

## **Green Cents Makes Good Sense**

January 2010 Member Newsletter

If you could spend less than \$1 per month to raise up to \$70,000 for energy efficiency and renewable energy projects in your local community, would you? That's the idea behind San Miguel Power's new and improved Green Cents program.

In January of 2007, San Miguel Power launched a renewable energy initiative called Green Cents. It's a simple program that allows members to invest in local energy efficiency and renewable energy programs by rounding up their monthly bill to the nearest dollar. The extra cents collected go directly into SMPA's renewable energy fund.

After almost three years, Green Cents is getting a facelift. The program fundamentals aren't changing. Members' bills will still be rounded up to the nearest dollar, and the money will still go into the renewable energy fund. What is changing is how members participate.

As of February 1, 2010, all members will be automatically enrolled in the program. This will mean a change in your electric bill, beginning with the bill you will receive the first week of February. For example, if your bill is \$43.27, it will be rounded up to \$44. The extra 73 cents is your contribution to the Green Cents program. On average a member will contribute around \$7 a year, but no more than \$11.88.

How does that help raise \$70,000? As of February 1, 2010 every SMPA member will be rounding up their bill and contributing to Green Cents. If all members participate, that's 10,000 members donating \$7 a year! Break that down even further, and it means 10,000 members are paying an extra 58 cents a month. That won't even cover a cup of coffee, let alone a Ginger Bread White Mocha from the corner gourmet shop.

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But, as the cliché so adequately states – united we stand, divided we fall. It's up to the membership to decide the impact of Green Cents. Obviously, the more members who stick together in the program, the more opportunity SMPA will have to make an impact in our local communities.

Greens Cents offers you a simple and 'cents'ible way to invest in renewable energy and energy efficiency. Most importantly, your money stays local. Green Cents contributions will fund community energy conservation and efficiency upgrades within SMPA's service territory.

What's more is the ability to customize your Green Cents contribution. Members can increase their donation by \$1, \$2, or more, knowing the money will be used locally to improve their communities' energy usage.

We realize not every member will want to round up their bill, and we're making it easy for you to opt out at anytime. There is a cancellation form attached to this newsletter that you can return with your payment, or you may call our customer service representatives at (970) 626-5549 or (970) 864-7311, Monday – Friday, 7:00 am – 5:30 pm. For more information contact SMPA Member Services at (970) 626-5549.

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