
Application Background and Comment Deadline
Colorado Springs Utilities has applied for Green-e Energy certification of its residential and commercial renewable energy product “Green Energy”. This new option is a voluntary renewable electricity program offered to its customers in Colorado. As part of the application process, Green-e Energy is seeking stakeholder feedback on the application and the program as designed for Colorado Springs Utilities’ electricity customers.

This 21-day stakeholder comment process is your opportunity to weigh in on program design to make sure that the program meets your needs and expectations. Comments will be provided to the applicant and the Green-e Governance Board; the Board will review the application, comments and responses, and consider whether to approve the application for certification of Colorado Springs Utilities’ green pricing program in Colorado as submitted or to suggest changes to the program.

If you choose to submit comments, suggestions or other feedback regarding this application, please provide them by email to info@green-e.org no later than Thursday, March 26th 2020.

The application materials are provided below, and consist of the following documents:
- Background Information (Formerly Appendix A) that describes the product offering and marketing channels
- Sample Product Content Label, which would provide customers with information on the renewable resources used in the green pricing option
- A sample Price, Terms, and Conditions document that would offer standardized information on pricing and other terms associated with green pricing option

Green Energy will be 100% solar from projects sourced in Colorado.

For reference, Green-e Energy’s primary governing documents are explained below (with links).
- The Green-e Renewable Energy Standard for Canada and the United States describes the rules for generation facility eligibility, resource types allowed to be used in Green-e Energy certified products, avoidance of double counting, specific rules around electric utilities’ green pricing options. It is available at www.green-e.org/programs/energy/documents.
- The Code of Conduct and Customer Disclosure Requirements speak to how programs may be marketed, the disclosures necessary for customers and potential customers, language use guidelines and more. It is available at www.green-e.org/programs/energy/documents.
Green Pricing Application Form

Date: 2/28/2020

Renewable Energy Product Name:* Green Power Service

Applicant Renewable Energy Seller (“Company”) Name: Colorado Springs Utilities

State(s), NERC, RTO, ISO or Balancing Authority where customers are served: Xcel Energy

Intended location of generation faculties (must be a region or state included above; or adjacent are with electricity wheeled into customer location): Colorado

☐ Please attach a list of zip codes where this product will be available so that we may list this electricity product on www.BuyCleanEnergy.org. (Whole states may be listed if serving all zip codes in that state.)

Renewable Electricity Product Sold by Electric Utility in Monopoly Market (Green Pricing) Single Mix only (check all customer types that apply)

☐ Residential

☐ Commercial

State(s), NERC, RTO, ISO or Balancing Authority where customers are served: Xcel Energy

Intended location of generation faculties (must be a region or state included above; or adjacent are with electricity wheeled into customer location): Colorado

☐ Please attach a list of zip codes where this product will be available so that we may list this electricity product on www.BuyCleanEnergy.org. (Whole states may be listed if serving all zip codes in that state.)

Contact Information:

Primary Contact Information

<table>
<thead>
<tr>
<th>Company Name: Colorado Springs Utilities</th>
<th>Subsidiary of: Enterprise of the City of Colorado Springs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Contact Person: Kim Schott</td>
<td>Address: 215 Nichols Blvd</td>
</tr>
<tr>
<td>Phone: 719-668-4326</td>
<td>Colorado Springs, CO 80907</td>
</tr>
<tr>
<td>Fax:</td>
<td></td>
</tr>
<tr>
<td>E-mail: <a href="mailto:kschott@csu.org">kschott@csu.org</a></td>
<td>Website address (where the product will be sold or advertised): <a href="http://www.csu.org">www.csu.org</a></td>
</tr>
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</table>

Additional Contact Information (if different from above contact information)
Supporting Documents for Green Pricing Certification

Companies offering Green Pricing product must submit the materials required below, which will be shared with stakeholders in the state(s) served by the utility for a 21-day comment period followed by a 10-day review and comment period by the Green-e Governance Board. Stakeholders will be notified by email of a 21-day comment period. Stakeholders include utilities, regulators, renewable energy advocates, and consumer and environmental protection interests who support the creation of green pricing programs by utilities in the relevant state(s). Any interested stakeholder is welcome to comment, and Green-e Energy will encourage stakeholders to circulate the information to any other interested parties for comment. These submitted application materials will also be posted on the Certification section of the Green-e website (http://www.green-e.org/getcert_re_cert.shtml). During and after the stakeholder comment period, you will be given the opportunity to respond to any stakeholder comments.

Certification will be subject to the approval of the Green-e Governance Board. After the 21-day stakeholder comment period, Green-e Energy staff will forward your application materials, any stakeholder comments and your responses to those comments (if any) to the Green-e Governance Board. The Green-e Governance Board will have ten days to reply. If no Board comments are received during that time, the item is deemed approved. If issues are raised by the Board during that time, this may trigger a meeting of the Green Pricing Subcommittee to resolve them, after which Green-e Energy will re-submit the issue by email to the Board as a consent item.

