



Staff Report

For City Council Meeting 03/01/2017

Subject - Visitor (10 mins) - Alisa Dunlap - Regional Business Manager - Pacific Power

Synopsis: Mrs. Dunlap will make a 10 minute presentation on the Blue Sky program.

Council Options: The Council has the following options regarding this issue.

Recommendation:

Legal Analysis:

Financial Analysis: None at this time

Respectfully submitted,

A handwritten signature in black ink, appearing to be the name "Chad", written in a cursive style.

Chad

Blue Sky N. Coast Challenge (commitment needed by Mid-March)

Dunlap, Alisa to Brett, kucera@ci.cannon-beach.or.us, citymgr@ci.gearhart.or.us, mwinstanley@cityofseaside.us, Lind... Feb 23

Hello City/County Partners,

I've spoken with many of you about the potential for a North Coast-Clatsop County-wide Blue Sky Challenge. I will be presenting to the County Commissioners on March 8th (thanks Cam!) and would be happy to speak to any of our councils/commissions. I think this could be a really great opportunity for our region, we'd be the only County in Oregon to go after the EPA Green Power Community designation and a 1kw solar array in the county would be pretty neat too!

As I've mentioned, the Cities/County have multiple ways to get involved including ways that do not require any financial commitment. I've attached a brief presentation that outlines the Blue Sky program, a description of a community challenge, the benefits of the challenge and our proposed timeline. We are hoping for commitment from our community partners by mid-March so our Blue Sky team can begin building the campaign. The Blue Sky team does most of the legwork, they create the marketing and advertising materials as well as getting together the door-knocking campaign.

My role will be speaking to the business groups think, Chambers, downtown associations and WBA. Your role can be passive or engaged. A passive role would be to simply lend your logo to our materials and agree to a "policy" support position (aka no financial commitment). An engaged role would be to have yourselves or one of your councilmembers/mayors/etc be part of our advertising materials/radio/etc or attend with me business leader meetings. Another engaged role would be a financial commitment by your jurisdiction. To achieve the EPA designation, a financial commitment is required. To have a successful challenge and achieve the 1kw solar array, no financial commitment is required. The solar award would be based on % of increased enrollment, currently being discussed by the Blue Sky team. The %'s in other communities have been challenging but doable and most, if not all, other community challenges have been successful (examples in the attached presentation).

A brief outline of current enrollee amounts is below for each community—the enrollee numbers determine EPA Green Power Community status (however, to achieve this designation there is a required financial commitment by each jurisdiction):

Astoria: Approx 60 new participants short of reaching the required percentage of community load + necessary City enrollment.

Cannon Beach: Already EPA Green Power Community certified and City is enrolled at the appropriate level. Opportunity to increase business support.

Gearhart: Approx 5-10 new participants short of reaching the required percentage of community load + necessary City enrollment.

(Chad, I have personally been holding off on enrolling until the challenge kicks off, so you can subtract one from this total.)

Seaside: Significant residential and business support is needed to reach the required percentage of community load + necessary City enrollment.

Warrenton: Significant residential and business support is needed to reach the required percentage of community load + necessary City enrollment.

Clatsop County: Already has enough enrollees to reach required percentage, County needs to enroll for EPA designation.

