



How much do you know about Rocky Mountain Power's Blue Sky program?

Just take a few minutes and answer the 5 questions below – you don't have to be right and you may learn something about renewable energy and Blue Sky in the process – and you will be entered into a drawing to win one of ten \$100 gift cards to a restaurant of your choice.

Rocky Mountain Power's Green-e Energy Certified Blue Sky program is a voluntary renewable energy program. Blue Sky allows customers to support more renewable energy by paying a special rate – a premium that ensures that more money is invested in renewable energy and with the increased demand you help increase the amount of renewable energy produced.

The typical Utah customer, who supports renewable energy equal to 100% of their usage (by purchasing 8 blocks per month), has an impact equivalent to avoiding the release of 11,696 pounds of carbon dioxide emissions – which is like not driving 11,892 miles! Blue Sky funds also help support the development of smaller projects in local communities that include wind, solar, biomass and other certified renewable sources.

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

- Less than \$2 per month.
- More than \$10 per month.
- More than \$20 per month.

Answer: Less than you might think – less than \$2 per month! Rocky Mountain Power offers you the opportunity to support renewable energy at a fixed cost each month – starting at \$1.95. You support Blue Sky by purchasing 100 kilowatt-hour increments, called blocks, for an extra charge of \$1.95 per block per month. You choose how many blocks you want to buy. Supporting even one block each month for \$1.95 will help make a difference. A typical Utah customer using 800 kilowatt-hours per month could offset all of their electric use with 8 blocks for an additional charge of approximately .50 cents/day or \$15.60 per month.

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

- 1. Our customers asked for an option that would allow them to support renewable energy.
- 2. It's the easiest and most affordable way for customers to support renewable energy each month.
- 3. Helps grow the renewable energy market.
- 4. Helps Rocky Mountain Power meet its own renewable energy goals and requirements.
- 1, 2, and 3 only.
- All of the above.

1, 2 and 3 only. Rocky Mountain Power offers Blue Sky to give customers an easy way to support the development of renewable energy resources above what Rocky Mountain Power is already purchasing or generating. Rocky Mountain Power also supports renewable energy but it's

important to know that all Blue Sky purchases are above and beyond the renewable energy that Rocky Mountain Power purchases to meet its own renewable energy goals and requirements – this means that when you support Blue Sky, you are truly increasing support for renewable energy in the Western region.

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

- The Blue Sky program is certified by Green-e Energy.
- The Blue Sky program submits to an independent audit each year.
- The Blue Sky program is regulated by the state public utility commission.
- All of the above!

Answer: All of the above! The Blue Sky program is certified by an independent non-profit organization and as part of that certification (called Green-e Energy certification), it submits to an independent audit each year, which verifies program sales, purchases, and also ensures education materials are fair and accurate. For more information visit www.green-e.org In addition, Blue Sky is regulated by the state public utility commission. When customers sign up for Blue Sky, they really do make a difference for renewable energy!

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

- Yes, customers must stay enrolled for 1 year.
- Yes, customers cannot leave the program unless they move outside the service area.
- No, customers can leave at any time without fees or penalties.

Answer: Customers can leave the program at any time without fees or penalties.

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

- 1. To fund local community-based renewable energy projects to help get them off the ground.
- 2. To Rocky Mountain Power's bottom line – increasing company profits and renewable energy portfolio.
- 3. To purchase renewable energy credits from regional renewable energy facilities.
- 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.
- 1, 3, 4 only.
- 1, 2 only.

Answer: 1, 3, 4 only. Money from the Blue Sky program is used to purchase renewable energy certificates, support the advancement of community-based renewable energy projects, educate our customers about the program, and administer the program. When you enroll in Blue Sky, Rocky Mountain Power purchases renewable energy certificates (RECs) equal to your purchase. This guarantees that renewable energy was purchased and delivered to the grid, which helps reduce the need for non-renewable electricity production in the region where the renewable energy facility is located. Independent renewable energy projects supported by Rocky Mountain Power's Blue Sky program are in addition to those included in Rocky Mountain Power's standard resource portfolio.

Please complete the information below and e-mail to bluesky@pacificorp.com or mail to Blue Sky bangtail survey, Rocky Mountain Power, P.O. Box 25308, Salt Lake City, UT 84125. Entries must be received by November 15, 2010. Once you submit, you will be entered into the drawing to win one of ten \$100 gift cards. The drawing will be held on December 1, 2010 and winners will be notified by phone on December 3, 2010.

Rocky Mountain Power respects your privacy and never sells customer information.

Name _____
Phone number _____
Street Address _____
City _____
Zip _____

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

- Yes! I'm already enrolled!
- No, but I'd consider it.
- No, and I wouldn't consider it.

Thank you for participating! Don't forget return the form.

Thank you for participating! Don't forget to click submit below.

We'd like to invite you to join our Blue Sky program – you have the power to make a real difference in how energy is created. If you haven't signed up and are considering it - Enroll today by calling toll free at **1-800-769-3717**.

Additional facts about Blue Sky

- In total, 71,000 Blue Sky customers supported more than 576 million kilowatt-hours of Green-e Energy Certified renewable energy in 2009 – that's equal the energy needed to power 60,000 Utah households a year or the output of 133 wind turbines.
- The program is consistently ranked one of the ten largest voluntary green power programs in the country.
- Blue Sky customers have helped support the construction of over 100 community-based renewable energy projects since 2006.

Equivalent environmental benefits are calculated using methodology outlined by the Environmental Protection Agency – www.epa.gov/cleanenergy

Figures assume all wind, a 33% capacity factor (productivity of a 1.5 mw wind turbine.)

Annual usage of typical Utah household - 9,600 kilowatt-hours.

The projects receiving funding in 2010 will be posted to the Web in Oct/Nov.