Please submit the following for CRS review and approval:

Program Information

1. A brief (1-2 page maximum) program summary indicating how the Green Pricing Program meets the Green-e Energy criteria.

2. Customer enrollment toll free number: 719-448-4800

3. Please indicate the price of the product per kWh: $0.0307

1 You may list more than one contact to be on the Power Marketers Advisory Committee/Utility Green Pricing Advisory Committee. Quarterly calls to discuss program and market developments are held with these groups. To learn more about PMAC and UGPAC, see http://www.green-e.org/about_who_gov_ac.shtml

2 This will often be the individual who acts as the main client relations contact for large commercial purchasers. To learn more about Green-e Marketplace, which is a program to help promote your clients’ purchases and claims, see http://www.green-e.org/marketplace or contact a Green-e staff member.
4. The product will be sold in:
   - blocks of _____ kWh per month
   - percent of the customer's monthly energy use
   - other (please describe below)

5. A sample of the Price, Terms and Conditions you will provide to customers regarding the proposed Green-e Energy certified product.¹

6. This tariff has received regulatory approval (if applicable): yes no not applicable

Marketing Plan

7. Number of meters that utility serves that will have access to this product: 255,000

8. List states where product will be marketed as “Green-e Energy Certified”: Colorado

9. Attach a brief description of the marketing plan for Product, including how the product will be sold (sales channel) and advertised (marketing channel): ______

10. Will product utilize the hub and spoke certification model, as outlined in Section V.E. of the Green-e Energy National Standard? Yes No

    If you selected “yes” above, please attach a list of the participating spoke utilities along with appropriate contact information for each spoke. Please notify Green-e Energy staff of any change(s) to this list of spokes within 30 days of the change(s) being made.

Product Content

11. Attach a description of the facility(ies) that you expect will be used to supply this product, including, at a minimum, the facility location(s), date(s) the facility came on-line, type(s) of facility, and fuel source used (if applicable):

    Grazing Yak Solar:
    35 MWAC, 119,178 panels
    31275 Washington Road, Calhan, CO 80808,
    Commercial Operations Date 11/22/2019
    PV Single Axis tracker

    Palmer Solar:
    60 MWAC, 220,500 panels
    10730 Irradiance Drive
    Fountain, CO 80817
    Commercial Operations Date: Forecasted 4/1/2020
    PV Single Axis Tracker

    DG Colorado Solar, LLC:
    10 MWAC, 42,110 panels
    7383 Loren Lane, Fountain, CO 80817
    Commercial Operations Date 11/14/2016
    PV Single Axis tracker

¹ For more information on the requirements of the Price, Terms and Conditions, please see Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements.
12. Attach a Product Content Label in the format you intend to use for distribution to your customers. Sample Product Content Labels for Green Pricing Products are included in Table 1 and Table 2 of Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements.

**Attachment 1 – Zip Codes**

<table>
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<th>Zip Codes</th>
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**Attachment 2 – Terms and Conditions**

<table>
<thead>
<tr>
<th>ELECTRIC RATE SCHEDULES</th>
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<tbody>
<tr>
<td>GREEN POWER SERVICE</td>
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**AVAILABILITY**

Available through enrollment or by contract, as noted below, in Utilities’ service territory to Customers on any electric rate schedule who want to receive a higher percentage of renewable energy than provided under standard service. Service under this rate schedule is subject to availability on a first come, first serve basis and is limited to 7,000,000 kWh monthly. Customers receiving service under this rate schedule will elect a percentage of their monthly energy to be subject to the Green Power Service rate. Customers may subscribe in 10% increments up to 100%. Minimum subscription for Residential Service is 30%.

**RATE**

See Rate Table for applicable charges.

**TERMS AND CONDITIONS**

Customer’s consumption measured in kWh and subject to the ECA, will be adjusted downward by the subscribed percentage of total Green Power Service usage. Customers on Time-of-Day Rate Schedules will have both their measured On-Peak and Off-Peak kWh consumptions subject to the ECA adjusted downward by the elected Green Power Service percentage.

Eligible Customers whose elected Green Power Service percentage is expected to be less than a monthly quantity of 15,000 kWh may enroll in Green Power Service and may terminate participation at any time. Eligible Customers whose elected Green Power Service percentage is expected to equal or exceed a monthly quantity of 15,000 kWh will enroll in Green Power Service through execution of a contract with Utilities. The initial contract period shall be 12 months. As long as the Customer continues
to meet eligibility requirements, the contract shall be automatically renewed for additional 12-month terms. After the initial 12-month term, the Customer may terminate and disenroll from Green Power Service by providing Utilities with 30-day written notice.

