

Messaging for Utilities:

# Dominion Green Power

Renewable Energy Markets Conference  
October 2010

# Enabling Successful Messaging and Marketing

1. **Provide transparency** to help develop trust in an unfamiliar product
2. **Create and test innovative messaging** that resonates with multiple customer demographics
3. **Incorporate feedback** from multiple sources to continually enhance the effectiveness and credibility of the program
4. **Work with the utility's core business processes** to deploy enrollment mechanisms that enhance program enrollments and minimize risk to the utility.

# Transparency: Program Design

- Messaging to customers revolves around the principle that RECs are a valuable and pragmatic mechanism for advancing the production of renewable energy.
- All marketing materials meet or exceed Green-e Energy disclosure requirements

# Transparency: Print and Web



**Dominion**

The Power to  
Make a Difference

**Greenpower**

[www.dom.com/VaGreenPower](http://www.dom.com/VaGreenPower) • 1-888-667-3000



Support Renewable  
Energy Every Day

Choose Dominion Green Power<sup>SM</sup>

## What is Dominion Green Power?

Dominion Green Power is a voluntary program that gives you a practical and economical way to support renewable energy and harness the benefits.

Renewable energy plays a role in improving our environment and strengthening our economy by:

- Reducing carbon emissions
- Creating "green" jobs and stimulating the economy
- Reducing our dependence on fossil fuels
- Enhancing our nation's energy security

For as little as \$2 a month you can help preserve the environment while strengthening the economy. **Sign up today** and begin making a powerful difference!

## Sign up and learn more about Dominion Green Power:

[Sign Up](#)

[Summer 2010 Green Power Report](#)

[Dominion Green Power Brochure](#)

[Frequently Asked Questions](#)

[Product Content Label & Price Terms  
and Conditions](#)

# Not Your Typical Environmental Message

## Help strengthen the green energy economy!

Sign up for Dominion Green Power™ to support renewable energy.

**STEP 1: Choose the monthly option that is right for you:**

**100% Option:** You can purchase renewable energy certificates equal to 100% of your monthly electric use for an additional 1.5 cents per kWh. (A household using 1,000 kWh per month would pay an additional \$15 per month.)

OR  **Block Option:** You can purchase renewable energy certificates in any \$2 fixed increment per month. Each additional \$2 block supports 133 kWh of renewable energy.  
 \_\_\_\$2 \_\_\_\$4 \_\_\_\$6 \_\_\_\$8 \_\_\_\$10  
 \_\_\_Other amount (minimum \$2): \$\_\_\_

**STEP 2: Complete this form:**

Name (as it appears on your bill): \_\_\_\_\_  
 Service Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 City: \_\_\_\_\_

**STEP 3: Return this form** by placing it in the mail **separate from your bill payment**. You need submit only the enrollment form at this time. The additional amount of your voluntary Green Power purchase will be added to your next monthly electric bill. You may cancel or change participation without penalty.

For more information, visit  
[www.dom.com/VaGreenPower](http://www.dom.com/VaGreenPower)  
 or call 1-866-DOM-HELP.



When you sign up for Dominion Green Power you know you're helping to advance and expand America's renewable energy assets.

### Check out the facts:

- Voluntary programs such as Dominion Green Power play a significant role in driving the market for renewable energy.
- Dominion purchases Green-e certified renewable energy certificates that guarantee that renewable energy was produced and delivered to the regional power supply pool.
- As of December, Dominion purchased RECs from 74% wind and 26% biomass facilities in Missouri, Indiana, Illinois, Louisiana and Pennsylvania.



## Make every busy day a little greener.

Sign up for Dominion Green Power™ to support renewable energy.

**STEP 1: Choose the monthly option that is right for you:**

**100% Option:** You can purchase renewable energy certificates equal to 100% of your monthly electric use for an additional 1.5 cents per kWh. (A household using 1,000 kWh per month would pay an additional \$15 per month.)

OR  **Block Option:** You can purchase renewable energy certificates in any \$2 fixed increment per month. Each additional \$2 block supports 133 kWh of renewable energy.  
 \_\_\_\$2 \_\_\_\$4 \_\_\_\$6 \_\_\_\$8 \_\_\_\$10  
 \_\_\_Other amount (minimum \$2): \$\_\_\_

**STEP 2: Complete this form:**

Name (as it appears on your bill): \_\_\_\_\_  
 Service Address: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
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**STEP 3: Return this form** by placing it in the mail **separate from your bill payment**. You need submit only the enrollment form at this time. The additional amount of your voluntary Green Power purchase will be added to your next monthly electric bill. You may cancel or change participation without penalty.

