



CITY OF KIRKLAND
Department of Public Works
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: Van Sheth, Management Analyst
Donna Burris, Internal Services Manager
Ray Steiger, P.E., Public Works Deputy Director
Pam Bissonnette, Interim Public Works Director

Date: April 9, 2013

Subject: 2013 TAKE CHARGE GREEN POWER CHALLENGE – Presentation by Puget Sound Energy

RECOMMENDATION:

It is recommended that Council receives Puget Sound Energy's (PSE) presentation regarding Kirkland's participation in the Take Charge Green Power Challenge. Heather Mulligan and Nathaniel Caminos from PSE will be delivering the presentation. The presentation is a follow-up to the attached concurrency memo signed on February 21st, which describes the Green Power program in much more detail. Also attached is PSE's Letter of Intent regarding the Challenge.

BACKGROUND:

2013 Take Charge Green Power Challenge

PSE sponsors a competition among five cities – Tumwater, Snoqualmie, Bainbridge Island, Anacortes, and Kirkland. Each of the five challenge cities will set an individual goal for net new Green Power Program enrollments in 2013 and will compete against the other challenge cities for the highest percentage increase in participation over the previous year. Kirkland must enroll 400 new subscribers to Green Power by December 31, 2013 to meet its goal.

Challenge Prize(s)

Each city that reaches and/or surpasses its goal will receive a grant of \$20,000 to purchase and install a solar photovoltaic system on a municipal facility in their community. The community that realizes the greatest percentage of new participants out of their available accounts (those not already enrolled in the program) will receive an additional \$20,000 toward the cost of their solar project.

Please direct any questions to Donna Burris at x3931 or Van Sheth at x3907.

Attachment A: Concurrency Memo dated Feb 21, 2013
Attachment B: Kirkland Letter of Intent



MEMORANDUM

To: Kurt Triplett, City Manager

From: Van Sheth, Management Analyst
Donna Burris, Internal Services Manager
Ray Steiger, P.E., Deputy Public Works Director
Pam Bissonnette, Interim Public Works Director

Date: February 21, 2013

Subject: 2013 TAKE CHARGE GREEN POWER CHALLENGE

RECOMMENDATION:

This memo provides details regarding the solar challenge that Ray Steiger, Deputy Public Works Director, referred to during the Public Safety Building update at the February 19th Council meeting. It is recommended that per the Council's urging at the meeting you authorize Kirkland's participation in Puget Sound Energy's 2013 Take Charge Green Power Challenge.

BACKGROUND AND DISCUSSION:

Puget Sound Energy (PSE) has successfully partnered separately with Vashon Island, Olympia, Whidbey Island, Mercer Island and Bellingham to enroll predetermined number of new residents and businesses in the Green Power Program. In return for meeting the challenge, the cities received grant money from PSE to be used to purchase and install a solar photovoltaic system on a municipal facility in their community.

2013 Take Charge Green Power Challenge

The 2013 Take Charge Green Power Challenge is a competition among five cities – Tumwater, Snoqualmie, Bainbridge Island, Anacortes, and potentially Kirkland. Each of the five challenge cities will set an individual goal for net new enrollments in 2013 and will compete against the other challenge cities for the highest percentage increase in participation over the previous year. Kirkland is currently purchasing Green Power from PSE in an amount which equals to 2.2 percent of community-wide energy. If accepted, the Challenge for Kirkland would be to increase net enrollments by 400 users over January 1, 2013 participation. The marketing launch for the Challenge would take place on Earth Day, April 22, 2013.

Challenge Prize(s)

Each city that reaches and/or surpasses its goal will receive a grant of \$20,000 to purchase and install a solar photovoltaic system on a municipal facility in their community at the location of their choice. The community that realizes the greatest percentage of new participants out of

their available accounts (those not already enrolled in the program) will receive an additional \$20,000 toward the cost of their solar project.

What is the Green Power Program?

The Green Power Program is funded by voluntary ratepayers that want to support clean energy from renewable sources like wind, biogas, and sun. The Program also purchases renewable energy generated by wind, landfill gas, and agricultural waste. PSE does not make a profit from the Program, and all revenue goes back to further support independent resource projects and grow voluntary demand for cleaner energy options.

At a minimum, participation costs \$4 per month to offset a portion of the electricity, and \$10-12 to offset 100 percent of the average homes' usage. With the contribution, PSE buys clean energy on the participant's behalf from independent producers in our region. The commitment to purchase green power makes it possible for these energy innovators to secure funding, sustain their businesses, and create jobs—making a brighter, cleaner future for everyone.

What benefits exist from Kirkland participating in the Take Charge Green Power Challenge?

- Green Power purchase represents investment in clean and renewable energy for our future.
- Kirkland has the potential to receive \$20,000 to \$40,000 in grant money.
- The grant money would allow us to purchase a small solar photovoltaic array for the Public Safety Building.
- Having solar energy at the Public Safety building would provide for LEED points and demonstration project for the community.
- Utilizing solar for energy would result in a reduction of energy usage from the grid.
- Kirkland would be setting an example for the community.
- Increased participation in the community in the Green Power Program assists with our community greenhouse gas emissions reduction targets as committed to in our Climate Protection Action Plan.

