

Pennsylvania Wind Campaign – Market Demand Stimulation

Wind Powering America

Peer Exchange

December 4, 2003

Clean Air Council



CLEAN AIR COUNCIL

- Air
- Energy
- Transportation
- Waste and Recycling
- Indoor Air Quality
- Children's
Environmental Health



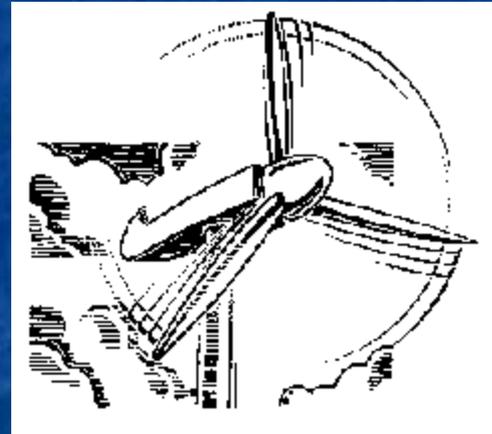
CLEAN AIR COUNCIL

- A Force Behind Wind in the Region



Clean Air Council Wind Action

- Assisted in pilot program to bring first wind farm to Hazleton, Pennsylvania
- With Pennsylvania's deregulated electricity market, helped promote "green" choice with energy from Garrett, PA wind farm



Clean Air Council Hosts First Mid Atlantic Wind Powering America Workshop

- Goals

- 1000 MW Wind Power
- 10% Renewable Energy by 2010

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Pennsylvania Wind Campaign

- Encourages colleges, universities, religious organizations, businesses, municipalities and government to make a commitment to wind energy



Colleges and Universities

- Carnegie Mellon University - made the first major commitment in Pennsylvania
- University of Pennsylvania – made the largest commitment in the US
- Pennsylvania Consortium of Interdisciplinary Environmental Policy group – healthy competition among small colleges

Corporations

- Champions are Key

Giant Eagle - Pennsylvania supermarket chain makes early commitment to wind

Philadelphia Suburban Water – made initial early commitment

Municipalities

- Swarthmore Borough Purchases Wind to Power Traffic Lights in 2002
- Media Borough Purchases 44% of Energy Needs From Wind Farms
- Swarthmore Increases Commitment to 30% of Borough's Energy Requirements
- Radnor Township Purchases 62% of Power For Single Largest Municipal Wind Purchase in US

Religious Organizations

- Main Line Unitarian – the church and its members purchased wind.
- Unitarian Universalist Fellowship of Pottstown – made 100% commitment

#1 in the Eastern United States

- 129 MW of wind farms built in Pennsylvania
- The largest wind purchase in the country

Keys to Success

- Create a cooperative atmosphere of non profit, private and governmental interests
- Use events to encourage commitments
- Use every opportunity to reward the commitment
- Optimize the press for the announcement

Recent Initiatives

- www.cleanenergychallenge.org for education and information about renewable energy including wind
- “Air Saver” Gift of Wind

Wind Energy Now!

- Visit the website www.windenergynow.org
- Contact Thurm Brendlinger at 215-567-4004, Ext. 271 or at brendlinger@cleanair.org

