Reporting Item

BOARD OF DIRECTORS

March 15, 2022

ITEM

Greener Together Product Launch

PURPOSE

To provide an update on the launch of the Greener Together product, the replacement to the Green Power product.

FACTS

a. A new product named Greener Together will officially launch in April 2022.

b. Greener Together is a customer-led product which customer-owners participate through monthly and/or one-time contributions in which OPPD will later use to execute customer nominated and voted upon projects.

c. A transparent dashboard and webpage will be developed for customers to see the quantity of funds raised and the status of active initiatives as a result.

d. The legacy Green Power product currently has approximately 5100 participants providing an average annual contribution of $300,000 dollars to support early wind farm projects. The new Greener Together is targeted to have approximately 42,000 participants and $2.7M by 2032.

e. As approved in the 2022 Corporate Operating Plan, existing Green Power Rate Riders [463A and 463B] will expire as of March 31, 2022.

RECOMMENDED: APPROVED FOR REPORTING TO BOARD:

Tim D. McAreavey
Vice President – Customer Service

L. Javier Fernandez
President and Chief Executive Officer

TDM:hbs

Attachments: Presentation
Green Power Refresh Project

Presented to OPPD’s Board of Directors
by Heather Siebken, Director of Product Development & Marketing
on March 15, 2022
Problem Statement & Goals

Current program no longer meets customers’ needs or OPPD’s goals

- Support renewable and sustainability goals
- Improve transparency
- Increase customer participation
- Community focused
- Different from community solar
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

- 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
Introducing *Greener Together*
Greener Together Overview

**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.

<table>
<thead>
<tr>
<th>Support Renewable Energy</th>
<th>Promote Environmental Sustainability</th>
<th>Support Community Betterment</th>
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<tbody>
<tr>
<td>Project funds new, community-based activities or initiatives in OPPD's territory that support renewable energy</td>
<td>Project is able to measure the reduction in environmental impact such as KWh, waste, gas usage, product use, etc.</td>
<td>Project shows support for education, health, culture and arts, community betterment, or social services</td>
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## Community Project Examples

### Renewable Energy
- ✔ HOA solar project
- ✔ Renewable generation at schools for educational purposes

### Environmental Sustainability
- ✔ Energy efficiency projects
- ✔ Beautification & tree planting initiatives

### Community Betterment & Education
- ✔ Bike path construction
- ✔ Low-income energy projects
- ✔ Sustainability park
Pricing Tiers and Benefits

Flexible Pricing with tiers starting at $4.50

**SILVER**
$4.50–$6.50
- Program Updates
- Access to Community Connect
- Vote on Potential Projects

**GOLD**
$7.00–$9.50
- Program Updates
- Access to Community Connect
- Vote on Potential Projects
- Select Winning Projects

**EMERALD**
$10+
- Program Updates
- Access to Community Connect
- Vote on Potential Projects
- Select Winning Projects
- Greener Together Merchandise
Program Benefits

Make an Impact
Support projects that make an immediate impact on the community

Share Your Voice
Use your voice to vote on and select community projects

Gain a Community
Gain exclusive access to collaborate and better our community
Application Process & Review

- **Submit** project ideas (any customer)

- **Score** submitted ideas (review committee: GT participants and OPPD personnel)
  - **Consult** Advisory Board

- **Rank** approved projects (GT participants)
  - **Vote** on top candidates to choose next project selection (GT participants)
Project Scoring Matrix

Scoring Categories

Environmental Impact
- GHG Reduction Potential, Pollution Reduction, Resource Conservation, Land or Wildlife Preservation, Waste Reduction

Community Benefits
- Economic Growth, Job Creation, Greening the Economy, Sustainable Shifts

Project Viability
- Completion Time, Cost, Risk, Capability, Probability of Success

*Not all sub-categories are listed*
Product Goals & Projections

2022 Goals

• 95% Customer Retention Rate
• 1,200 New Customer Sign-Ups
• 6,000 Total Customers
• $245,000 Revenue Generated
• 15 Project Applications Received
• 2 Projects Funded
• 40% Customer Project Voting Participation
Marketing

• Social, print, digital and media
• Contact center
• In-person events
• Local organizations
Launch Project

OPPD + Bellevue University

Sustainable Edible Orchard and Grass/Flower Demonstration Plot

- Sustainable
- Educational
- Viable
Greener Together Launch Timeline

February
- Contact Center and other internal stakeholder training
- Halt new Green Power sign-ups

March
- Conversion communications for current participants
- Current Green Power customer can ‘opt-out’ of new program
- Rate Rider will expire on 3/31

April
- Greener Together billing begins
- Additional Contact Center training
- Enrollment begins
- External marketing begins for additional recruitment
- Earth Day event
Strategic Alignment

New Product

- SD-13: Stakeholder Outreach & Engagement
- SD-5: Customer Satisfaction
- SD-7: Environmental Stewardship

Pathways to Decarbonization Strategic Initiative

Customer Engagement for the Future Strategic Initiative

Powering the Future 2050
Q&A