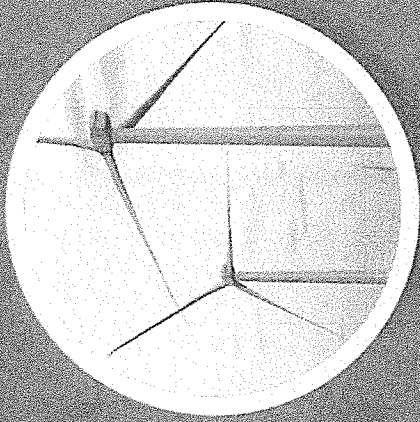
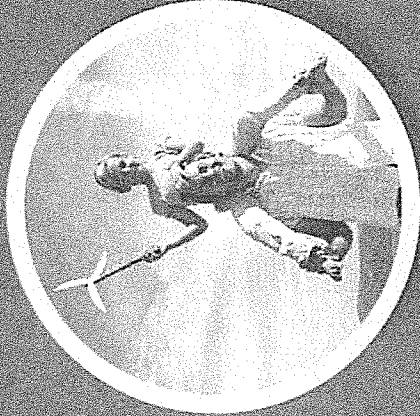
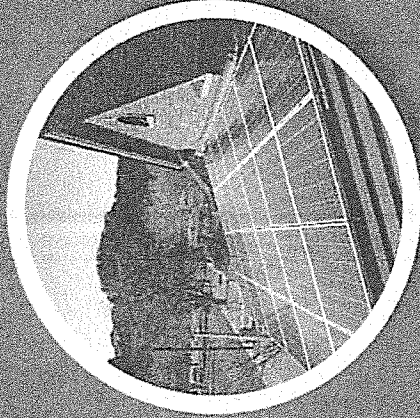
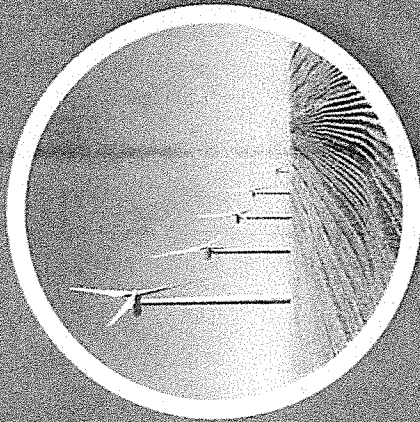
Please let me know if you'd like me to present to your Councils/Commissions or if there are any questions I can answer. I think this is a great opportunity for the community and I hope that you all agree.

Best,
Alisa

Alisa M. Dunlap
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North Coast Blue Sky Community Challenge



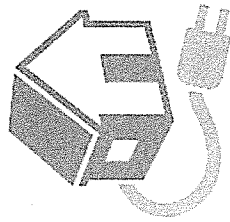
PACIFIC POWER

Let's turn the answers on.

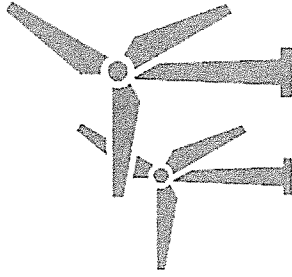
What is Blue Sky?

Blue Sky is a voluntary program that provides Pacific Power customers with a way to purchase renewable energy equal to all or part of their energy use through their monthly electric bill.

How Blue Sky works



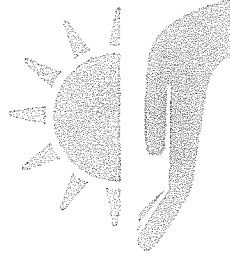
You use electricity to power your home or business.



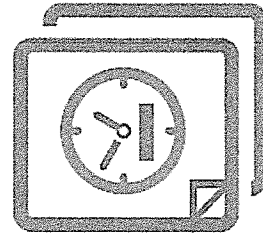
Pacific Power purchases renewable energy certificates on your behalf from newly developed facilities in Oregon and other western states.



When you sign up for Blue Sky, you support renewable energy equal to all or part of your energy use.



Your participation creates environmental benefits and helps build the market for renewable energy, decreasing the region's dependence on fossil fuels. An average customer supporting renewable energy equal to their monthly energy use creates a benefit equivalent to taking one car off the road for a year.



You pay a little extra on your bill each month. Participation is voluntary, requires no contracts and can be canceled at any time.

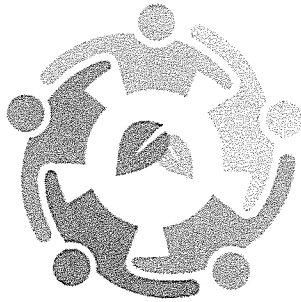
Blue Sky Benefits



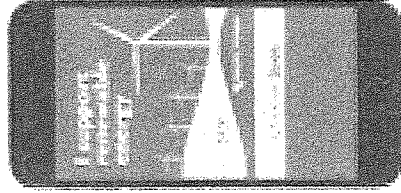
- Build a better future**
- Diversify regional energy sources
 - Reduce fossil fuel dependency



