power's Blue Sky<sup>SM</sup> Program. This creates a unique partnership between a nonprofit environmental group and the utility. The partnership between the UWPC and utility provides mutual support for customer outreach and increased credibility for Blue Sky program.