Understanding Consumer Demand for Green Power

Prepared for the National Wind Coordinating Committee

by

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- To foster interstate communication and cooperation,
- To insure states a strong, cohesive voice in the federal system.

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A U.S. consensus-based collaborative that was formed in 1994, the National Wind Coordinating Committee (NWCC) identifies issues that affect the use of wind power, establishes dialogue among key stakeholders, and catalyzes appropriate activities to support the development of an environmentally, economically and politically sustainable commercial market for wind power. NWCC members include representatives from electric utilities and support organizations, state legislatures, state utility commissions, consumer advocacy offices, wind equipment suppliers and developers, green power marketers, environmental organizations, and state and federal agencies.

RESOLVE, a nonprofit environmental dispute resolution organization, provides a full range of facilitation services to create opportunities for NWCC members and other wind stakeholders to build long-term relationships and to develop a number of landmark products that result from significant negotiation and reflect the consensus of the committee. More than 2,500 individuals from diverse sectors and wind resource areas across the country have participated in the NWCC’s collaborative efforts.

NWCC members include representatives from these sectors:

• Electric Utilities and Support Organizations
• Environmental Organizations
• Power Marketers
• Agriculture and Economic Development Organizations
• State and Federal Agencies
• Wind Industry
• State Utility Regulators
• State Legislatures
• Consumer Advocate Offices

NWCC members include representatives from:

American Wind Energy Association
California Energy Commission
Central and South West Services
City of Lake Benton, Minn., Economic Development Department
Ed Holt & Associates
Edison Electric Institute
Electric Power Research Institute
Enron Wind Corporation / Zond Systems
Environmental & Energy Study Institute
FPL Energy Inc.
Green Mountain.com
Hawkeye Power Partners
Inter-Tribal Council on Utility Policy
Iowa Department of Natural Resources
Iowa State Legislature
Kansas State Legislature
Land & Water Fund of the Rockies
Minnesota Attorney General’s Office
National Association of Regulatory Utility Commissioners
National Association of State Energy Officials
National Conference of State Legislatures
Nebraska Public Power District
NEG Micon USA Inc.
North Dakota Division of Community Services Energy Program
Northern States Power Company
Ohio Consumer Counsel
Oregon Public Utilities Commission
Pacificorp
Pennsylvania Public Utilities Commission
Planergy
South Dakota Public Utilities Commission
Sustainable Resources Center
Texas General Land Office
Texas State Energy Conservation Office
Union of Concerned Scientists
U.S. Department of Energy, Wind Program
Utility Wind Interest Group
Vermont Department of Public Service
Western Resources
Worldwatch Institute
Wyoming Business Council, Energy Office
Wyoming Public Service Commission
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