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Google's Renewable Rate Tariff Proposal is Latest Example of How Clean Energy Policies Help Attract Investment and Innovation to North Carolina

Google presents expansion of its Lenoir data center as opportunity to promote renewable energy

LENOIR – Google recently announced that it is expanding its operations in western North Carolina by committing to an additional \$600 million investment in its Lenoir, NC data center site. The global technology giant coupled this financial good news with a related announcement that the company is planning to work with Duke Energy to develop a new, renewable energy rate. This new option, which would be available to large customers on a voluntary basis, is an example of the type of innovation that can be drawn to the state thanks in large measure to North Carolina's successful clean energy policies. It also underscores recognition by a major electricity customer and the largest electric utility in the U.S. that renewable energy is a critical part of our energy future.

The NC Sustainable Energy Association congratulates Google on its expansion of the Lenoir data center, and welcomes the company's new partnership with Duke Energy to help it realize its clean energy and sustainability goals. This is an exciting development for North Carolina's economic recovery and a resounding endorsement of the wisdom of policies that have helped to drive the state toward a successful clean energy economy.

"With Google's move on Friday, you have one of the country's most innovative and visionary companies demonstrating its solid commitment to renewable energy as a winning business strategy and a sound economic move," said Ivan Urlaub, Executive Director for the NC Sustainable Energy Association. "This is proof that North Carolina's clean energy policies like the Renewable Energy and Energy Efficiency Portfolio Standard (REPS) are succeeding at creating a pro-growth business climate that benefits local economies, governments, and citizens around the state."

According to a [white paper](#) on renewable energy rates issued last week by Google, the program would apply to large customers giving them the choice to buy renewable energy directly from electric utilities. While this is an intriguing concept and could serve as a good complement to the REPS and the state's other clean energy policies, it should not be viewed as a substitute. In fact, without the state's other clean energy policies, the innovative climate and local renewable energy industry necessary to support the new program would likely not have been developed.

The NC Sustainable Energy Association looks forward to learning more about the new program, its proposed implementation, and its prospects for driving growth in the renewables sector once it has been filed at the North Carolina Utilities Commission. Duke plans to file the new program with the Commission in the next 90 days.

About the NC Sustainable Energy Association:

Founded in 1978, the NC Sustainable Energy Association (NCSEA) is a 501(c)3 non-profit membership organization of individuals, businesses, government and non-profits working to ensure a sustainable future by promoting renewable energy and energy efficiency in North Carolina through education, public policy and economic development. NCSEA has been the "go-to" leader in shaping North Carolina's commitment to renewable energy, energy efficiency, high performance building, smart grid and electric vehicle jobs and economic opportunities in communities all across our state. Learn more at www.energync.org