ABOUT DOMINION VIRGINIA POWER

• Serves 2.5 million customers across Virginia and North Carolina

• Headquartered in Richmond, VA

• Subsidiary of Dominion Resources, Inc.
  • Operates in more than 10 states

• Diverse mix of generating resources including nuclear, fossil, hydro, biomass, solar
DOMINION GREEN POWER
PROGRAM OVERVIEW

• Dominion Green Power is a voluntary option available to all Dominion Virginia Power customers.

• More than 27,000 residents, businesses, and organizations across Virginia participate.

• The Program is Green-e Energy Certified.
RENEWABLE ENERGY SOURCES

Dominion Green Power supports wind, solar, and biomass facilities in Virginia and the surrounding region.
PARTICIPATION OPTIONS
100% OPTION

- Customers can match **100% of their electricity use each month** with RECs for an additional 1.3 cents per kilowatt hour.

- This will cost the typical customer (who uses 1,000 kWh/month) around $13 more per month.

- An average customer enrolled for one year will create environmental benefits equivalent to:

  - **Planting 212 trees***
  - **Taking 1.5 cars off the road***

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BLOCK OPTION

• Customers can purchase RECs in any $2 fixed monthly increment to match a portion of their electricity use.
  
  • Whatever your budget, you can help to reduce your carbon footprint!

• Each additional $2 block supports 154 kilowatt-hours of renewable energy delivered to our power pool.

• 5 blocks per month is equivalent to:

  \[\text{Planting 196 trees}^*\text{ OR Taking 1.2 cars off the road}^*\]

DOMINION GREEN POWER DISTRICTS
DGPD: THE IDEA

• In 2014, Dominion Green Power launched the first “Dominion Green Power District” campaign.

• Idea borne from outreach to small and mid-size businesses
  
  • Business owners highly motivated by actions of neighbors
  
  • Captures local pride
  
  • Appropriate for Virginia’s small, diverse neighborhoods
DGPD: HOW IT WORKS

**Business:** At least 60% of the non-franchised businesses within a given zip code or neighborhood must support renewable energy production and reduce their carbon footprint through participation in the Dominion Green Power program.

**Residential:** At least 200 homes in the district must be enrolled in the Dominion Green Power program.
DGPD: PROMOTION

LET'S
GREEN THE FAN!

DOMINION GREEN POWER DISTRICT

HELP MAKE THE FAN AN OFFICIAL
GREEN POWER DISTRICT!

A Dominion Green Power* representative will be visiting homes in your neighborhood to provide information about renewable energy and to give you an opportunity to participate in the Dominion Green Power program and reduce your carbon footprint.

YOUR HOME WILL BE VISITED BETWEEN
THURSDAY, APRIL 9TH AND SUNDAY, APRIL 12TH
10:00 AM TO 6:30 PM

Dominion  GreenTower

For more information on Dominion Green Power, please visit dom.com/VaGreenPower.

A GUIDE TO:
Dominion Green Power* Districts

WHAT IS IT?
The Dominion Green Power District designation is designed to recognize environmentally-minded communities that are centers for commercial and residential Dominion Green Power participation.

Being a Green Power District helps distinguish your community, and identifies it as a center of environmental support.

HOW DOES A COMMUNITY BECOME ONE?
Business: At least 60% of the non-franchised businesses within a given zip code or neighborhood must support renewable energy production and reduce their carbon footprint through participation in the Dominion Green Power program.

Residential: At least 200 homes in the district must be enrolled in the Dominion Green Power program.

IS IT OPEN TO ALL COMMUNITIES?
Yes! Any community, large or small, within Dominion Virginia Power’s Virginia service territory is eligible to become a Dominion Green Power District.

HOW DO WE GET THE WORD OUT?
To help communities earn the Green Power Districts title, the Dominion Green Power Team works with local businesses and neighborhood associations. The team will be at community events and may even go door-to-door in your area.

You can become a Green Power champion in your community by encouraging your neighbors to get involved, promoting your participation in the Dominion Green Power program, and by living as sustainably as possible!

For more information, please email greenpower@dom.com or visit dom.com/VaGreenPower.

WHAT’S THE IMPACT?
If one participant in Dominion Green Power can support the equivalent of taking one car off the road for a year, imagine what your entire neighborhood can do!

One typical home enrolled in the 100%, option for one year is like:

- Not driving a typical car for 13,303 miles
- Planting 142 trees
DGPD: OVERCOMING OBSTACLES

• **Obstacle:** Many communities are areas of high support for green power, but don’t qualify to be recognized under the EPA Green Power Communities program.

• **Solution:** Dominion Green Power Districts is flexible and achieves the goal of localizing the program message and creating community buzz.
DGPD: OVERCOMING OBSTACLES

• **Obstacle:** Getting buy-in from internal and community contacts

• **Solution:** Create advocates within the community, work with internal contacts and provide advance notification of outreach activity.
DGPD: RESULTS

• **3 Districts** established, with a 4<sup>th</sup> planned for November 2015.

• More than 50% of residential customers reached **enrolled in the program**.

• **20** new business participants

• **600+** new residential participants
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