

# PGE and Pacific Power Offer 100 Percent 'Green' Power

Customers of Pacific Power and Portland General Electric (PGE) can sign up for 100 percent renewable electricity options for the first time.

The utilities are offering a salmon-friendly plan through Green Mountain Energy Co. in addition to the "green" electricity options already sold.

Green Mountain is the

nation's largest residential provider of cleaner electricity.

Oregon's new electricity industry restructuring law requires that the utilities provide customers with electric service options.

Electricity from Green Mountain is considered 100 percent pollution-free because it is generated from a

combination of wind and geothermal sources.

Geothermal electric plants derive their energy from naturally occurring reservoirs of hot water and steam below the earth's surface. The wind power will come from the Pacific Northwest.

The electricity choices include three renewable power

options:

1) Renewable Usage Option — Green Mountain Energy's electricity. This pollution-free option is 100 percent renewable and is based on actual usage. Customers who sign up for this option will buy all their electricity from renewable sources and it will average

about \$6-8 more per household per month.

2) Habitat Option — Green Mountain Energy's Salmon-Friendly Plan. This offering takes the renewable product, above, and adds salmon habitat protection. Pacific Power customers who choose this option will pay an additional \$2.50 each month; PGE cus-

tomers will pay an additional kilowatt-hour charge that will average close to \$1.90 per month. The additional payments will go directly to salmon habitat restoration projects supported by the Pacific Salmon Watershed Fund. Households that sign up for this option will pay on average \$8-10 more per month.

3) Fixed Renewable Option — Clean Wind and Blue Sky products. In addition to the two Green Mountain Energy's electricity options, The Clean Wind and Blue Sky products currently being offered to PGE and Pacific Power customers will still be available. Both of these products allow customers to buy fixed amounts of clean new wind power every month that is in addition to their basic electricity service.

By purchasing Green Mountain Energy's electricity, the average household in Oregon can avoid contributing about 1,750 pounds of carbon dioxide (CO<sub>2</sub>) into the air each year, a significant reduction.

"By choosing Green Mountain Energy's electricity, consumers and businesses are able to personally support the Oregon environment, help keep Oregon clean and even help restore salmon habitats," said Karen Norris, Oregon marketing director for Green Mountain Energy Co.

Betsy Kauffman, program manager, For the Sake of the Salmon, said the monies allocated to her non-profit group will make a tremendous difference in efforts to

help restore salmon habitat.

"It's great for Oregonians to have the opportunity to buy power that doesn't harm fish and doesn't pollute," she said.

## OREGON'S ELECTRICITY RESTRUCTURING PLAN

# What you need to know about your new energy options.

For customers of Pacific Power, new energy options take effect March 1, 2002.

### Why is this happening?

Legislation requiring electricity industry restructuring was signed into law in 1999. As a result, customers of Pacific Power will soon have a variety of options to choose from. For example, if the environment is important to you, there is an option that earmarks a portion of your bill for restoring fish habitat or for supporting renewable resources. There is also an option in which your electricity rate would be based on when you use your power. Your new options will vary according to your energy provider.

### What if I don't want to change?

You don't have to. You may select a new energy option or do nothing and stay with your existing service.

### As a residential customer, can I buy electricity from other companies?

No. The law requires residential customers to continue to buy electricity from the company that serves them now. However, your existing utility will be providing you with a number of new energy options from which you may choose. In addition, business customers may be able to choose an alternative Electricity Service Supplier.

### How will I find out exactly what these new options are and how much they will cost?

In the coming weeks, you'll receive a special brochure in the mail that will explain your new choices in further detail and provide you with complete information about pricing, environmental impact, and benefits. If you do decide to choose one of the new options, we'll tell you how.

### Will rates still be regulated?

Yes, all residential rates offered by Pacific Power will continue to be regulated by the OPUC, which regulates rates to ensure that customers receive reliable service at a reasonable cost.

### What makes this different from deregulation in California?

There are a number of ways Oregon's approach to restructuring differs from California's attempts to deregulate. For example, unlike California, Oregon's utilities will not be required to sell their electricity generating plants. In addition, Oregon's utilities will continue to be allowed to acquire power through long-term contracts.

### When do I have to act?

Residential customers don't have to do anything now. Look for a special brochure in the mail that will explain your new options in greater detail. You can also find out more on the Web at [www.MyPowerOptions.com](http://www.MyPowerOptions.com).



**PACIFIC POWER**

Find out more at [www.MyPowerOptions.com](http://www.MyPowerOptions.com)

## Downtown Retail Strategy Wanted

The Portland Development Commission and the Association for Portland Progress have chosen a San Francisco agency to prepare a retail strategy for downtown Portland.

The firm, Economic Research Associates, will work with a Portland steering committee comprised of businesses and retailers to prepare a plan that responds to the considerable strengths, weaknesses, opportunities and challenges facing downtown retail.

The strategy will accomplish the following: 1) identify the appropriate type, mix and location of various types of retail to enhance downtown's retail destination status in the region, 2) develop an implementation plan for the retail strategy, and 3) determine specific recommendations for immediate, short and long term action items.

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