For more information, visit  
[www.dom.com/VaGreenPower](http://www.dom.com/VaGreenPower)  
 or call 1-866-DOM-HELP.



When you sign up for Dominion Green Power you know you're creating BIG environmental benefits.

### Check out the facts:

- Voluntary programs such as Dominion Green Power play a significant role in helping drive the market for renewable energy.
- Dominion purchases Green-e certified renewable energy certificates that guarantee that renewable energy was produced and delivered to the regional power supply pool.
- As of December, Dominion Green Power purchased RECs from 74% wind and 26% biomass facilities in Missouri, Indiana, Illinois, Louisiana and Pennsylvania.



## Cross-Promotion With Other Programs

### Take two steps toward a greener future

**STEP 1: Reduce paper consumption with eBill**  
 Pay your bill online with eBill – our convenient, paperless billing solution. It's free, easy, and green!  
 Sign up for eBill on [www.dom.com](http://www.dom.com). Search: **eBill**.

**STEP 2: Support renewable energy with Dominion Green Power<sup>SM</sup>**  
 Create environmental benefits and support more renewable energy production by purchasing certified renewable energy certificates.  
 Sign up by placing this card in the mail separate from your bill payment.



- 100% Option:** Purchase renewable energy certificates equal to 100% of your electricity use. A typical home using 1,000 kWh a month can expect to pay an additional \$15 per month. Purchases may vary each month based on actual electricity use.
- OR  **Block Option:** Purchase renewable energy certificates in fixed monthly increments. Each \$2 increment supports 133 kWh of renewable energy.
- \_\_\_\$2 \_\_\_\$6 \_\_\_\$10 \_\_\_\$16 \_\_\_\$20  
 Other amount (any \$2 increment): \$\_\_\_\_\_

Name (as  
 Service Ad  
 City: \_\_\_\_\_  
 Learn mo

### Choose renewable energy and grow a GREEN future!

Enroll in the Dominion Green Power<sup>SM</sup> **100% Option** by November 15 and Dominion Green Power will **donate a tree to Project Plant It!** Just complete and mail this form.

Enroll me in the Dominion Green Power 100% Option to support renewable energy equal to all of my home's electricity use (and plant a tree in Virginia on my behalf). It costs an additional 1.5 cents per kWh (\$15 a month for a typical household using 1,000 kWh per month).

OR

Enroll me in the Dominion Green Power Block Option for a fixed dollar amount per month. Each \$2 increment supports 133 kWh of renewable energy.  
 \_\_\_\$2 \_\_\_\$6 \_\_\_\$10 \_\_\_\$16 \_\_\_\$20 \_\_\_ Other amount (any \$2 increment): \$\_\_\_\_\_

Name (as it appears on your bill): \_\_\_\_\_

Service Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please mail this postage-paid form **separate from your bill payment**.  
 Learn more: visit [www.dom.com/VaGreenPower](http://www.dom.com/VaGreenPower) or call 1-866-DOM-HELP.



#### What is Dominion Green Power?

Dominion Green Power is a voluntary program that allows customers to support up to 100% renewable energy on their monthly bill through the purchase of renewable energy certificates.

#### What is Project Plant It?!

Project Plant It! is a Dominion program that provides 3rd graders with tree seedlings to plant each Arbor Day. For more information, visit: [www.ProjectPlantIt.com](http://www.ProjectPlantIt.com)

# Innovative Messaging: Partnerships

## Free Organic, Fair Trade Theo Chocolate

Theo Chocolate® ([www.theochocolate.com](http://www.theochocolate.com)) supports renewable energy through its local utility. To encourage support for more renewable energy, Theo Chocolate will donate organic, fair trade chocolate to anyone enrolling in Green Power by March 31, 2010.



