

Blue Sky Program Fall 2010 Promotional Campaign Survey Results

1) How much does it cost to participate in Rocky Mountain Power's Blue Sky program?

	Respondents	Percentage
- Less than \$2 per month.	885	88.0%
- More than \$10 per month.	102	10.1%
- More than \$20 per month.	19	1.9%

2) Why does Rocky Mountain Power offer a voluntary renewable energy program?

	Respondents	Percentage
- 1. Our customers asked for an option that would allow them to support renewable energy.	18	1.8%
- 2. It's the easiest and most affordable way for customers to support renewable energy each month.	14	1.4%
- 3. Helps grow the renewable energy market.	4	0.4%
- 4. Helps Rocky Mountain Power meet its own renewable energy goals and requirements.	8	0.8%
- 1, 2, and 3 only.	240	24.0%
- All of the above.	717	71.6%

3) How do you know that when you sign up for Blue Sky, you get what you pay for?

	Respondents	Percentage
- The Blue Sky program is certified by Green-e Energy.	55	5.5%
- The Blue Sky program submits to an independent audit each year.	31	3.1%
- The Blue Sky program is regulated by the state public utility commission.	42	4.2%
- All of the above!	873	87.2%

4) Do customers have to remain enrolled for a certain amount of time?

	Respondents	Percentage
- Yes, customers must stay enrolled for 1 year.	102	10.2%
- Yes, customers cannot leave the program unless they move outside the service area.	12	1.2%
- No, customers can leave at any time without fees or penalties.	887	88.6%

5) Where does the money customers spend on Blue Sky renewable energy go?

	Respondents	Percentage
- 1. To fund local community-based renewable energy projects to help get them off the ground.	36	3.6%
- 2. To Rocky Mountain Power's bottom line – increasing company profits and renewable energy portfolio.	14	1.4%

- 3. To purchase renewable energy credits from regional renewable energy facilities.	32	3.2%
- 4. To cover education and administrative expenses dedicated to growing the program and ensuring that the program meets minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions' Green-e Energy program.	14	1.4%
- 1, 3, 4 only.	846	84.4%
- 1, 2 only.	60	6.0%

Please indicate whether you have chosen Blue Sky renewable energy already?

	Respondents	Percentage
- Yes! I'm already enrolled!	197	19.7%
- No, but I'd consider it.	652	65.2%
- No, and I wouldn't consider it.	151	15.1%