



Green Power Refresh Project

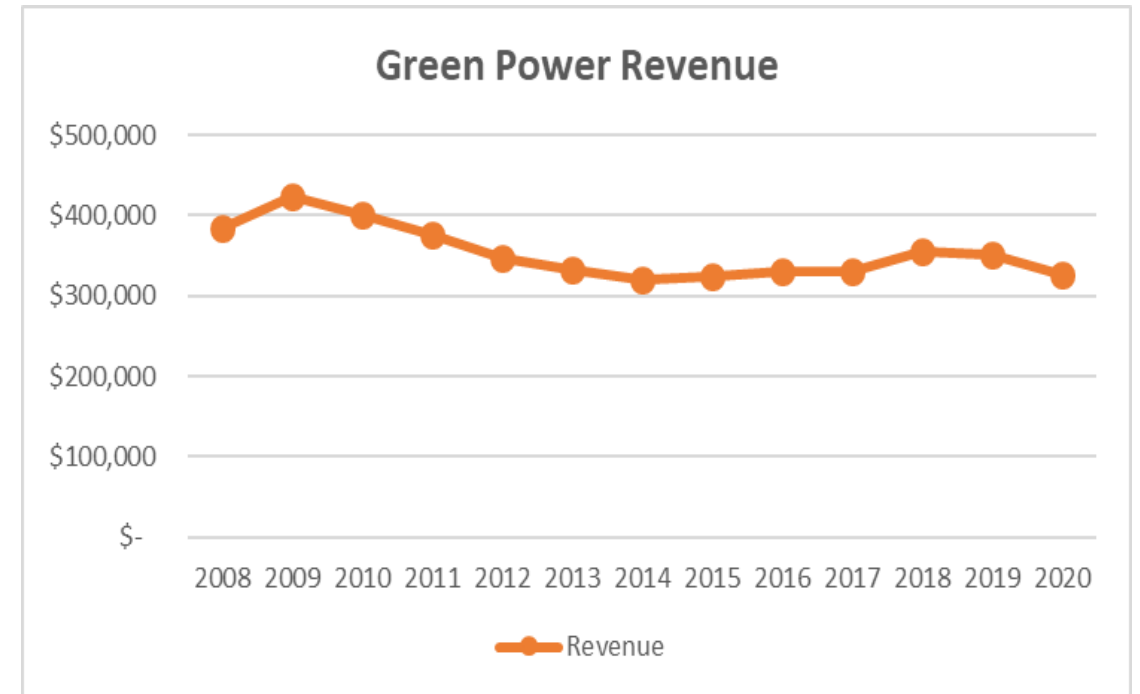
Presented to OPPD's Board of Directors

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on October 19, 2021

Green Power Program (Current State)

- Introduced in 2002
- Contributions supporting renewable generation projects:
 - Valley Wind Turbine
 - Elk City Landfill Gas Facility
 - Ainsworth Wind Facility
- Green Power Rate Rider
 - Funds are required to be used on generation sources that meet the Federal Energy Policy Act of 1992
- Residential participation is slightly over 1%



Problem Statement & Goals





Research



Industry Research Recap

- Majority of electric utilities have some form of green energy program
- Programs have options of supporting utility renewable generation, conservation, and sustainable energy projects
- Utilities are considering phasing out their additional cost green programs due to renewable generation goals
- Separate programs for residential and commercial is most common
- Many offered shares to customers, similar to our community solar program
- Our utility research displayed top programs group several renewable products under one product name



