PGE Renewable Power: Maintaining & Growing

REM 2010
Thor Hinckley
Program Manager
October 20, 2010
Continuing concerns:
Electricity (even Green) is a low involvement product
Product is non-tangible
Green energy poorly understood by customers
Creating a Green Community

New customers receive Thank-You letter + window cling

All materials feature greenpoweroregon.com our micro site for more information and retail coupon offers

Quarterly “Renewables Report” newsletter

Annual Thank You Coupon book
Publicizing your commitment

- Delivered “Thank You” coupon booklet to 75K renewable program customers
- Listing Clean Wind businesses in the quarterly *Renewable Report* newsletter sent to 75K customers.
- Profile of a business in each issue.
Green Community Mtls for Business

Print advertisements in leading newspapers

• Currently running in the Oregonian, Portland Business Journal, the Sustainable Life section of the Portland Tribune and others
Other ways to stay relevant to customers

Using earned media:

NREL “Top 10” Utility Green Pricing listings

Green Power Community Challenges both Announcements of and Awards ceremonies

Projects built with customer revenues
Coupons: Creating Market Synergy

REM 2010
Josh Halley
Commercial Market Manager
Green Mountain Energy
October 20, 2010
Renewable Thanks Coupon Book

Growing via Customer Coupons:
• Online & Print
• The Perfect Sales/Marketing Piece
Growth & Expansion

- Concept: Thor Hinckley/Nik Blosser
- 9 Books since 2004; 500,000 copies
- Partnership with Celilo Group Media
- Growth, expansion to Web with www.greenpoweroregon.com
Residential Impact of Coupons

• Existing Customers
  – Free thanks to our 75,000 customers
  – Maintains relationship via annual recognizable gift
  – Opportunity to communicate about program

• Potential Customers
  – Excellent low cost sales incentive
  – Introduces the program
  – Demonstrates business support
Business Impact of Coupons

• Existing Customers
  – Free!
  – Competitive selection process for print book
  – Robust business interest in participation: constant interest throughout the year.
  – Offers business customers exposure to dream demographic: 75,000 homes who value green, willing to pay premium.
  – Redemptions

• Potential Customers
  – Excellent sales incentive
  – Demonstrates residential support
Bringing like-minded customers together

- Hundreds of businesses listed on the searchable database – searchable by name, category, zip code – links to business website
- Online coupon opportunities
- Download marketing tool kit to publicize to your own customers in point-of-purchase or company newsletters
Dear PGE renewable power customer,

This small but valuable booklet is our way of saying thank you for being one of more than 74,000 renewable power customers. You’ve helped the PGE renewable power program become No. 1 in the entire nation!* Together, we are changing the way electricity is being made, resulting in a cleaner energy future for all of us.

Every business and organization that provided the valuable coupons in this booklet also buys renewable energy from PGE. We hope you’ll save money using the coupons and that you’ll thank these businesses for supporting renewable power.

We also invite you to visit GreenPowerOregon.com, our website for PGE renewable power customers. Here you’ll find a special secure section just for you with even more coupons and discounts from companies throughout the year. Currently, you’ll find coupons online from Burgerville, Amrita Yoga and Miller Paint, among others. In fact, many of the coupons in this booklet are also posted online so you can use them more than once. Visit GreenPowerOregon.com often as the special offers will change.

Our green power community is growing, and we hope you’ll continue to spread the word. Remember, by choosing renewable energy, you’re encouraging the development of new renewable sources of electricity in the Pacific Northwest. Thank you for your commitment!

If you have any questions or comments, please let us know at renewables@pgn.com.

Warm regards,

Thorb E. Hinckley
Manager
Renewable Power Program
Portland General Electric

P.S. None of the dollars you spend each month for renewable power were used for the production of this booklet.