Please direct any questions to Donna Burris at x3931 or Van Sheth at x3907.

ACTION REQUESTED:

The City Manager authorizing participation in PSE's Take Charge Green Power Challenge.

Approve: ✓ Deny: _____

Concurrence: Kurt Triplett
Kurt Triplett, City Manager

Date: 2/21/13



Puget Sound Energy
P.O. Box 97034
Bellevue, WA 98009-9734
PSE.com

February 20, 2013

Kurt Triplett
City Manager
City of Kirkland
123 Fifth Avenue
Kirkland, Washington 98033

Dear Mr. Triplett:

Thank you for your interest in participating in the 2013 *Take Charge Green Power Challenge*. Puget Sound Energy (PSE) has successfully partnered with Vashon Island, Olympia, Lacey, Whidbey Island, Mercer Island and Bellingham over the years in order to enroll residents and businesses in its Green Power Program. We enthusiastically welcome the City of Kirkland as a Green Power "Challenge City" in 2013, and feel that your city is a strong fit for the challenge because of your community's demonstrated interest in issues related to sustainability. The information below outlines the terms of the challenge including the responsibilities of the "Challenge City" and of PSE.

The Take Charge Green Power Challenge

The Kirkland community is currently purchasing Green Power from PSE in an amount equal to two-percent of community-wide energy use. On April 22, 2013, Earth Day, PSE and the City of Kirkland will formally challenge residents and businesses to "Take Charge" by signing up for PSE's Green Power Program, and increasing community-wide enrollments to 2,000 – or 400 net new enrollments over January 1, 2013 participation. Up to five cities are expected to participate in the Challenge. Each city will set an individual goal for net new enrollments in 2013; and will compete against other cities for the highest percentage increase in participation over the previous year.

Challenge Prize(s)

Each city that reaches and/or surpasses its goal will receive a grant of \$20,000 to purchase and install a solar photovoltaic system on a municipal facility in their community, at the location of their choice. The community that realizes the greatest percentage of new participants out of their available accounts (those not already enrolled in the program) will receive an additional \$20,000 toward the cost of their solar project.

Challenge Partner Requirements

Being a Challenge partner means that the "Challenge City" endorses and helps promote the *Take Charge Green Power Challenge* to city residents and businesses. Actions City Partners may take to participate in the campaign include:

1. Support PSE efforts to bring together active community members and reach out to different community groups (including online). Groups might include Chambers of Commerce; other business groups; environmental groups; etc.
2. Recommend well attended or targeted events throughout the challenge
3. Consider Greening City Hall
4. Donate advertising or article space in City newsletters and on the City Homepage
5. Provide free booth and/or speaking slots at City sponsored events
6. Insert a Challenge fact sheet in City correspondence to area businesses
7. Identify locations for Green Power banners
8. Announce the challenge at City Council meetings
9. Participate in kick-off and end-of-challenge events
10. Sign a mayoral letter to the editor and/or letter to citizens through direct mail
11. Collaborate with PSE on press releases related to the campaign
12. Facilitate promotion via city resources like cable access and water bills.
13. Allow the city name and logo to be used in conjunction with promotional material designed by PSE for the Challenge. (The City will have the opportunity to review and approve any materials with its logo.)

In exchange for this commitment, PSE's Green Power Program will increase awareness and garner enrollments for the Challenge as follows:

1. To create awareness:
 1. Create and place Challenge Posters at local retail stores
 2. Write and place article in *EnergyWise*, the PSE newsletter, directed to both residential and business customers
 3. Write and pitch an article to local publications
 4. Issue press releases at the Challenge launch and conclusion
 5. Design and place local newspaper ads recognizing 100% and Leader level purchases from local businesses or governments
 6. Promote the challenge on PSE.com and on PSE Green Power Facebook page
 7. Use social media to raise awareness of events and other challenge activities through regular Facebook and Blog posts including placing paid ads to raise awareness at community events.
 8. Help identify local non-profits and other groups to engage in the Challenge
2. To capture enrollments:
 1. Write, design and produce a Direct Mail piece to be sent to Challenge City residents and businesses

2. Participate in multiple local events with a dedicated Green Power staff. Most event opportunities occur between April – October, but PSE will provide staff all year long
3. Reach out to residential and business neighborhoods by going door to door to make customers aware of and enrollment them in the program
4. Reach out to local businesses to join the program (outreach to businesses starts in early 2013 to offer profiles in marketing materials and ads)
5. Present the Green Power program to local groups, including business groups

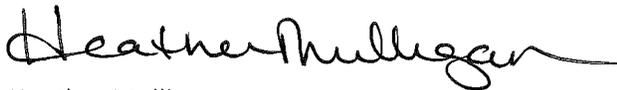
In addition, PSE will provide a Challenge logo and branding that includes the Challenge City's name. This logo will be used in all marketing materials. PSE will provide design, writing and production services for the above listed items.

Timeframe

The Challenge officially begins in January 2013, but the marketing launch will take place on Earth Day, 2013, with the majority of the marketing, advertising and outreach happening between Earth Day and running through September. The Challenge will officially end on December 31st 2013.

We look forward to the opportunity to work with the City of Kirkland in 2013 for the Take Charge Green Power Challenge.

Sincerely,



Heather Mulligan
PSE Green Power Market Manager