



MEMORANDUM

To: BCSE Members
From: Jack Thirolf, BCSE Staff, and Dave Muchow, BCSE Counsel
Date: May 19, 2010
Subject: BCSE Clean Energy Coast to Coast Database and Map Initiative

Purpose and Overview

The objective of this memo is briefly outline the Council's *Clean Energy Coast to Coast* database and map initiative and to describe how BCSE member data and information will and will not be used.

Overview of the Clean Energy Coast to Coast Database and Map Initiative

Clean Energy Coast to Coast consists of 1) a private Excel database detailing publically-available information on BCSE members' facilities; 2) a public interactive online map hosted by BatchGeo that displays a portion of the information included in the database.

The database consists of the following information categories:

- **Member:** the name of the BCSE member holding the facility;
- **Facility/Project Name:** the general name of the facility;
- **Type:** coded as power generation, manufacturing, energy efficiency services, engineering, research and development, corporate, sales office, offset project, pipeline services, or other;
- **Address:** publically available street address;
- **City:** self-explanatory
- **State:** self-explanatory
- **Zip:** self-explanatory
- **Latitude:** to six decimal places, the line of latitude the facility sits on as approximated by geocoding software;
- **Longitude:** to six decimal places, the line of longitude the facility sits on as approximated by geocoding software;
- **District:** the US House District in which the facility is located;
- **House Office(s):** the name of the current holder of the District House seat;
- **Description:** a brief overview of, if available the facility or the BCSE member if no specific information is available;
- **Link:** connection to either facility-specific or BCSE member website;
- **Image:** URL on the BCSE website hosting the BCSE member's logo.

BCSE staff will use the information within the database to identify BCSE members that might be interested in various meetings with congressional offices and others. In corresponding with congressional offices, BCSE staff may state that within the Council's membership there are companies and/or association members operating facility types within a given congressional District or state. BCSE staff will not specifically mention a company, association, or association member in communication with congressional offices or others without prior consent from the relevant BCSE member.

The *Clean Energy Coast to Coast* map is hosted at www.batchgeo.com/map/bcse and may in the future be placed directly on the BCSE homepage. The purpose of the map is to communicate the geographic and sector diversity of the BCSE's clean energy business membership. The online description of the map is as follows:

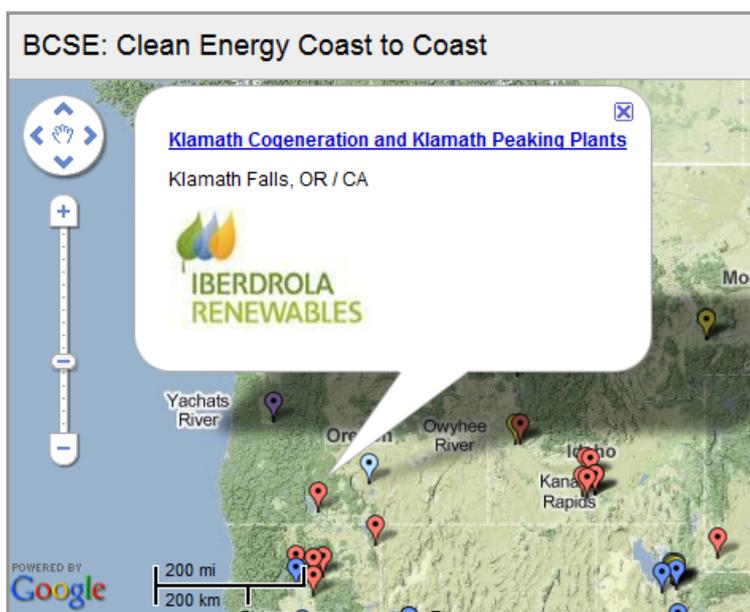
The Business Council for Sustainable Energy (BCSE) is a coalition of leading companies and trade associations from America's energy efficiency, natural gas, and renewable energy industries. Its membership's combined annual revenues top \$650 billion, providing America with clean energy services, technology products, and power generation. This interactive map—entitled "Clean Energy Coast to Coast"—shows

some of the work being done by the Council's members nationwide. From building efficiency retrofits in Hawaii to wind farms in Minnesota to cutting edge natural gas research in Oklahoma, the Council's members are strengthening America's energy future and creating American jobs in every state of the country. *Please note that, for trade sensitivity and other reasons, not all facilities featured above are pegged directly on their actual location. Please contact the BCSE at bcse@bcse.org for further information.

Each BCSE member facility marker, when clicked on, will display the following information:

- BCSE member name;
- BCSE member logo;
- Facility name (hyperlinked to facility-specific or BCSE member website);
- Facility city and state;
- Description (to be added soon).

An example is provided below:



Because the geocoding process is approximate and for other proprietary reasons, facility markers may not be pegged directly on the actual location on the map. Further, some BCSE members have specified a preference for their facilities to be coded and listed in only general terms, meaning that the facility is placed in the center of a specified, state, county, or city rather than at a specific address.

Privacy Protection and Terms of Use

The BCSE encourages all of its members to share any and all information that would add to the purpose of the *Clean Energy Coast to Coast* initiative. BCSE members should not share any information that would present security, trade sensitivity, or other major concerns.

For the protection of the Business Council for Sustainable Energy's members, the data provided by members for the Clean Energy Coast to Coast database and map initiative will only be used for that project or for internal BCSE uses, such as to update membership records. Accordingly, it will not be provided to third party marketers, or others, etc.

By providing its data, the member agrees that it is authorized to provide such data, that it is accurate, and that the Business Council for Sustainable Energy shall not be liable for any claims arising out of the accuracy of the data provided.