Muscatine Power and Water (MP&W) Application for Green-e® Energy Certification of “Choose Green Muscatine” in Iowa

Application Background and Comment Deadline
Muscatine Power and Water has applied for Green-e® Energy certification of its green pricing offering. This new option is a voluntary renewable electricity program offered to its customers in Muscatine, Iowa. As part of the application process, Green-e® Energy is seeking stakeholder feedback on the application and the program as designed for MP&W’s 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 MP&W’s green pricing option 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 February 26th, 2020.

The application materials are provided below, and consist of the following documents:
- Background Information 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

The Choose Green Muscatine program will consist of 100% Wind from projects in Minnesota.

For reference, Green-e® Energy’s primary governing documents are explained below and links are provided.
- The Green-e® Energy Standard for Canada and the US 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 https://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 https://www.green-e.org/programs/energy/documents
Green Pricing Application Form

Renewable Energy Product Name: Choose Green Muscatine

Applicant Renewable Energy Seller (“Company”) Name: Muscatine Power and Water (MP&W)

Renewable Electricity Product Sold by Electric Utility in Monopoly Market (Green Pricing)
☒ Residential
☒ Commercial
State(s), NERC, RTO, ISO or Balancing Authority where customers are served: Iowa

Intended location of generation faculties: Jackson County, MN

Supporting Documents for Green Pricing Certification

Program Information

1. Customer enrollment toll free number: (563) 262-3423

2. Please indicate the price of the product per kWh: $0.00075 per kWh for Commercial/Industrial and $0.01 per kWh for Residential

3. The product will be sold in:
   ☒ blocks of 1000 kWh per month
   ☒ percent of the customer’s monthly energy use (25%, 50% or 100%)
   ☐ other (please describe below)

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

7. Number of meters that utility serves that will have access to this product: 11,488

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

9. List all sales channels that will be used to market and sell the certified product: Website, physical mailing, telephone, in-person, cable network
Choose Green Muscatine - Marketing Plan

**Summary:** Renewable Energy Certificates (RECs) are created through the generation of renewable energy from our South Fork Wind Farm. These RECs can be sold to progressive customers that want to claim the environmental benefits of 1 MWh of renewable energy. Environmental Stewardship is a core value at MP&W. Renewable energy plays a part of our long-term commitment to the Muscatine community. Our dedication to the environment starts by pro-actively complying with environmental regulations — but it goes much deeper. Muscatine has a history of livability and is currently investing in amenities that make the community an even better place to live, work, and play.

**Customers:**
- MP&W Residential Electric
- MP&W Commercial Electric
- MP&W Industrial Electric
- Anyone within the legal realm of the Green-e Energy Code of Conduct

**Marketing:**
- MP&W Website
- Mailers
- Social Media
- Cable Network
Choose Green Muscatine is Green-e Energy certified and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at www.green-e.org.

<table>
<thead>
<tr>
<th>Company:</th>
<th>Muscatine Power and Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whom should I contact for more information?</td>
<td>Paul Burbback, (563) 262-3423, <a href="mailto:pburbback@mpw.org">pburbback@mpw.org</a>, <a href="http://www.mpw.org">www.mpw.org</a>, 3205 Cedar St, Muscatine, IA 52761</td>
</tr>
<tr>
<td>What is the contract length?</td>
<td>The contract extends through the current year. For MP&amp;W residential customers, the contract will be automatically renewed in January unless otherwise terminated by the customer. Commercial/Industrial customers and non-MP&amp;W customers will renew annually based on customer needs.</td>
</tr>
<tr>
<td>How much will Choose Green Muscatine cost?</td>
<td>Residential customers will be charged $0.01 per kWh. Actual amounts will depend on customer electrical use and their level of participation in the Choose Green Muscatine Program (25%, 50% or 100%) Commercial and Industrial customers will be charged $0.75 per 1,000 kWh blocks</td>
</tr>
<tr>
<td>Will my rates change over time?</td>
<td>Rates and rate structures for the Choose Green Muscatine Program are subject to change. No changes will be implemented without 30 days prior notice to all Choose Green Muscatine customers.</td>
</tr>
<tr>
<td>What are the enrollment options?</td>
<td>Choose Green Muscatine can be purchased by Residential Customers in 25%, 50%, or 100% increments of their electrical usage. Choose Green Muscatine can be purchased in blocks of 1,000 kWh for Commercial/Industrial Customers. For more information, go to: <a href="https://www.mpw.org/utilities/electric/renewable-energy/buy-renewable-energy-now/">https://www.mpw.org/utilities/electric/renewable-energy/buy-renewable-energy-now/</a></td>
</tr>
<tr>
<td>What other fees might I be charged?</td>
<td>Late Payment Penalty: MP&amp;W allows customers one late payment each year without penalty. We assess a penalty of 1.5 percent on the total electric balance for additional late payments in</td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>How will I be billed?</td>
<td>For residential customers, the Choose Green Muscatine Program will be a line item added to the “ELECTRIC SERVICE – Customer Owned Generation” section of the billing statement sent out monthly by MP&amp;W. Charges will be based on customer’s monthly electrical usage and their level of participation. Commercial/Industrial customers will be invoiced directly by MP&amp;W on a monthly basis, or as requested, by the customer.</td>
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<tr>
<td>Can I cancel my participation?</td>
<td>You may opt out of the Choose Green Muscatine Program at any time. To opt out, please contact MP&amp;W’s Customer Service Department at (563) 263-2631 <a href="https://www.mpw.org/customer-care/">https://www.mpw.org/customer-care/</a></td>
</tr>
<tr>
<td>If I want to terminate this agreement/contract, what is the early termination fee?</td>
<td>There are no termination fees associated with opting out of your Choose Green Muscatine contract</td>
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<td>What is a REC product?</td>
<td>N/A</td>
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Choose Green Muscatine is sold in blocks of 1,000 kilowatt-hours (kWh) or matches 25%, 50% or 100% of your electricity usage. In 2020, Choose Green Muscatine will be made up of the following new renewable resources averaged annually.

<table>
<thead>
<tr>
<th>Green-e Energy Certified New(^1) Renewables in Choose Green Muscatine, 2020</th>
<th>Generation Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Biomass</td>
<td>%</td>
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<tr>
<td>- Geothermal</td>
<td>%</td>
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<tr>
<td>- Low impact hydroelectric(^3)</td>
<td>%</td>
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<tr>
<td>- Solar</td>
<td>%</td>
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<tr>
<td>- Wind</td>
<td>100 %</td>
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<tr>
<td><strong>Total Green-e Energy Certified New Renewables</strong></td>
<td>100 %</td>
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</table>

1. These figures reflect the renewables that we have contracted to provide. Actual figures may vary according to resource availability. We will annually report to you before August 1 of next year in the form of a Historical Product Content Label the actual resource mix of the electricity you purchased.

2. New Renewables come from generation facilities that first began commercial operation within the past 15 years.

For comparison, the current average mix of resources supplying Muscatine Power and Water includes: Coal (100 %). This resource mix was prepared in accordance with EIA 860, EIA 923, and EIA 923S.

The average home in [your region or the United States] uses 892 kWh per month. Source: U.S. EIA, 2018

For specific information about this product, please contact Muscatine Power and Water, (563) 262-3423, pburback@mpw.org, www.mpw.org

Choose Green Muscatine is Green-e Energy certified and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at www.green-e.org.