

Green Mountain Energy Company



City of Dallas/Sustainable Skylines Partnership

October 4, 2007



Purpose

- ▶ To become an active and involved partner with the City of Dallas and EPA in the Sustainable Skylines Initiative. Through this joint effort, we hope to promote the education, awareness, and acceptance of renewable alternatives.

CF Lighting/COD Fire Department

- ▶ GME will donate 5000 CFL bulbs for the City of Dallas Fire Department smoke detector program, and renewable education program.
- ▶ Working with business partners to engage their involvement.

Carbon Offset Calculator

- ▶ Carbon offset calculator
 - Use of GME carbon calculator
 - Splash page tailored to COD program
 - Co-planting tree program with COD/EPA
 - Opportunity to purchase trees
 - Planted within the City of Dallas
 - Possible Commercial competition
 - ❖ Planted at their locations
 - Visitors Bureau -- offsets for meetings

Employee Rate

- ▶ GME will offer a “special” green, electricity rate to all COD/DISD employee’s
 - GME tabling at specific promotional events
 - COD will promote internally

DISD Program

▶ Fundraisers

- Sell tree's, proceeds to back to the school
- Residential signups proceeds back to school

▶ Competition for schools

- Tree purchases
- Switching to GME
- GME would offer a solar panel for xxx number of customers

Recycling/Utility Program

- ▶ Flyer on all COD recycling bins announcing program.
- ▶ GMEN would donate solar panels for xxx number of customers switched.

Commercial Challenge

- ▶ GME and COD actively engage Dallas based businesses with a competition to green up
 - Encourage businesses thru their participation that GME would donate solar panels to schools

PR Campaign

- ▶ Rollout with Mayor/DISD Board, and select business leaders announcing the program.

Measurable Results

- ▶ COD/EPA would set a goal
 - Tracks against combined efforts/programs
 - Residential and commercial components
- ▶ GMEN would assist in tracking via calculator
 - Published