- Protect the environment**
- Reduce your carbon footprint
 - Preserve natural resources



- Support your community**
- Encourage new development of local and regional renewable energy projects
 - Stimulate economic development and create jobs

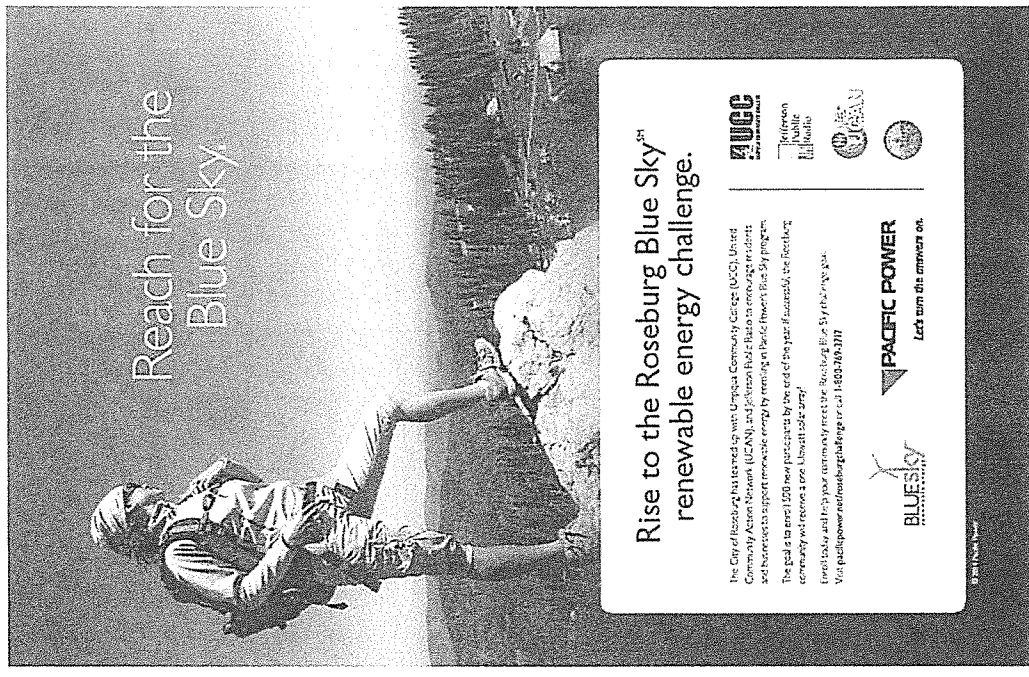


- Blue Sky participant rewards**
- Window cling and yard sign to show your support for renewable energy
 - Access to mobile coupons from Blue Sky participating businesses
 - Annual program report card
 - Biannual program newsletter

What is a Community Challenge

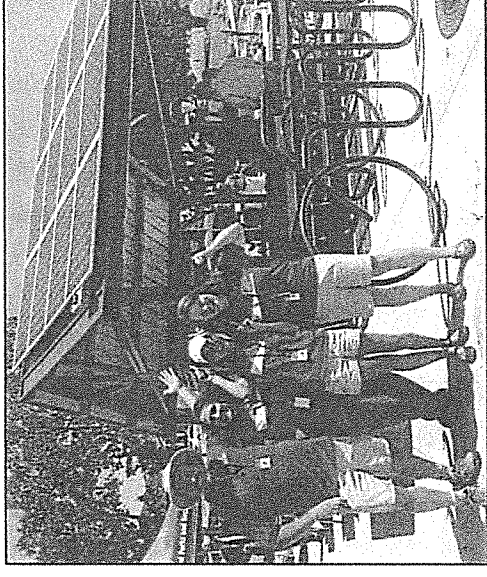
A partnership between the city or county and Pacific Power to try to achieve a unique city or county-wide Blue Sky participation goal.

Usually a unique incentive or reward for a successful challenge is presented to the community by Pacific Power.



