

**YOU CAN MAKE A  
DIFFERENCE  
IN THE ENVIRONMENT  
TODAY**

**You solve problems every day.**

**Now you can help make a difference in the environment every day, too.**

You love the feeling of satisfaction you get when you solve a problem. But sometimes the problems you are most concerned about seem out of your control – like taking care of the environment. We know you want energy solutions that have the lowest impact. We’ve given this a lot of thought and have a solution to consider – Smart Energy from NW Natural.

Enrolling in our Smart Energy carbon offset program is an easy and affordable step that will have a positive impact on the environment today.

**You have choices about the energy you use.**

When you enroll in Smart Energy, we offset the emissions from your natural gas use by capturing methane on dairy farms using a biodigester. As a greenhouse gas methane is 21 times more potent than CO<sub>2</sub>. The resulting biogas is a renewable energy source that can further reduce emissions by replacing other fuels with higher emissions or creating heat, steam or generating electricity. Take a look at the chart on the back of this letter to see examples of equivalent emissions reductions.

**Biogas is a clean fuel.**

Only 4% of electricity in Oregon is from renewable sources, while coal provides 40%. Renewable biogas generated in the Pacific Northwest can be used directly or to generate clean power. Like wind a decade ago, biogas is an emerging energy source that needs funding for development.

**We’re doing our part, too.**

Because of energy efficiency improvements, gas customers have reduced their household consumption so dramatically that there has been virtually no growth in emissions in nearly three decades, despite a 70 percent increase in households using natural gas. NW Natural was the first customer of Smart Energy and is offsetting all emissions from heating our facilities. Additionally, we are looking for solutions that will green our fleet as part of our quest to continue reducing our impact on the environment.

- Smart Energy has more than 11,000 residential participants and more than 235 business participants.
- To date, Smart Energy participants reduced CO<sub>2</sub> emissions by more than 99,000 tons.
- Smart Energy rates are approved by the Oregon Public Utilities Commission.
- Smart Energy is independently certified by The Climate Trust to ensure that it is environmentally sound and delivers quality emission reductions.  
[climatetrust.org](http://climatetrust.org)

**SIGN UP IS EASY AT  
[nwnatural.com/smart](http://nwnatural.com/smart)**

Code: DMU2011V1



**SMART ENERGY ENROLLMENT FORM**

*Yes* - please enroll me in Smart energy (check one)



- Average Option** - For \$6 a month I want to offset all the carbon emissions of the average natural gas home (4 tons annually).
- Climate Neutral Option** - For \$0.1049 per therm I want to offset all the carbon emissions of my home’s natural gas use. (Total monthly charge will vary depending on actual gas usage.)

Authorized account holder: First name \_\_\_\_\_ Last name \_\_\_\_\_

Account number \_\_\_\_\_

Customer address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email (optional) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Choose your participation level:**

- **Average option** – For \$6 a month offset all the carbon emissions of an average natural gas home (4 tons annually).
- **Climate Neutral Option** – For \$0.1049 per therm you can offset all the carbon emissions of your homes natural gas use.

**Choose one of the three easy ways to sign up:**

- Complete the tear-off form at the bottom of this letter and return it in the enclosed postage-paid envelope.
- Visit [nwnatural.com/smart](http://nwnatural.com/smart) to enroll online.
- Call **800.422.4012** to speak to one of our customer service representatives.

Renewable energy is here today and it is ready to work for you. Join Smart Energy and begin making a difference today.

Thank you,



Bill Edmonds  
Director of Environmental Policy & Sustainability

*P.S. Sign up now and start making a difference in the environment today.*

**TO DATE SMART ENERGY HAS COMMITTED TO OFFSET 99,316 TONS OF CO<sub>2</sub>. THIS IS EQUIVALENT TO:**



CO<sub>2</sub> emissions from 10,100,668 gallons of gasoline consumed.

OR



Annual greenhouse gas emissions from 17,666 passenger vehicles.

OR



Carbon sequestered annually by 19,211 acres of fir forest.

## YOUR REWARD!

We want to thank you for enrolling in Smart Energy by making a **\$10 DONATION** by NW Natural shareholders to Oregon State Parks Trust; if you **ENROLL BY JULY 1, 2011**.

Oregon's state parks are an everyday reminder of what makes Oregon great. These vast natural areas enhance our physical well being, as well as planetary health. Oregon State Parks Trust is dedicated to preserving and enhancing these outstanding natural, scenic, cultural, historic and recreational sites.

**SMART ENERGY**  
Use less. Offset the rest.

**OREGON**  
STATE PARKS TRUST

*Preserving our natural & historic wonders.*