

PaloAltoGreen



Fundamentals of A Successful Utility Green Pricing Program



City of Palo Alto Utilities
Andrea Hart
November 16, 2011

PaloAltoGreen



- Launched in 2003
- 97.5% western wind, 2.5% CA solar
- Available to all City of Palo Alto Utilities customers (residential, commercial, industrial)
- Over 6,000 participants (~22% participation rate)
- Serves a portfolio of large corporate customers
- Award-winning program

Awards



- #1 in Customer Participation for six consecutive years



Green Power Community:

- First Community in California
- #9 for EPA Green Power Community for Green Power Usage 2010



- 2010 Honorable Mention

Your carbon footprint is showing. And it's **REALLY big!**

No worries. You can shrink it with PaloAltoGreen.



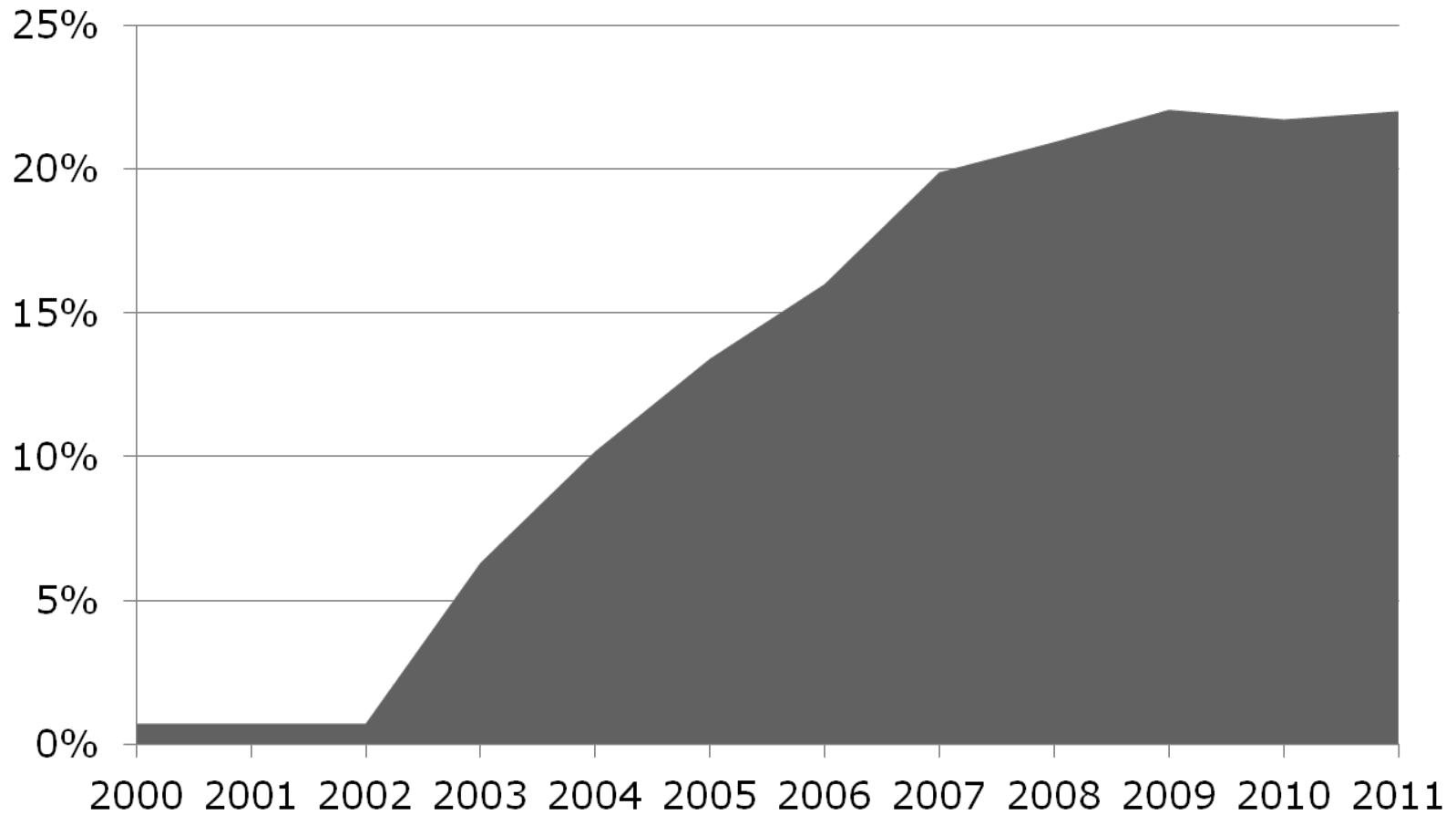
Community Demographics

- Population: 57,800
- Bachelor's degree or higher: 74.4%
(CA: 26.6%)
- Medium household income: \$90,000
(CA: \$47,000)
- Stanford Campus
- Commercial Sector



Source: U.S. Census Bureau, 2010.

