

Greening the City of Moab

The Nation's First EPA Green Power Community

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EPA Green Power Community

- A challenge to communities to buy green power in an amount that collectively meets the EPA Green Power Partnership's benchmarks
- Intended to motivate collective action of a community's local government, businesses, and citizens to meet or exceed the EPA's minimum purchasing benchmarks



Highlights of Moab's Campaign

- Moab became the first EPA Green Power Community in the nation in 2004
 - Community's voluntary purchases of green power cover more than 4% of community's electricity use
 - Moab convinced EPA to launch new community campaign
- Campaign Results
 - exceeded 2% benchmark – still aiming for 5%
 - EPA spoke at Moab Folk Festival in November 2004
 - Three SLC TV stations covered on evening news
 - EPA designing a street sign to highlight Moab's efforts



Genesis of Moab's Campaign



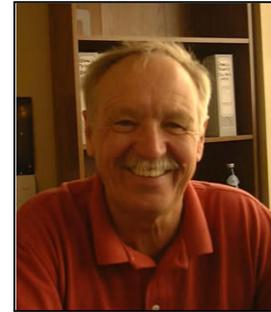
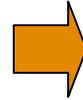
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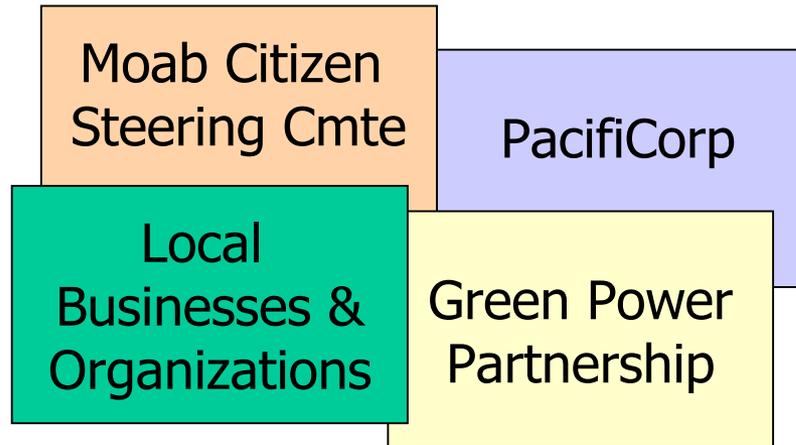
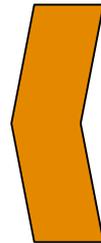
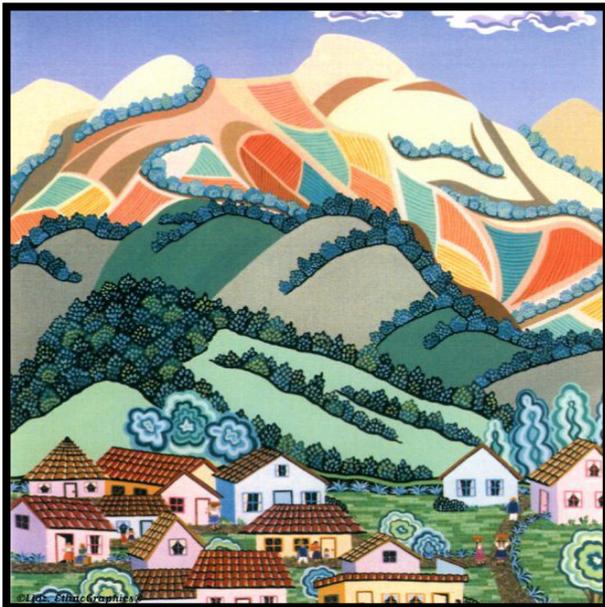
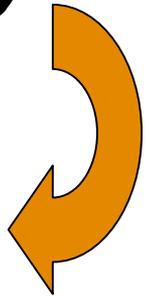
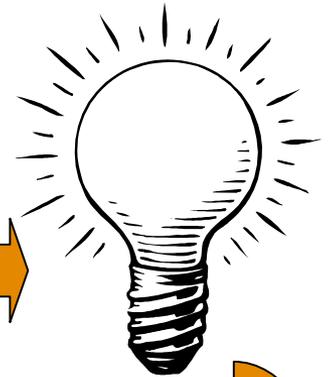
Susan



Sarah



Mayor Dave



Genesis of Moab's Campaign

- Approached by Utah Clean Energy in 2001 to buy wind power for City government
 - Joined EPA in 2002 and rec'd a 2003 award
- Challenged by PacifiCorp/Utah Power to meet 5% community participation rate
 - Exceeded 5% and 10% utility challenges
 - Salt Lake City and Park City challenged too
- Asked EPA if entire Moab community could join EPA Green Power Partnership in 2004
 - EPA was only encouraging organizations to buy green power
 - EPA granted Moab's request and launched a new EPA effort



