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# Signing up Customers for Renewable Energy: Insights on What Works

November 19, 2013

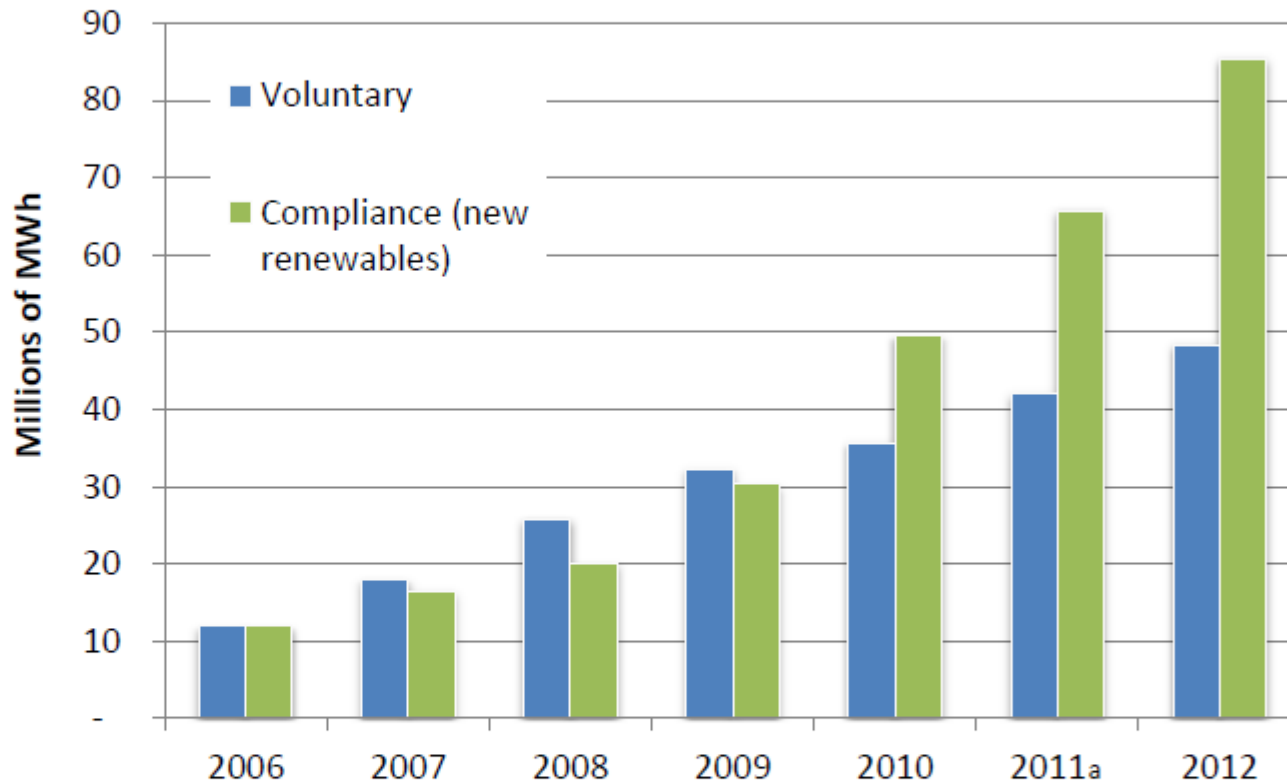
Behavior, Energy & Climate Change (BECC) Conference  
Sacramento, CA

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# Overview

- Renewable Energy Markets
- Top performing programs
- Marketing Strategies
- Examples / Case Studies
- Certification and Credible Claims
- Helpful Resources

# Renewable Energy Market Volumes



**Figure 1. Comparison of compliance and voluntary markets for new renewable energy, 2005–2012**

# Consumer protection and certification for voluntary renewable energy purchases



# Energy



# Voluntary Renewable Energy Market: Eligible Products

- Utility Green Pricing Programs
- Competitive Electricity Products
- On-site
- Renewable Energy Certificates (RECs)

# Voluntary Utility Renewable Electricity Programs

- Average **Opt-in rate** is **~2%**
- **Marketing** is the key to increasing participation

# NREL Top 10

## Utility Green Power Programs

by Customer Participation Rate (2012)

Rank	Utility	Customer Participation Rate
1	City of Palo Alto (California)	18.2%
2	Portland General Electric	12.4%
3	Madison Gas & Electric Co.	9.4%
4	Sacramento Municipal Utility District	9.2%
5	City of Naperville (Illinois)	7.6%
6	Pacific Power (Oregon)	7.6%
7	Silicon Valley Power	6.9%
8	River Falls Municipal Utilities	6.1%
9	Stoughton Utilities	5.1%
10	Cuba City Light & Water	5.0%

# NREL Top 10

## Utility Green Power Programs

by Green Pricing Program Renewable Energy Sales, MWh (2012)