*Department of Energy NRRL ranking for number of renewable power customers
Coupons

OMSI
OREGON MUSEUM OF SCIENCE AND INDUSTRY

$2 OFF
Save $2 on the price of one museum admission. Present this coupon at OMSI and receive $2 off museum admission. Coupon cannot be combined with any other offers or discounts, including combo packages.

Limit one coupon per household.

ECO CAR WASH
Express

#1 Environmental Car Wash
GO GREEN WASH ECO
Together we are washing ECO friendly

Portland Locations
SE 169th & Powell
12118 N. Jantzen Drive
SE 82nd b/w Holgate & Foster
Gresham Location
NE 181st & Glisan

Learn More at ecocarwash.com

Water Solutions Wind
Bio-Degradable

$2 OFF
Receive $2 off any car wash.

Limit one coupon per wash.
Your green power dollars at work

PGE renewable power customers can support the work of The Nature Conservancy toward restoring local salmon habitat by adding Habitat Support to their current renewable choice for an additional $2.50 per month. Here are two projects PGE customers have supported recently through this program.

**Beaver Creek**

Imagine you’re born far away from the ocean. As a youngster, your instinct is to reach the salt water, but as an adult, you fight your way back upstream. When you finally get there, a place to spawn is hard to find. That’s life for threatened Columbia River chum salmon.

But thanks to a restoration project funded in part by a $15,000 grant from Portland General Electric’s Habitat Support customers, tomorrow will be a little easier for salmon and other native fish in lower Beaver Creek near Troutdale.

Beaver Creek, which flows into the Sandy River, has been identified as a top candidate for improving habitat for Chinook and coho salmon, steelhead, cutthroat trout and, perhaps eventually, chum salmon. Since the creek is only a stone’s throw from the mighty Columbia, biologists concluded the threatened fish could be enticed to spawn there — once habitat is improved.

That’s exciting news for fish whose numbers have plummeted from a historic high of 1.4 million to a dwindling 3,000 due to habitat loss and other factors.

Led by SOLV, restoration of the creek includes planting native vegetation and adding logs to improve habitat, monitoring water quality and surveying fish populations. “Lower Beaver Creek is a place with great potential for restoration,” said Steve Kennett, SOLV program coordinator. “That means a little effort will give a great return.”

Perhaps one of those returns will be chum salmon.

**Murtaugh Creek**

Even a small stream can provide great habitat for fish — if the fish can get to it. That was the problem at Murtaugh Creek, a tributary of the Tualatin River west of Portland. After being dammed to create a pond (and after floods destroyed the original fish ladder), steelhead, coho salmon and other native fish couldn’t swim upstream. They simply had nowhere to go.

That’s all changed now, though, thanks in part to a $10,000 grant from Portland General Electric’s Habitat Support customers. Today fish can now reach spawning and rearing grounds via a newly constructed series of ‘vortex weirs,’ V-shaped channels that allow fish to gradually ascend the stream. Each level has a pool for resting before the next jump.

“We approached the landowners about a project to pass fish over their dam, and they were very interested,” said April Olbrich, coordinator for the Tualatin River Watershed Council. “We worked with them and an engineering firm to design and build five weirs.”

“We can’t tell the fish which way to go, and they may even prefer the wrong way,” explained John Dvorsky, senior associate at Swanson Hydrology + Geomorphology. “So we constructed something instinctive for the fish to swim through.”

“The interest and support of the landowners have been vital to this project’s success,” said Olbrich. “Now with the weirs in place, it’s only a matter of time before the fish exhibit an interest of their own.”
Profile Business Customer Leaders

NORPAC Foods
NORPAC was incorporated as Stayton Canning Co. Co-operative in 1924. Currently the company’s five Willamette Valley plants, along with subsidiary operations in Hermiston, Oregon and Quincy, Washington, process approximately 400,000 tons of vegetables and fruit each year. The company employs 1,600 full-time workers and up to 5,000 on a seasonal basis, and its local brands include Flav-R-Pac, Westpac and Santiam.