Customers participating in this service shall receive the benefit of the Renewable Energy Credits (RECs). Participating contract customers may elect to have the RECs transferred to them. Utilities will retire applicable RECs for Customers whose elected participation is less than 15,000 kWh per month.

Approval Date: November 12, 2019
Effective Date: January 1, 2020
Resolution No. 122-19

<table>
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<tr>
<th>Green Power Service</th>
<th>Sheet No. 24</th>
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<tbody>
<tr>
<td>The rate applicable to each kilowatt hour subscribed under this rate schedule</td>
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**Attachment 3 – Marketing Plan**

Green Power will be promoted in early 2020 with a kickoff in April 2020 to leverage existing interest and media attention around Earth Day activities and promotions.

Colorado Springs Utilities will encourage business customers to subscribe and provide them with tools and promotional materials to advertise their involvement to their customers and stakeholders.

Marketing materials will aim to raise awareness among residential customers by focusing on the positive impact on the environment, in particular to those customers who have participated in energy efficiency programs and have an interest in renewable energy and electric vehicles.

The marketing messages will be delivered to the following audiences using these suggested tools and tactics.

- **Residential Customers**
  - Smart Home e-newsletter
  - Connection printed newsletter
  - Change the Current newsletter
  - Social media
  - Traditional media
  - Website
  - Fact sheets
  - Event outreach (Efficiency expo, Sustain-a-fest, What-if festival)
  - Temporary signage/video at/inside the ChargePoint chargers
  - Endorsements/testimonials from enrolled – renters, businesses, homeowners

- **Business Customers**
  - First Source monthly e-newsletter
  - Social media – LinkedIn
  - Promote early adopters on social media through business photos
  - Welcome packets to be delivered to customers with tips on how to promote their enrollment, window clings, other in-store placements
  - Email/info for industry newsletters (Chamber/EDC/Downtown Partnership)
  - Speaking points, email templates for Business Account Managers
  - Website
• Endorsements/testimonials

• Employees
  • Insight
  • Website/Ursula
  • FAQs
  • Board presentation
  • Speaking points for SME’s, Officers, CEC, Service Center

• Media
  • News releases
  • Social media
  • Website
  • Infographics

• Paid media placements (April-August)
  • Social and digital ads
  • Print news
  • Out of home (billboard)
  • Connected TV pre-roll ads
Green Power Service 2020 Communication Plan
Summary/Background

1. Research & Situation Analysis

As early as 2020, customers interested in renewable energy will have another option. We are proposing a new Green Power rate in our annual rate case, to be filed Sept. 10, 2019. If approved by City Council on Nov. 12, 2019, customers can choose to receive more renewable energy than provided through our standard electric service - beginning January 2020. This service will be available on a first-come, first-served basis.

The renewable energy that will be sold to customers for this program will be generated from our Grazing Yak and Palmer Solar Projects. Solar energy helps protect the environment, diversifies our energy supply, creates energy independence and reduces our summer peak capacity requirements.

This program supports our new Energy Vision and its strategic pillars – Economic, Environment, Resiliency and Innovation.

Our community and environment benefit from utility-scale solar and storage projects. As the cost for these projects continues to decrease, we will grow our carbon-free generation to more than 260 megawatts by 2023.

An analysis of the characteristics of respondents from our 2018 Residential DER Customer Market Research who were interested in participating in green electricity programs and found that younger customers, particularly millennials, those in the high-level income bracket, (above $75,000) and/or those that live in urban areas show the most interest in these programs.

Research also indicated interest among those who had participated in at least one energy-efficiency program. These customers tended to be technology-focused and environmentally conscious, have a smart thermostat or plug-in, all-electric or hybrid vehicle or participate in community solar.
Some findings from the 2019 JD Power Electric Utility Residential Customer Satisfaction Study Volume 2, fielded in July and August 2019:

- 54 percent of our customers say they are serious or very serious about climate change
- 75 percent of our customers say some or a lot can be done to reduce climate change
- 84 percent of our customers say they are aware of our efforts to increase the use of clean energy
- 38 percent of our customers say they are willing to pay $6 or more for renewable or clean power; only 31 percent they are not willing to spend more money.

2. Action Planning/Programming

*need program goals and objectives*

**Goal:** Effectively communicate and create awareness about the Green Power program among business and residential customers.

**Objective:** Enroll xxx business and xxx residential customers in the Green Power program by Dec. 31, 2020.

**Goal:** Using the Green Power Program program, increase communications about Colorado Springs Utilities’ overall actions renewable energy and carbon reduction.

