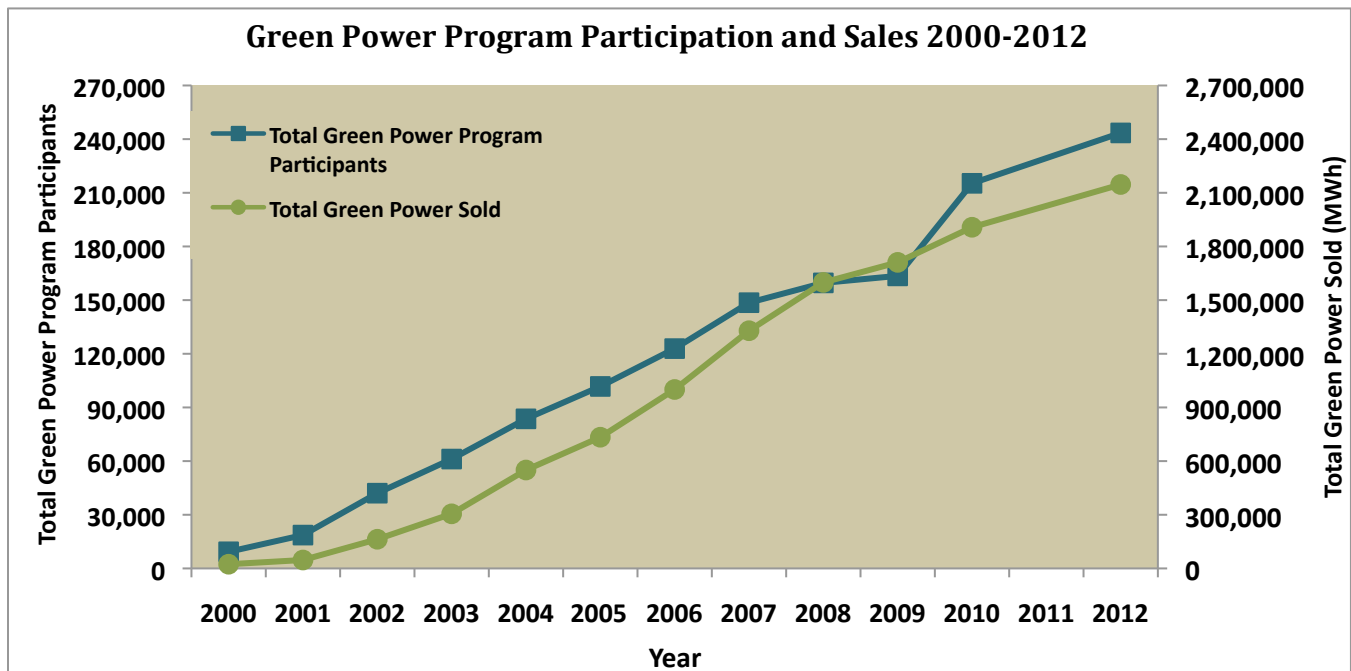
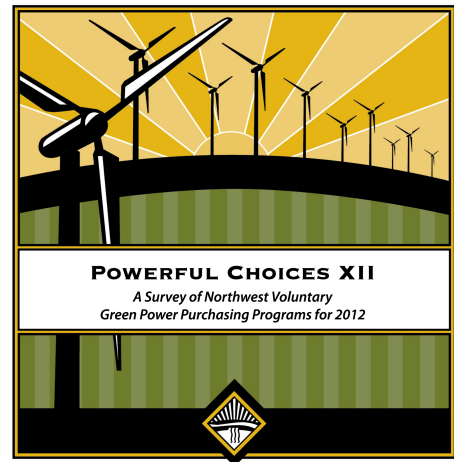


POWERFUL CHOICES XII: A SURVEY OF NORTHWEST UTILITY VOLUNTARY GREEN POWER PURCHASING PROGRAMS FOR 2012

Despite the recession, more northwest utility customers are purchasing clean, renewable energy than ever before. In 2012, participation in voluntary green power purchasing programs exceeded 243,000 customers—an increase of more than 28,000 customers from 2010.ⁱ These green power consumers purchased enough renewable energy to power roughly 179,000 homes (approximate to all the households in Tacoma and Spokane, WAⁱⁱ) and prevented an estimated 2.8 billion pounds of CO₂ emissions.ⁱⁱⁱ This is the equivalent to taking more than 268,000 cars off the road or planting nearly 293,000 acres of forest.^{iv} Year after year northwest utility customers continue to demand clean energy for the region.



WHAT ARE UTILITY GREEN POWER PROGRAMS?

A “green power program” is any utility-sponsored program that allows customers to voluntarily purchase energy from an environmentally preferred power source or to contribute to the development of new renewable resources. More than **60 utilities** in the Northwest currently offer green power purchasing programs to their residential, commercial, and industrial customers and report their results.



SURVEY RESULTS

Participation in Northwest green power programs increased by 13.1% since 2010, which reflects continued support for clean energy in the region. These 243,468 program participants (approximately 236,977 residential and 6,491 commercial and industrial) voluntarily purchased 2,246,453,370 kWh of renewable energy. Residential customers purchased 10.3% more green power when compared to 2010, while commercial and industrial demand for green power increased by 17.8%. In total, sales of green power increased by 12.5% since 2010.

“What’s remarkable about these growth rates is that they remain so strong a full 10 years after most of these programs were first launched. The experience in the Pacific Northwest shows that green power programs that reach the national average of 2% and then stop talking to customers about it are missing out. When you keep reminding people they can support renewable energy, they keep deciding to do so.”