NORPAC is a great supporter of the community and donated 1 million pounds of frozen vegetables to the Oregon Food Bank Network during the past year. In December 2009 the Governor awarded NORPAC the Mahonia Food Industry Award in recognition of the company’s “deep engagement, values and leadership to fighting hunger in our state.”

NORPAC enrolled in PGE’s Clean Wind program because it believes investing in renewable energy is “the right thing to do,” according to Chuck Palmquist, Vice President, Sales Services. “NORPAC realizes that purchasing green power, along with energy reduction strategies in our plants, allows our energy providers such as PGE to avoid the high costs of developing new ‘non-green’ power sources.”

Shorenstein
Shorenstein is one of the country’s oldest real estate organizations and is active nationally in the ownership and operation of high-quality office properties. They own and manage more than 4 million square feet of Class A office space in the Portland Metro region, and their properties vary from suburban office centers, such as Kruse Way Corporate Park in Lake Oswego, to high rises, including the Umpqua Bank Building and the new First & Main Building in downtown Portland.

Shorenstein has made a significant commitment to the US Green Building Council’s LEED green building standard. The new First & Main Building will be seeking the highest LEED certification – Platinum. The company has also received Gold LEED certification for its Kruse Oaks III building. In addition, Shorenstein assists tenants needing improvements in existing buildings in seeking the LEED for Commercial Interiors certification on their renovations.

The company has purchased PGE’s Clean Wind renewable energy for 50 percent of Kruse Oaks II. According to Karen Alexander, Shorenstein Property Manager, “Buying green power just makes a lot of sense, both in keeping with Shorenstein’s corporate values and in meeting our tenants’ goals and values.”
Recognize Large C&I Customers

WE’D LIKE TO THANK THE FOLLOWING.
Or rather, the leading.

Yet more thriving businesses are choosing Clean Wind power from PGE. Proving once more that doing good and doing well aren’t mutually exclusive. Join them and their loyal customers at PortlandGeneral.com/CleanWind or (503) 464-2035.

---Platinum---
Burgerville • EasyStreet Online Services • City of Beaverton

---Gold---
New Seasons Market • Portland Streetcar • Dave’s Killer Bread • Kaiser Permanente Metro • The Standard • LaCrosse Footwear, Inc. • Intel • Elephants Delicatessen • OMSI City of Gresham • Precision Castparts • Legacy Good Samaritan Hospital • Stimson Lumber City of Lake Oswego Water Treatment Plant • Providence Newberg Medical Center • Xerox City of Hillsboro Civic Center • Epson Portland • ESCO • City of Salem • Multnomah County Siltronic • ON Semiconductor • ViaWest Inc. • Boise, Inc. • OHSU • Lewis and Clark College

---Silver---
Deschutes Brewery • Computer Forms, Inc. • VA Medical Hospital • Legacy Meridian Park Hospital Legacy Mount Hood Medical Center • American Honda Motor Company • A to Z Wineworks, LLC Organically Grown Company • Toyota Motor Sales USA, Inc. • Yahoo! • Staples, Inc. • Torpet, LLC Machineworks, LLC • NORPAC Foods, Inc.
“The coupons are a big success again this year. Thank you! Last week 202 coupons were redeemed at my bakery. Thank you very much for helping make this happen!”

-Ken Forkish, Ken's Artisan Bakery & Pizza

“I can tell you that the coupons that we’ve had in the PGE publications, whether in the coupon books or newsletters, have been some of the best coupons we’ve ever had! They generate an amazing number of new customers. Our investment in purchasing renewable power has been more than recouped by the success of these coupons. Purchasing renewable power from PGE has ended up being not only the right thing for us to do as an “Eco” business, but I consider our additional energy cost as “marketing dollars” well spent, since it has ended up being such a great marketing tool for us.”

-Lori Bridgeman, Dry Cleaning Station
Questions

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