<b>Rank</b>	<b>Utility</b>	<b>Sales (MWh/year)</b>
1	Portland General Electric	834,125
2	Austin Energy	744,443
3	PacifiCorp	604,007
4	Sacramento Municipal Utility District	416,477
5	Xcel Energy	390,056
6	Puget Sound Energy	365,796
7	Connecticut Light and Power Co. / United Illuminating	254,838
8	Dominion Virginia Power	250,364
9	Oklahoma Gas & Electric Co.	210,187
10	CPS Energy	179,786

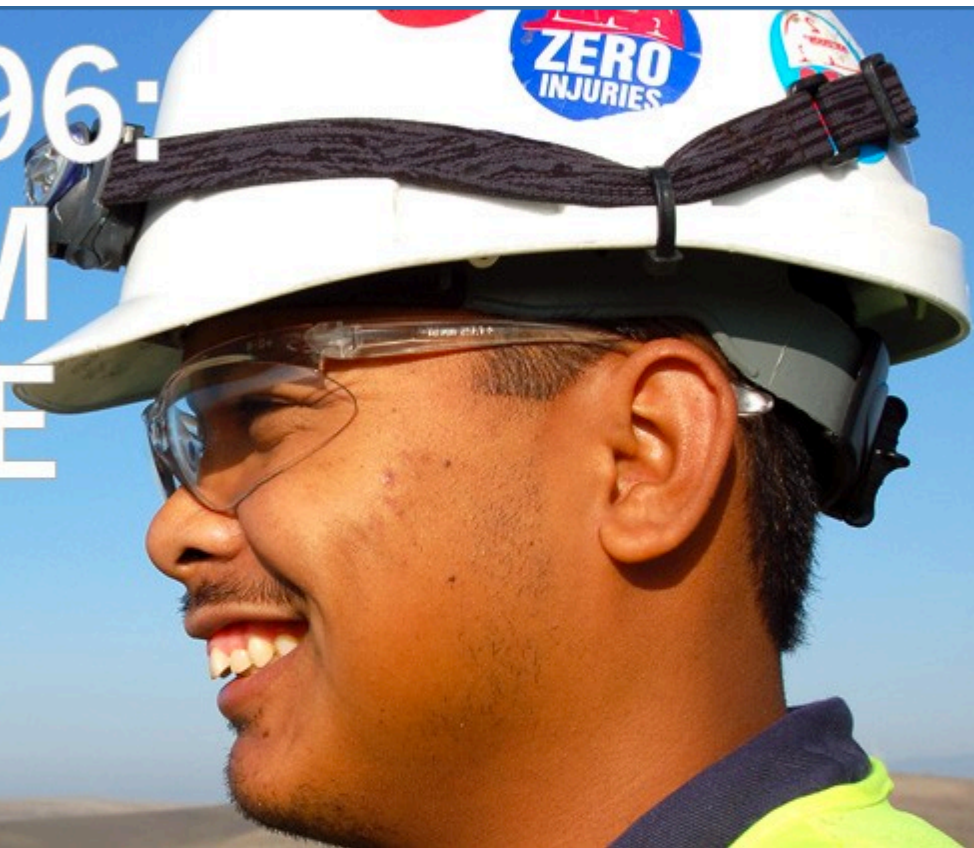
# Marketing Strategies

- Direct mailing
- Events
- Employing marketing firms
- Contests
- Call centers
- Community outreach and engagement
- Business partnerships and cross promotion
- Social media
- Website engagement
- Ease of sign up
- Residential versus commercial customer messaging

**REASON #1:**



**REASON #396:  
BECAUSE I'M  
PART OF THE  
GREEN  
ECONOMY**







**REASON #496:  
CLEAN ENERGY IS  
A PATH TO ENERGY  
INDEPENDENCE**



**REASON #102:  
IT'S PART OF A  
HEALTHY LIFESTYLE**



**REASON #347:  
BECAUSE NATURAL  
RESOURCES ARE ALL  
AROUND US**





# Promoting Green Power Purchases



Office DEPOT

100% recycled envirocopy™ standard white paper

- Ideal for copying and printing
- paper from paper — using no more trees
- same great Office Depot quality
- bleached processed chlorine-free (PCF)
- Forestry Stewardship Council (FSC) certified for recycled content



500 SHEETS 20 POUND 104 BPS/MT 100% RECYCLED

8 1/2 in x 11 in (21.6 cm x 27.9 cm - 75 g/MT)

Recycled supporting responsible use of forest resources Can No. 1302000008 100% Recycled Paper from the Green



# GREEN POWER *Leadership* Awards

Best Marketing Campaign  
by a Green Power Supplier

# Call Centers



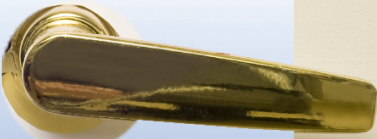
# Pacificorp / Pacific Power / Rocky Mountain Power

- 92% of new customers used call centers to set up electric service
- Partnered with 3<sup>rd</sup> party marketer
- Scripts and training for 260 call center employees
- Incentives for call center employees
- 12,000 new green power customers in 2012, and 30,000 new customers over a 2-year period
- Accounted for 54% of new enrollments in 2012



# Community Engagement: Courtesy Knock





**Before you turn  
on the lights...  
consider the difference  
you could make.**

Pacific Power's Blue Sky renewable energy program makes it easy to support renewable energy and offset the impact of your electricity use. Supporting 100 percent of your monthly use is like not driving for each year you are enrolled.\*

A Pacific Power representative was here to tell you about the Blue Sky program. **Sign up today.**

\*Based on usage levels of typical Blue Sky customer and 11,856 annual mileage.