EPA's Community Requirements

- Local government must be a Green Power Partner
- Local government (or its designee) must initiate and support campaign
- Local government (or its local utility) must provide data on benchmark and campaign progress
 - Will likely collaborate with utilities for this information
 - Could estimate load data for community with census-type data



EPA's Purchasing Benchmarks

Annual Electricity Use	Green Power Minimum Percentages
If the Community's annual electricity use is...	The aggregated green power purchases should exceed ...
Over 100,000 MWh	2%
100,000 – 10,000 MWh	3%
Under 10,000 MWh	6%

Note: 50% of your minimum green power partnership benchmark should be met with "new" renewable energy



Local Government's Role

- Campaign leader (or will designate leader)
 - Oversee and direct data collection and tracking
 - Financial backer and outreach supporter
 - Make decision to sign agreement on behalf of entire community
- Funding for Community Campaign
 - City, local NGO and utility work together to support the campaign
 - Seek additional funding from state clean energy funds

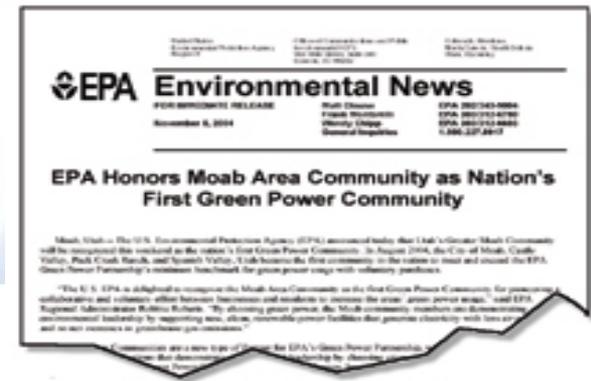
Moab Community Experience

- Moab Motivated to Partner with EPA
 - Needed a new 'higher' goal to shoot for
 - Wanted to be "First in the Nation"
 - Wanted to reinforce green power to tourists and residents
- Steering Committee's Community Challenge
 - Notified residents of "First in the Nation" campaign
 - Worked with businesses to explain green power
 - Developed logo for "First in the Nation" campaign
 - Earned regional media attention to support efforts



How Moab Benefited

- Fosters community pride
- Helps outdoor tourism marketing
- Reduces impacts of electricity generation
- Built bridges between community, utility, and community-based organizations
- Provided a stepping stone for more collective sustainable action
- Earned media attention



Green Power Community Sign

- Highlights your successful campaign
 - Stickers with year will signify Community meets guidelines
 - Signs expected to cost \$150.00
 - Designed for outdoor display
- Other Recognition
 - EPA Regional Press Release
 - Fact sheet on leading Communities
 - Artwork for Community Banner

Welcome to a
**Green Power
Community**

exceeding U.S. EPA
guidelines for buying
clean, renewable energy.



2005



Steps for Community Campaigns

1. Community's local government joins Partnership
2. Local gov't gauges interest among stakeholders in becoming an EPA Green Power Community Partner
3. Local gov't finds a home for campaign within City Council, citizen group, utility or marketers, NGOs, etc.
4. Campaign works on establishing a green power goal
5. Mayor signs EPA partnership agreement, possibly with City Council Resolution
6. City designs and implements a campaign to increase the use of green power among residents and businesses
7. Determine schedule and activities in consultation with campaign
8. Capture the benefits



Green Power Industry Benefits

- Campaign offers an important sales tool
 - Offers targets and rewards
 - Community purchases can equal size of large commercial purchases
 - Lowers acquisition costs for residential and small commercial
 - New sales pitch for large commercial that are community leaders
 - Can create friendly competition between two or more communities
- Enhances working relationships between localities, environmental groups and green power providers
- Localized market transformation opportunity
 - Campaign can leverage additional clean energy activities



Who's Next

NEW Green Power Communities

- City of Corvallis, Oregon
 - Renewable NW Project
 - Consumers Power
 - PacifiCorp / 3 Phases

- City of Boulder, Colorado
 - Western Resource Advocates
 - Clean and Green
 - Community Energy
 - Renewable Choice Energy
 - Xcel Energy

Future Communities ???

- Sacramento, California
- Fort Collins, Colorado
- Naperville, Illinois
- Rockville & Takoma Park, Maryland
- Saratoga Springs, New York
- Hood River & Portland, Oregon
- Austin, Texas
- Salt Lake City & Park City, Utah
- Milwaukee, Madison, & Green Bay, Wisconsin

Want to Know More?

- Basic Information
 - An overview of Green Power Community Campaigns is available on EPA's web site and at the conference booth
- More Questions?
 - Sarah Wright, Utah Clean Energy, www.utahcleanenergy.org
801-673-7156, sarah@utahcleanenergy.org
 - Matt Clouse, EPA, www.epa.gov/greenpower
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