Customer Outreach

Existing
Customer
Comments

Customer
Survey

Discussions
with
Community
Organizations

Customer
Workshop

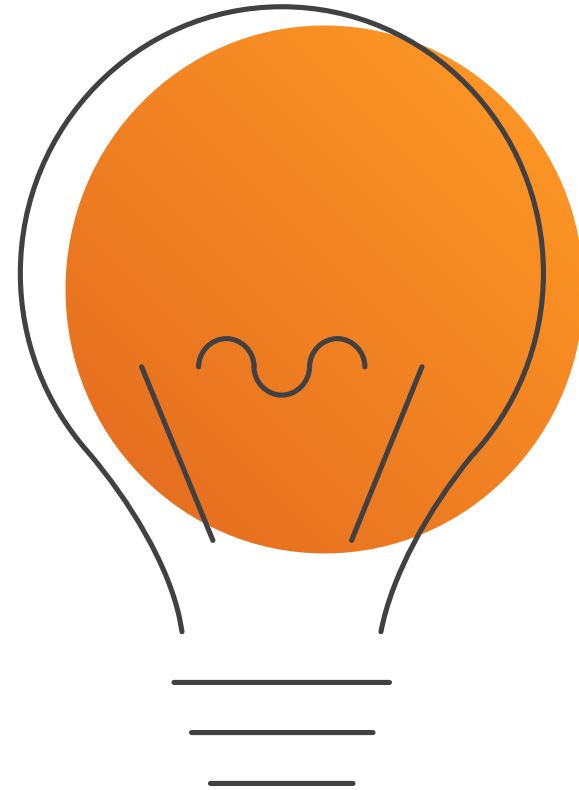
Business
Customer
Survey &
Interviews

Residential
Customer
Power Panel
(2)

- Understand customer values and goals
- Discuss product features, benefits and preferences
- Test product ideas to receive and incorporate feedback

Key Customer Learnings

- OPPD to be a trusted source of information
- Funds used for community projects vs. generation
- Choice and customization features
- Community involvement and support
- Transparency of funds and project selection



Note: Current Green Power program scored the lowest of all program options



Product Recommendation



New Product Recommendation

Product Description:

Customers subscribe to a green-focused program and partner with OPPD to choose, promote and execute on environmental projects that educates our community members and builds a healthier, safer and cleaner environment.

Product Pricing & Participation:

- Monthly subscription (w/one-time payment campaigns)
- Price points of \$5, \$7, \$10
- Higher amount receive additional recognition and opportunity to vote on upcoming projects

Customer Value:

- Funds go to selected green, non-OPPD generation projects within the District
- Transparent project dashboard on OPPD.com
- Marketing communication to participants showcasing projects
- Ability for communities or customer groups to apply for project funding

Project Application Requirements

Projects must fall under 1 or more categories

Support Sustainable Energy

Project funds new, community-based activities or initiatives in OPPD's territory that support sustainable/renewable energy

Reduce Environmental Impact

Project is able to measure the reduction in environmental impact such as KWh, waste, gas usage, product use, etc.

Support Community Betterment

Project shows support for education, health, culture and arts, community betterment, or social services

Community Project Examples

- HOA or public park solar project
- Renewable generation at schools for educational purposes
- Energy efficiency projects
- Beautification, pollination & tree planting initiatives
- Low-income energy projects
- Partnerships with local organizations
- Arboretum expansion
- Sustainability park
- Bike path construction
- Support community recycling / composting
- Support metro-transit and emissions reduction
- Energy focused science/innovation fair

Green Power vs. New Product

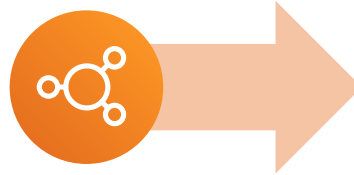
Before

Average customer enrollment over lifetime of product - 5,500

Average annual revenue over lifetime of product - \$261,000

Funds dedicated to OPPD renewable generation projects only

OPPD selected the projects, locations and generation type



After

Estimated annual enrollment at market penetration - 41,000

Estimated annual revenue at market penetration - \$2,500,000

Funds dedicated to enhancing our community in pursuit of green and renewable efforts

Community selected projects with project applications and selection committee

Increase Customer Transparency

- Interactive tool for customers to provide feedback on projects
- Sharing success in order to cultivate transparency of funds
- Visually appealing elements, including funding gauge for various projects.
- E-Newsletter for subscribers
- Key themes, transparency and community focused

**TOGETHER
WE CAN MAKE A
DIFFERENCE**

Strategic Alignment



Next Steps

- Terms and Conditions Approval
- Project Application Scoring Criteria
- **Board Action for Rate 463A/463B**
- Customer Retention Strategy
- Brand and Message Development
- Technology Requirements
- Marketing & Communications Plan
- Launch Program in Q1, 2022
- Re-evaluate Commercial Program

Commercial Recommendation

Recommendation:

- Sunset current Green Power Offering and Rate Rider (463B)
- Little participation and impact

Future State:

- Encouraged to participate in new community support product
- New project to determine future offering
 - Commercial Customer needs vary from Residential
 - Opportunity to develop product targeted at reducing or offsetting their carbon footprint



Q&A