Growing Participation



Growing PaloAltoGreen's Participation

- I. Program Design
- II. Build a Community
- III. Marketing



PaloAltoGreen

www.cpau.com



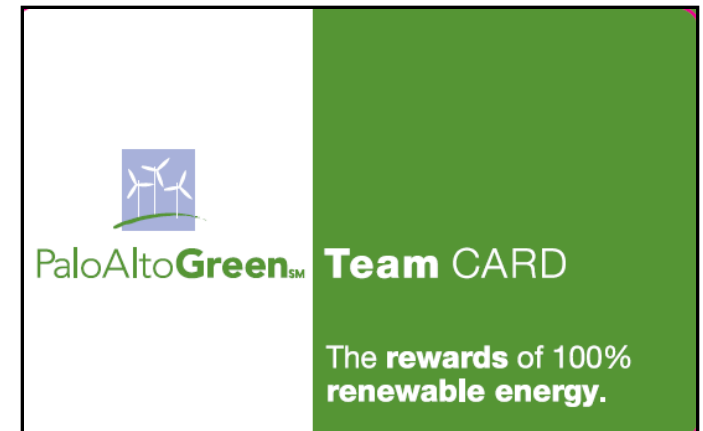
I. Program Design



- Future Green - lessons learned
 - Single green power option
 - Strong marketing plan
 - Staff support
- Opt-out flexibility
 - No hassle unenrollment
- Price: \$0.015/kWh
 - Less than \$10/household/month
 - A sense of ownership
- Green-e Certified

II. Community Building





- City Council, Community Action Groups, Local Schools
- PaloAlto**Green** Team
- Customer Retention
 - Welcome Kit
 - E-newsletter
 - Online Surveys
 - Facebook Page
 - Year-end appreciation letter






III. Standard Marketing

- Year round bill inserts/bangtails
- Direct mailers
- Yard signs
- Local outreach and events

Why Choose PaloAltoGreen? [SIGN UP NOW »](#)

Your neighbors are doing it	You can make a big impact	You want to support renewable energy	It's easy on the pocket book
			
1 in 5	9,300 LBS.	97.5% WIND 2.5% SOLAR	33¢ / DAY
RESIDENTS OF PALO ALTO ARE CURRENTLY ENROLLED	OF CO ₂ EMISSIONS SAVED BY EACH PARTICIPANT ANNUALLY*	BREAKDOWN OF RENEWABLE ENERGY PURCHASED	COST FOR THE AVERAGE HOUSEHOLD

