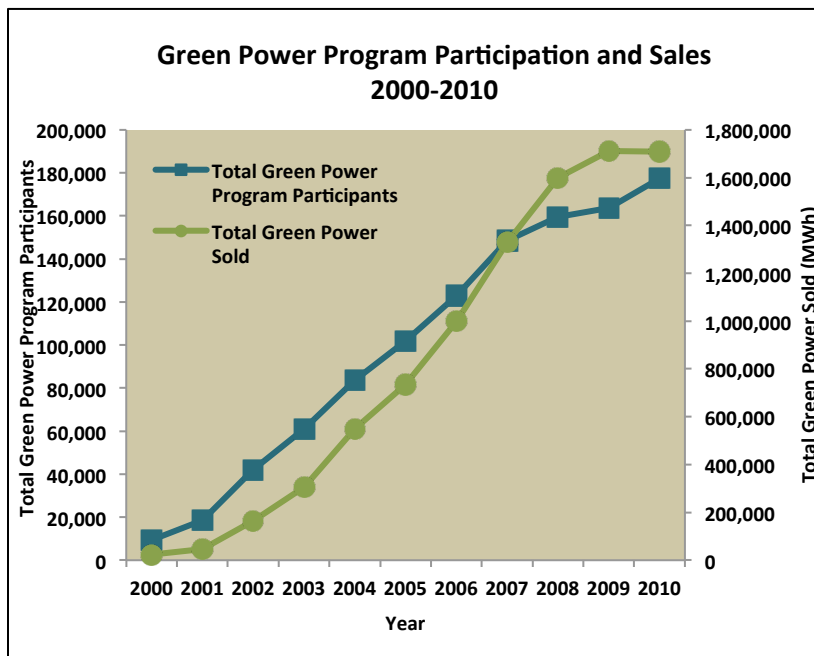
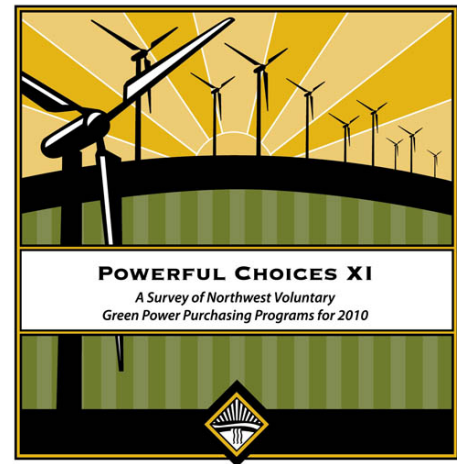


POWERFUL CHOICES XI: A SURVEY OF NORTHWEST UTILITY VOLUNTARY GREEN POWER PURCHASING PROGRAMS FOR 2010

Despite the recession, more northwest utility customers are purchasing clean, renewable energy than ever before. In 2010, participation in voluntary green power purchasing programs exceeded 177,000 customers—an increase of more than 10,000 customers from the previous year. These green power consumers purchased enough renewable energy to power roughly 142,712 homes and prevented an estimated 2.2 billion pounds of CO₂ emissions.ⁱ This is the equivalent to taking more 194,000 cars off the road or planting 233,010 acres of forest.ⁱⁱ Year after year northwest utility customers continue to demand clean energy for the region.



SURVEY RESULTS

Participation in Northwest green power programs increased by 8.5% in 2010, reflecting continued support for clean energy in the region. These 177,421 program participants (approximately 171,228 residential and 5,118 commercial and industrial) voluntarily purchased 1,707,552,975 kWh of renewable energy. Residential customers purchased 2.2% more green power when compared to 2009, while commercial and industrial demand for green power decreased by 5.7%. In total, sales of green power decreased by 0.2% from 2009 to 2010.

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 40 utilities in the Northwest currently offer green power purchasing programs to their residential, commercial, and industrial customers.

Download this fact sheet with references at <http://www.rnp.org/node/RNP-reports-and-fact-sheets>



NORTHWEST UTILITY GREEN POWER PROGRAM TOTALS ⁱⁱⁱ		
	2010 Total	% Change Since 2009
Total Participants in Green Power Programs	177,421	↑ 8.5%
Residential Green Power Participants ^{iv}	171,228	↑ 8.6%
Non-Residential Green Power Participants	5,118	↑ 8.7%
Total Sales of Green Power (kWh)	1,707,552,975	↓ -0.2%
Residential Sales of Green Power (kWh)	1,218,874,928	↑ 2.2%
Non-Residential Sales of Green Power (kWh)	467,931,812	↓ -5.7%
Total aMW	195	↓ -0.2%

TRENDS

Participation

Green power programs continued to gain customers in 2010; however, the *rate* of increase in participation was relatively low. Northwest programs have historically experienced annual participation growth rates between 20-30%. Growth has decelerated significantly over the past three years, dropping from 20% growth in 2007 to 7% in 2008 and 5% in 2009. In 2010, participation growth remained low at 8.5%, but presents an optimistic upturn from the previous years and a continued legacy green power program growth.

Sales

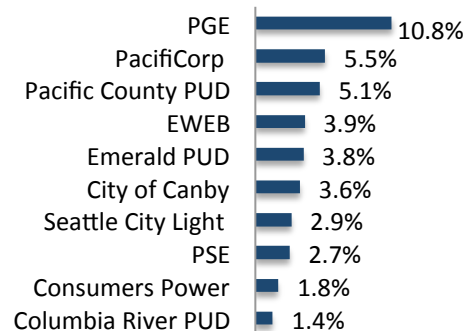
While residential utility customers purchased more green power in 2010, businesses purchased less and market-wide sales decreased by 0.2%. This is likely a symptom of the economic downturn, as businesses are consuming less power. As our economy recovers from recession, RNP expects that customer participation and sales of green power will continue to rise.

UTILITIES

Individual utilities in the northwest maintained their nationally celebrated green power participation rates in 2010. Top programs boasted the following achievements:

- Portland General Electric and PacifiCorp achieved the region's highest participation rates of 10.8% and 5.5% respectively.
- Pacific County Public Utility District had the highest participation rate for a public utility at 5.1%.
- In total, 2.2% of eligible northwest utility customers participated in green power programs.

TOP 10 UTILITY PARTICIPATION



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 utilities that did not submit data to NREL to retrieve their green power program information. The NREL Green Power Program status reports can be found at http://www.nrel.gov/analysis/pubs_green_power.html.



ⁱ 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

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

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

^{iv} Six respondent utilities reported total green power participation and sales without disaggregated figures for residential and non-residential sectors. These utilities' data was excluded from the totals and percent change figures for: "Residential Green Power Participants," "Non-Residential Green Power Participants," "Residential Sales of Green Power (kWh)," and "Non-Residential Sales of Green Power (kWh)." The totals presented in the table are conservative figures that likely underreport actual participation and sales in each sector.

