Green Power Rewards Pilot

Heather Mulligan
Green Power Market Manager

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PSE Headquarters - Bellevue, Washington

Service Area - 6,000+ square miles in 11 Counties

Electric - Customers 1.05 million

Natural gas - Customers 725,000
- It all started with a coupon book…
  - Attract new business customers
  - Reward residential customers

- Then residential customers asked for more local coupons.
  - Regionalized in 2008

- Then we asked, “What about all that paper?”
  - Rewards Card Pilot launched in April, 2010 – Thurston County only.
Welcome to PSE Green Power Rewards!

As a participant in PSE’s Green Power Program, you have demonstrated your commitment to renewable energy and a greener Pacific Northwest, and we thank you. We are now happy to invite you to receive discounts at some of your favorite local businesses that also participate in PSE’s Green Power Program.

Below is the PSE Green Power Rewards Card and two key fobs for your household. Using your Rewards Card is simple. Just present your Rewards Card at any participating business and receive a discount.

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Where you can use your card:

- Visit PSE.com/GreenRewards for any new businesses!
- Look for the PSE Green Rewards decal in their window.
- See list at right for current participants.

We are pleased that you have chosen to support independent renewable energy producers here in the Pacific Northwest. Enjoy all of the rewards that come with green power!

Sincerely,

Heather Mulligan
Market Manager - PSE’s Green Power Program

For information on local businesses participating:
- Visit PSE.com/GreenRewards. The website will list any new businesses or changes in discount levels.
- Look for the PSE Green Rewards decal in their windows.
- See list at right for current participants.

Thank you for supporting independent renewable energy producers here in the Pacific Northwest with green power.

Sincerely,

Heather Mulligan
Market Manager - PSE’s Green Power Program

P.S. Check out the list of participating businesses on the back of this letter and start using your Rewards Card today!

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Customer outreach

Customer e-mail

Web site
Window Cling

Show Card & Save

Table Tent

One good deed deserves another

Ask about our discount for Puget Sound Energy's Green Power Program participants! As a Leadership Partner of the program, we're offering a benefit to you, our customers.

If you don't already participate in PSE's Green Power Program, visit PSE.com/GreenPower to learn how you can support renewable energy development right here in the Pacific Northwest. And, you'll get the benefit of Green Power Rewards!

PSE.com/GreenPower
Green Power customers get it.
Introducing PSE’s Green Power Rewards Card – good for discounts at participating Thurston County businesses.

Green Power customers – look for your Green Power Rewards card in the mail, and start saving some green at your favorite local Thurston County businesses!

Visit PSE.com/GreenPowerRewards to see current participating businesses and discounts.

Not yet a Green Power participant?
Sign up today at PSE.com/GreenPower

PSE’s new Rewards Card is good for discounts at these Green Power businesses
22% of Rewards Card pilot customers responded to survey invitation

90% are aware of the Rewards card, but...

82%, haven’t used the card yet because:
- 40% said they don't shop at the participating merchants or aren’t enticed to
- 25.74% said that using the card is not on their mind
- 18.32% don't know or can't remember which merchants participate

Still, 50% plan to use the card in the near future

Bottom Line for Businesses:
- 67% think more highly of the participating merchants than before
- 62% are more likely to shop at the merchants that participate than competitors that don’t
Conclusions

- Continually add merchants
- Communicate, communicate, communicate – with residents and merchants
- Cards instill loyalty but may not encourage trial
- Create a “renewable energy ecosystem”, not a competitive discount program
Thank You!

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