Adam Capage
Vice President
Utility Partnerships
3Degrees

TRENDS

Participation

While the annual *rate* of increase in participation in green power program is yet to return to pre-recession levels between 20-30%, customer growth between 2010 and 2012 continues an optimistic upturn towards a legacy of green power program expansion. After three years of decelerating participation increases, green power program participation growth increased from 5% in 2009 to 8.5% in 2010 and expanded by 13.1% in 2012.

Sales

As our economy recovers from recession, RNP expects that customer participation and sales of green power will continue to rise. Indeed, residential utility customers purchased 10.3% more green power in 2012 than in 2010. Business power consumption, after stalling during the recession, appears to be on the rise, facilitating non-residential green power program sales growth of 17.8% since 2010. Overall, market-wide sales increased by 12.5%.

UTILITIES

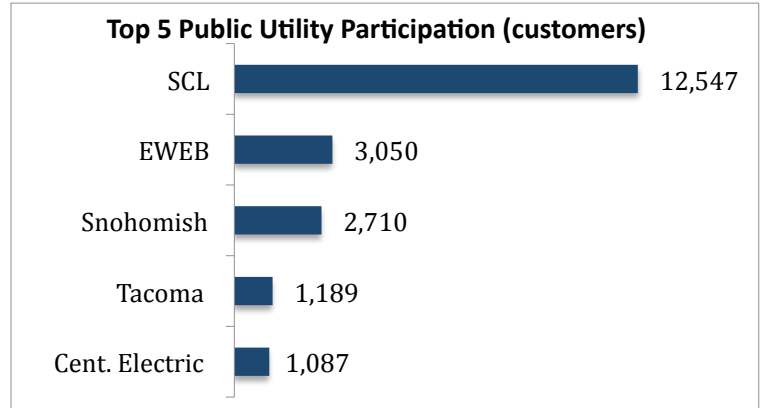
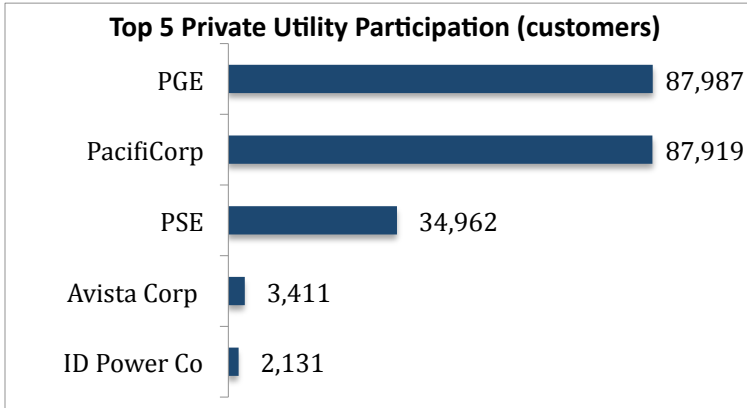
Individual utilities in the northwest maintained their

NORTHWEST UTILITY GREEN POWER PROGRAM TOTALS ^v		
	2012 Total	% Change Since 2010
Total Participants in Green Power Programs	243,468	↑ 13.1%
Residential Green Power Participants	236,977	↑ 13.2%
Non-Residential Green Power Participants	6,491	↑ 8.3%
Total Sales of Green Power (kWh)	2,146,453,370	↑ 12.5%
Residential Sales of Green Power (kWh)	1,453,090,550	↑ 10.3%
Non-Residential Sales of Green Power (kWh)	693,362,820	↑ 17.8%
Total aMW	245	↑ 12.5%



nationally celebrated green power participation and sales rates in 2012. Top programs boasted the following achievements:

- Portland General Electric and PacifiCorp (OR) achieved the region’s highest participation rates of 12.4% and 7.6% respectively.
- For major consumer-owned utilities, Seattle City Light experienced the largest growth in participation, at 10%, while Snohomish Public Utility District’s Green Blocks program had the highest sales growth at 18.2%.



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METHODS

RNP collaborated with the National Renewable Energy Laboratory (NREL) for data collection. NREL administered its annual utility green power survey on a national scale and shared relevant information about the Northwest with RNP. RNP directly contacted and secured green power program information from two utilities that did not submit data to NREL. NREL Green Power Program reports can be found at http://www.nrel.gov/analysis/market_green_power.html. Without NREL-sponsored utility surveys for 2011, RNP chose to analyze 2012 data in comparison to 2010 data. To complete the survey, RNP also accessed and reviewed Northwest utility green pricing data for 2011 from the U.S. Energy Information Agency’s Form 860.

ⁱ NREL did not carry out utility surveys for 2011 green power program data.

ⁱⁱ U.S. Census Bureau, <http://quickfacts.census.gov/qfd/states/53000.html>.

ⁱⁱⁱ Equivalency based on EIA consumption data from 2001 survey for single-family households. http://www.eia.doe.gov/emeu/recs/recs2001/ce_pdf/enduse/ce1-4c_housingunits2001.pdf

^{iv} Equivalency based on EPA Equivalency Calculator for the WECC Northwest region. <http://www.epa.gov/greenpower/pubs/calculator.htm>

^v Utilities that did provide both 2009 and 2010 data were not included in percent change calculations.

^{vi} PacifiCorp numbers include participants in California, Utah, and Wyoming

