

# GREEN POWER REPORT

THE LATEST ON THE DOMINION GREEN POWER<sup>®</sup> PROGRAM AND THE SUPPORT OF RENEWABLE ENERGY / SUMMER 2011

## How Does Green Fit Into Your Schedule?

The Dominion Green Power<sup>®</sup> program provides an easy way for busy, hard-working Virginians to become more environmentally friendly.

Since its launch in 2009, more than 13,000 homes and businesses have signed up to support renewable energy through this program. Collectively, these Virginians have supported more than 175 million kilowatt-hours of renewable energy—the equivalent to eliminating carbon emissions from more than 23,000 typical cars for one year.

Sign up once and make a difference each month by helping to grow renewable energy in our region.

## Is Your Business Running On Dominion Green Power?

A growing number of businesses are joining Dominion Green Power to show their support for renewable energy and set them apart from the competition. Supporting renewable energy through this program provides several benefits for businesses:

- Customer demand for green-powered products has increased dramatically in the last decade, and getting involved with the Dominion Green Power program communicates a positive, environmentally-friendly message.
- Businesses that support renewable energy through the Dominion Green Power program can proudly state that they are doing their part to be a greener business.
- The Dominion Green Power program gives businesses a chance to branch out and grow their brand with a new, engaging and timely message.

The Dominion Green Power commercial program is constantly adding to the list of locally-owned businesses who want to show their support for renewable energy. “The Dominion Green Power program is a really easy way to reduce our impact on the environment without making a huge financial commitment. We want to make our customers aware that we are pursuing these green initiatives, and the program was an affordable and meaningful way to do that,” says Eric McKay, president and co-founder of a new Richmond business opening in Fall 2011. “The use of renewable energy, and particularly our participation in the Dominion Green Power program, resonates with our customers. It is a great way that we can appeal to their preferences.”

## Dominion Green Power In Your Community

The Dominion Green Power program uses community outreach to educate and inform customers about how the program works. One key message is to let customers know that each enrollment creates meaningful environmental benefits and supports the production of renewable energy in our region when Dominion purchases Green-e<sup>®</sup> Energy certified renewable energy certificates (RECs) on behalf of participating customers.

The Dominion Green Power Outreach Team has been present at many community events throughout Virginia including Dominion Riverrock, Celebrate Fairfax, and the 2011 Alexandria Earth Day celebration. The program’s outreach goal is to educate customers about how they can support the growth of renewable energy by enrolling in Dominion Green Power, answer questions about the program, and provide an easy way to sign up on the spot. To inquire about having the Green Power Outreach Team at your next event, email [GreenPower@dom.com](mailto:GreenPower@dom.com). Look for the Team at your next community event!

\*Average annual estimates based upon EPA estimates ([www.epa.gov/grnpower](http://www.epa.gov/grnpower))

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—Eric McKay, Richmond business owner



Businesses can proudly display their Dominion Green Power participation.

The latest on the Dominion Green Power program and the support of renewable energy from January 1, 2009 through August 1, 2011:

### Dominion Green Power participants:

Residents: 13,136  
Businesses/Other: 178  
Total: 13,314

### Total kilowatt hours (kWh) of renewable energy supported:

175,461,670 kWh  
The equivalent to eliminating carbon emissions from 23,266 typical cars for one year.\*

### Top 5 communities with the most Dominion Green Power program participants:

1. Arlington
2. Alexandria
3. Richmond
4. Charlottesville
5. Virginia Beach

The Dominion Green Power program received official Green-e<sup>®</sup> Energy certification in September 2009. Green-e Energy certifies that Dominion Green Power meets the minimum environmental and consumer protection standards established by the independent, non-profit Center for Resource Solutions. For more information on Green-e<sup>®</sup> Energy certification requirements, visit [www.green-e.org](http://www.green-e.org) or call 1-888-63-GREEN.

