



Moorhead Public Service

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Project Description

- Replace electricity from coal with wind electricity for subscribers
- Premium of 1/2 cent per kWh
- Average customer cost \$5/month
- Three year commitment
- WTG located in city and connected to distribution system

Project Photo



Project Benefits

- 8,800 pounds less CO₂ each year per participant
- Member's name on the turbine
- Promotes clean, renewable energy
- Saves resources for the future
- Offers customers a choice of power
- 263 foot tall landmark

Project Issues and Lessons Learned

- Use press releases to build interest
- Make it simple to sign up
- Promote the environmental benefits
- Enlist local environmental organizations
- Offer subscribers tangible benefits: t-shirts, caps, plaques

Overall Project Evaluation

- Turbine I (Zephyr) full in 3 weeks
- Turbine II full in 4 weeks
- Highest participation rate in USA
- All players satisfied with project
- Frequent wind presentations (3-4 per month) used as a vehicle for marketing both Public Power and Moorhead Public Service

Future Plans Involving Wind

- Turbine II on line by October 2001
- Continue assisting other municipal utilities with wind projects
- Continue quarterly Capture The Wind[®] newsletters
- Develop educational materials
- Adequate space for third turbine