**Yes! Sign me up for Blue Sky<sup>SM</sup> renewable energy.**

Please mark only one option:

- Enroll me in Blue Sky Usage**  
Support renewable energy<sup>1</sup> equal to 100 percent of your energy use! Cost: \$0.012 more per kilowatt-hour. Approximately \$10 – \$12 more per month on your electric bill.
- Enroll me in Blue Sky Habitat**  
Same as Blue Sky Usage + \$2.50/donation to a non-profit to restore and preserve native fish habitat in Oregon.
- Enroll me in Blue Sky Block**  
Sign me up for \_\_\_\_\_ blocks at \$1.95 per 100-kwh block per month of new renewable energy. My participation will support wind energy from the Western region and help develop community-based small-scale renewable energy projects.

<sup>1</sup> On average 79% wind, 17% biomass & 4% geothermal from primarily the Western region (some national wind facilities may be supported if necessary).

\_\_\_\_\_  
Name (as it appears on your Pacific Power statement)

\_\_\_\_\_  
Service Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Daytime Phone or E-mail Address





# Pacificorp / Pacific Power / Rocky Mountain Power

- Advanced notice of visit via postcard with time and date range
- Door-to-door canvassing with **personalized** information/data
- **25%** of customers that were approached enrolled on the spot



# Contests



# Puget Sound Energy

- Solar Power Sweepstakes
- Big prize: solar PV system for your home
- **3,300** new customers during the 3.5 month campaign
- Local tie-in for manufacturing and installation of PV system

# Social Media

## Contests

### Business Partnerships



CHEF  
PASSION



# Clean Currents

- Green Passport DC campaign, Spring 2012
- Partnered with **48** wind-powered businesses
- Custom Facebook application
- Check-in to participating businesses
- Cash prizes
- **Exceeded goals by 22%** in residential enrollments compared to previous spring



# Marketing and Claims

- Green-e Energy
  - Review of customer disclosure and marketing language
  - Required Product Content Label and product disclosures
  - Marketing material reviews
- Federal Trade Commission (FTC) Green Guides
- National Association of Attorneys General (NAAG)

# Helpful Resources

[www.buycleanenergy.org](http://www.buycleanenergy.org)



[Home](#) [Why](#) [About](#) [Contact](#) [News](#) [Press](#) [Find RECs](#)

## REASON #103: BECAUSE IT'S GOOD BUSINESS

-  1. Read your bill to find out how much energy you currently use.
-  2. Buy certified clean energy right now. It's easier and cheaper than you think.
-  3. Sign the roster and tell the world that you're supporting clean energy.

**Buy Clean Energy** is an ongoing campaign to spur individuals and organizations to buy clean energy. Nationwide, only 5% of our energy comes from clean, sustainable sources like wind and solar, and only 2% of people sign up when clean-power programs are offered by their utility. Buy clean energy today and then sign the roster of clean energy supporters. It's easy and just takes a minute. [Clean energy is our future.](#) ☺

**604,934** kWh have been purchased so far by individuals and organizations participating in **Buy Clean Energy!**

### NEWSFEED

4/20/12 [Happy Earth Day 2012](#)

3/29/11 [Submit a Video Testimonial](#)

3/22/11 [One Month Until Earth Day 2011](#)

[More news...](#)

I buy clean energy because...

*I am responsible for how I effect the planet that has given me life, health and wisdom.*

©

—Matthew

# Helpful Resources



[www.renewableenergymarkets.com](http://www.renewableenergymarkets.com)

2014 Location and Dates TBD

# Helpful Resources

- National Renewable Energy Laboratory (NREL)
  - Status and Trends in the U.S. Voluntary Green Power Market (2012 Data)  
<http://www.nrel.gov/docs/fy14osti/60210.pdf>
- Federal Trade Commission (FTC) Green Guides
  - <http://www.nrel.gov/docs/fy12osti/52983.pdf>

# Helpful Resources

- Green-e Energy National Standard
  - [http://www.green-e.org/docs/energy/Appendix%20D\\_Green-e%20Energy%20National%20Standard.pdf](http://www.green-e.org/docs/energy/Appendix%20D_Green-e%20Energy%20National%20Standard.pdf)
- U.S. EPA Green Power Partnership
  - <http://www.epa.gov/greenpower/>
- U.S. DOE / U.S. EPA / WRI / CRS:  
Guide to Purchasing Green Power
  - [http://www1.eere.energy.gov/femp/pdfs/purchase\\_green\\_power.pdf](http://www1.eere.energy.gov/femp/pdfs/purchase_green_power.pdf)

# CONTACT

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