Benefits to the community

- Reward to North Coast community could be a 1-kilowatt solar installation on County-owned building or public space AND/OR designation as Oregon's first EPA certified Green Powered County
- Positive common goal can increase community pride
- Increased visibility and publicity opportunity for County Commission and City's through their endorsement of the challenge
- Supporting Blue Sky means supporting local and regional projects



Medford Solar Installation at Oregon Hills Park



Signage at Roseburg Solar Installation at Fir Grove Park

Previous Community Challenges

Community	Face of the Challenge	City representatives involved in planning	Co-Sponsors	Participation Increase
Medford (2013)	Mayor	City Manager, Assistant City Manager	Jefferson Public Radio, Chamber of Commerce, Downtown Business Association	5.1% to 6.8%; a 30% increase
Roseburg (2014)	Mayor	City Manager	Umpqua Community College (UCC), Jefferson Public Radio (JPR), United Community Action Network (UCAN)	3.14% to 5.6%; a 78% increase
Cottage Grove	Mayor	City Manager	Emerald People's Utility District	3.2% to 6.1%; a 93% increase
Corvallis	Mayor & City Council President	City Council President, Facilities Manager	Chamber of Commerce, Renewable Northwest Project	9.3% to 12.5%; a 34% increase
Bend	Mayor	City Manager	Chamber of Commerce	8.5% to 10.8%; a 26% increase
Pendleton	Mayor	City Manager	East Oregonian Newspaper, Chamber of Commerce	2.5% to 4.9%; a 94.5% increase
Jacksonville	Mayor	City Administrator	Britt Festival, Jacksonville Chamber of Commerce	8% to 10%; a 24% increase
Klamath Falls	Mayor	City Manager	Chamber of Commerce	2.3% to 2.8%; an 11% increase
Lincoln City	Mayor	Mayor	Chamber of Commerce, Renewable Northwest Project	4.1% to 7.5%; an 84% increase

How to get involved

To support the North Coast challenge, you just need to do a few things.

- Acknowledge and agree to the approach including:
 1. Pacific Power will set an enrollment goal for this challenge based on projected results from marketing and outreach efforts. It's important for the success of the campaign that the goal is achievable, but we cannot guarantee that the community will reach the goal.
 2. Upon reaching the goal, the North Coast community will receive a solar installation valued at \$10,000. This prize will be installed at a viable county-owned and community-accessible facility. The participation goal and the County financial commitment will determine if the EPA Green Power County designation is an additional reward.
- Agree to the use of your name, logo and potentially a representative's signature (Mayor, City Manager, County Commissioner) for marketing and communication pieces supporting the challenge.
- Provide a point of contact for periodic check-ins, questions and guidance
- As available, share opportunities to promote challenge through community events and communications (such as website, newsletters, locations for challenge posters, announcements at city council meetings, event tabling space at community events, joint press releases, participation in challenge kick off events from mayor / commissioner, water bill messages or even sharing warm leads for potential business outreach)

Blue Sky participation

- You are not required to enroll in Blue Sky to sign on as a challenge community.
- You might want to enroll, though. North Coast customers participate in Blue Sky at a rate that is 2-5X higher than the national average for Green Power programs and just under Pacific Power's Oregon average as a whole. This suggests that your constituents are already large proponents for this kind of program.
- You are required to enroll if you want to become an EPA Green Power Community.

Timeline

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
North Coast Challenge Timeline				Pre-Challenge Prep	Challenge Launch (April)	Ongoing Challenge activities	Challenge wrap (12/31)	Post challenge						
Community / County engagement		- Meet with county / communities - Communities / County commit to support the challenge by March 15th		- ongoing discussions regarding progress towards Green Power Community status on a community to community basis as well as any requirements at the city level (ie. Blue Sky enrollment) - work with County to finalize challenge prize (solar installation) location										- start on solar installation process (assuming goal met)
Challenge specific communications		- Pre-challenge business outreach - Prepare challenge marketing communications		- Challenge Direct Mail across North Coast Communities - Community Outreach - event tabling, door-to-door campaigns, outbound calls - Business outreach - door-to-door, in-person and phone meetings, networking, & phone calls to warm leads - Misc Press releases for challenge milestones; kick-off, community GPC status, progress towards goal - Misc advertising opps including kick-off ad										- Wrap press release - "Thank You" ad