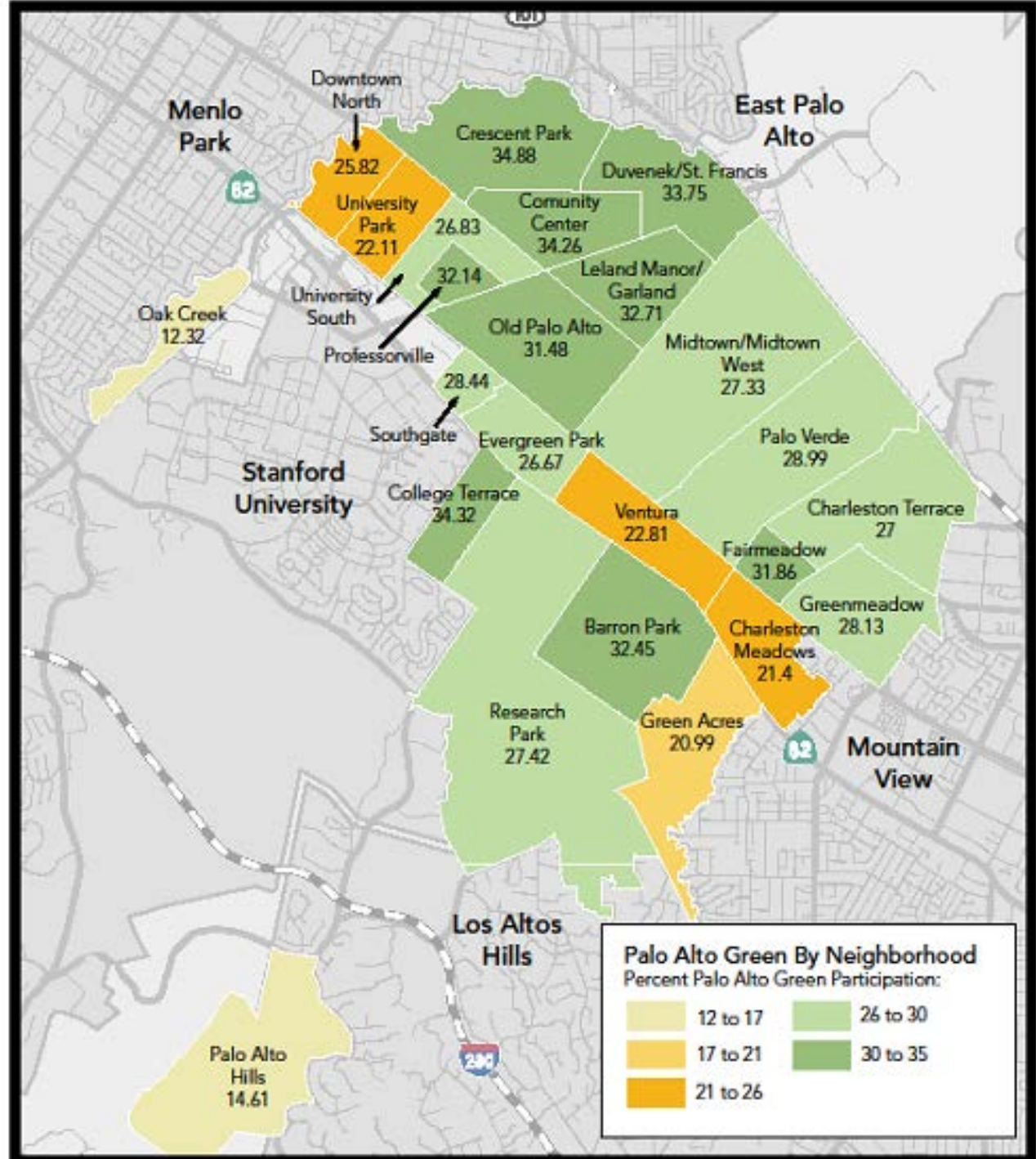
 CITY OF PALO ALTO UTILITIES
Inspired by a brighter tomorrow.

 PaloAltoGreen 

Marketing 2.0

- Social Media
- Fresh direct mail formats
 - Tri-fold Direct Mail
- Create tools from the data you have
 - Neighborhood Map
- Super targeted mailings
 - New Connect Mailing
 - PV Mailing
 - Neighborhood-specific Mailing

Neighborhood Comparison Map



Direct Mailer

**YOU
CAN MAKE A
BIG IMPACT**



When you enroll in PaloAltoGreen, you are supporting wind farms and local solar facilities. This clean energy is Green-e® Energy certified to ensure its environmental integrity.

You can make a difference every day

25 pounds/DAY

AMOUNT OF CARBON DIOXIDE
EMISSIONS AVOIDED PER
PARTICIPANT *



Enroll today!

PaloAltoGreen is a simple, affordable way to make an impact.

When you sign up, you are displacing dirty fossil fuels from the electricity grid by supporting wind facilities in Wyoming and solar electric systems in Palo Alto and throughout California.



It's easy on the pocket book

33¢/DAY

COST FOR THE AVERAGE
HOUSEHOLD



You want to support
100% renewable energy

97.5%
WIND (Wyoming)

2.5%
SOLAR (California)

BREAKDOWN OF RENEWABLE
ENERGY OFFERED
THROUGH PaloAltoGreen

• • • **YES, I want to support renewable energy! Sign me up for PaloAltoGreen today.**

PaloAltoGreen costs 1.5 cents extra per kilowatt hour — that's only 33 cents a day for the average household.

Fill out and return the form below, visit www.cityofpaloalto.org/pagreen or call (650) 329-2161.

 [facebook.com/PaloAltoGreen](https://www.facebook.com/PaloAltoGreen)

Takeaways:



I. Program Design

- Know your audience & demographics
- Robust marketing approach

II. Community Building

- Sense of competition (neighborhood map)
- Make it social
 - Facebook
 - Team card
 - Yard signs

III. Marketing

- Good foundation
- Using existing data creatively
- Cater marketing to specific customers

Questions?

Thank you!