**Objective:** In the final 2020 Electric Utility Residential Customer Satisfaction Study Volume 2 as a baseline, using the 2019 Volume 2 study as a baseline, increase customer familiarity with our efforts to:

1. To move toward clean energy (score 6.65),
2. To reduce greenhouse gas emissions (score 6.65), and
3. Investments made in renewable resources (score 6.58).

energy efficiency programs/and or increase customer awareness of our efforts to ‘improve impact on environment,’ which include the Green Power Service, to more than 46 percent as measured in the 2019 JD Power survey.

3. Implementation

**Action Strategies**

Soft launch in early 2020 with a kickoff in April 2020 to leverage existing interest and media attention around Earth Day activities and promotions.

Encourage business customers to subscribe and provide them with tools and promotional materials to advertise their involvement to their customers and stakeholders.

Raise awareness among residential customers by focusing on the positive impact on the environment, in particular to those customers who have participated in energy efficiency programs and have an interest in renewable energy and electric vehicles.
Renter strategy?

**Key Messages**
- As a community-owned utility, we are dedicated to providing renewable energy options for all we serve.
- We have heard from our customers they want more renewable energy options, and we are listening.
- We are offering all of our customers – residential and commercial – an opportunity to help support the market for renewable energy with our Green Power program.
- Green Power is a voluntary program that allows customers to designate a portion, or all, of their monthly electric use to be generated from solar energy.
- You can make a positive impact on the environment by participating.
- Green Power is ideal for those who can't or don’t want to install solar panels on their home or business but still want to support renewable energy.
- There is no large investment or up-front costs to participate like there is with rooftop solar.
- Participating in Green Power helps the environment and reduces your carbon footprint.
- By participating, you’re working with others toward the common goal of helping the environment and reducing pollution.
- The power from these programs is from our local utility-scale solar arrays.
- We are changing the way we power the Pikes Peak region.
- We will decrease our carbon emissions by 40 percent or more from 2005 to 2035. This is being accomplished by retiring coal units and investing in more renewable energy.
- By 2023, we will have more than 265 megawatts of carbon-free generation in our system plus a 25-megawatt energy storage system.

**Program specific messages:**
- The energy provided with this service will be Green-e certified, giving our business customers the assurance needed to facilitate their sustainability compliance and reporting standards.
- For around $8 extra per month, the average residential customer can offset all their home’s electricity with clean, renewable energy.
- Residential customers can subscribe in 10 percent increments, beginning at 30 percent and going up to 100 percent.
- Commercial, industrial and special contract customers can subscribe in 10 percent increments up to 100 percent.
- We will directly pass our cost for the renewable energy to the customer. If a subscriber chooses less than 100 percent Green Power, they’ll pay the normal electric rates for the unsubscribed portion.
Tactics
The proposed messages will be delivered to the following audiences using a variety of these suggested tools and tactics.

- Residential Customers
  - Smart Home e-newsletter
  - Connection printed newsletter
  - Change the Current newsletter (?)
  - Social media
  - Traditional media
  - Speakers’ bureau presentations
  - Website
  - Infographics
  - Fact sheet
  - Event outreach (Efficiency expo, Sustain-a-fest, What-if festival)
  - Temporary signage/video at/inside the ChargePoint chargers
  - Endorsements/testimonials from enrolled – renters, businesses, homeowners
  - Incentives for enrollment (if possible, through paid partnerships)

- Business Customers
  - First Source monthly e-newsletter
  - Social media – LinkedIn
  - Promote early adopters on social media through business photos
  - Welcome packets to be delivered to customers with tips on how to promote their enrollment, window clings, other in-store placements
  - Email/info for industry newsletters (Chamber/EDC/Downtown Partnership)
  - PowerPoint presentation for speaking engagements
  - Speaking points, email templates for Business Account Managers
  - Website
  - Green Industry newsletter (look for cross-promotion opportunities)
  - Endorsements/testimonials

- Employees
  - Insight
  - Website/Ursula
  - FAQs
  - Board presentation
  - Speaking points for SME’s, Officers, CEC, Service Center

- Media
  - News releases
  - Social media
• Website  
• Infographics  

• Paid media placements (*details to come from Vladimir Jones*)  
  • Social and digital  
  • Print  
  • Radio  

*Budget – (TBD)* A portion of the 2020 paid media budget will be utilized for the paid media placement.

*Timeline*
• September 2019 – Green Power Service page launched on csu.org.
• November 2019 – When approved, update language on page along with call-to-action and options for how to sign up.
• October to December – development of marketing and communication materials
• January – “soft launch” of program, utilizing owned media channels
• March – execute materials as required by deadlines for product launch in April
• April – December 2020 - Paid and earned media and communication tactics roll out during April 2020 to leverage Earth month activities

4. *Evaluation*

Enrollment numbers & JD Power measurements  
Increased communication about efficiency products and increase percent of customers who report awareness of utility efforts on 1) improve impact on environment and 2) energy efficiency or conservation programs in the JD Power survey in 2020 as compared to 2019.