*Choose the 100% Option or at least 8 blocks and we'll double your chocolate by sending you TWO free organic, fair trade Theo Chocolate bars!*

*"More people choosing Dominion Green Power means more renewable energy development!"*



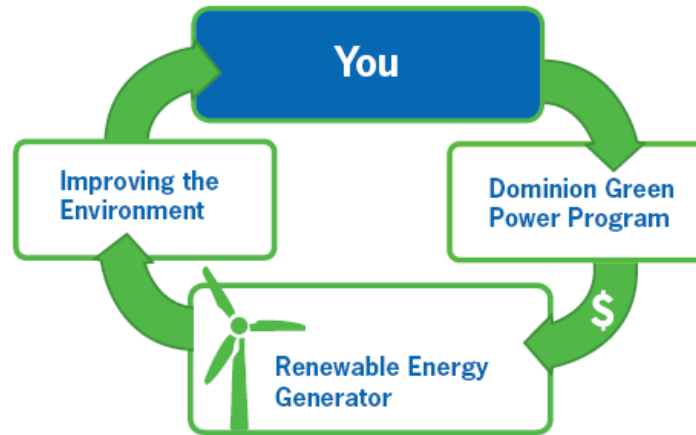
# Innovative Messaging: Everyday Life

My to do list:

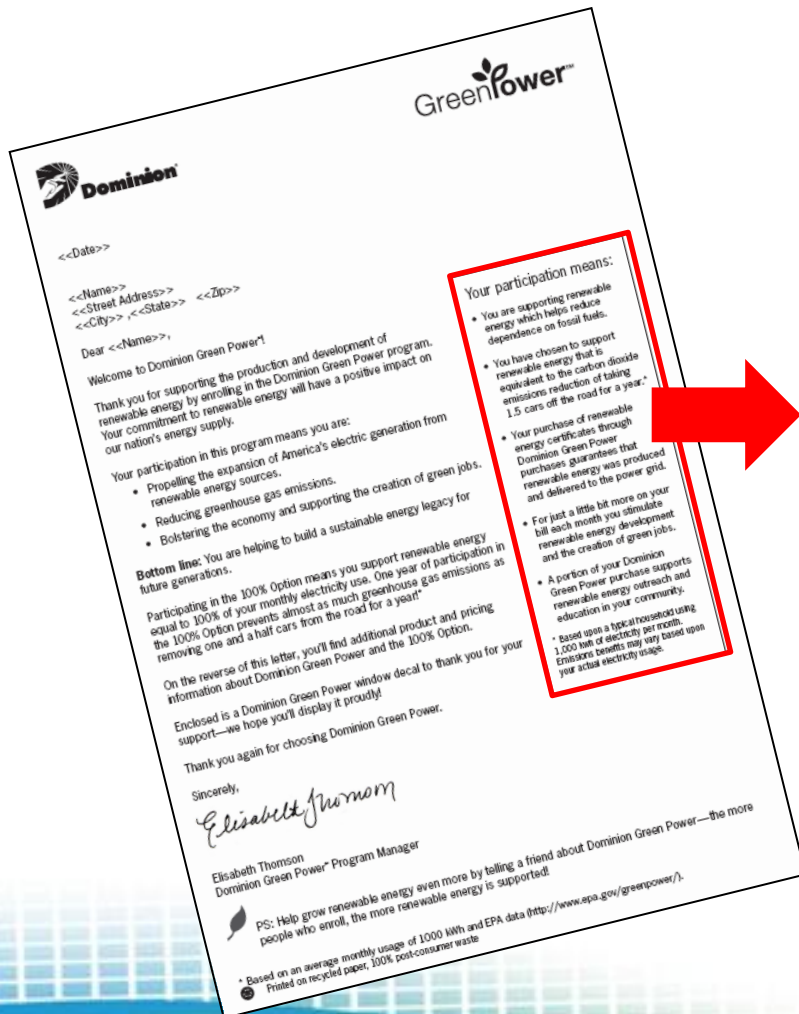
- Pick up CFL bulbs
- Take out recycling
- Sign up for Dominion Green Power
- Stop by farmer's market
- Change upstairs air filter
- Pay bills online

*Choosing Green Power is another trusted, credible action people can take in their everyday life, similar to recycling, buying CFLs, and shopping locally, to live more sustainably.*

# Incorporating Feedback: Program Structure



# Incorporating Feedback: Welcome Letters



## Your participation means:

- You are supporting renewable energy to help reduce dependence on fossil fuels.
- You have chosen to support renewable energy that is equivalent to the carbon dioxide emissions reduction of taking 1.5 cars off the road for a year.
- For just a little more on your bill each month you stimulate renewable energy development & the creation of green jobs.
- A portion of your Dominion Green Power purchase supports renewable energy outreach and education in your community.

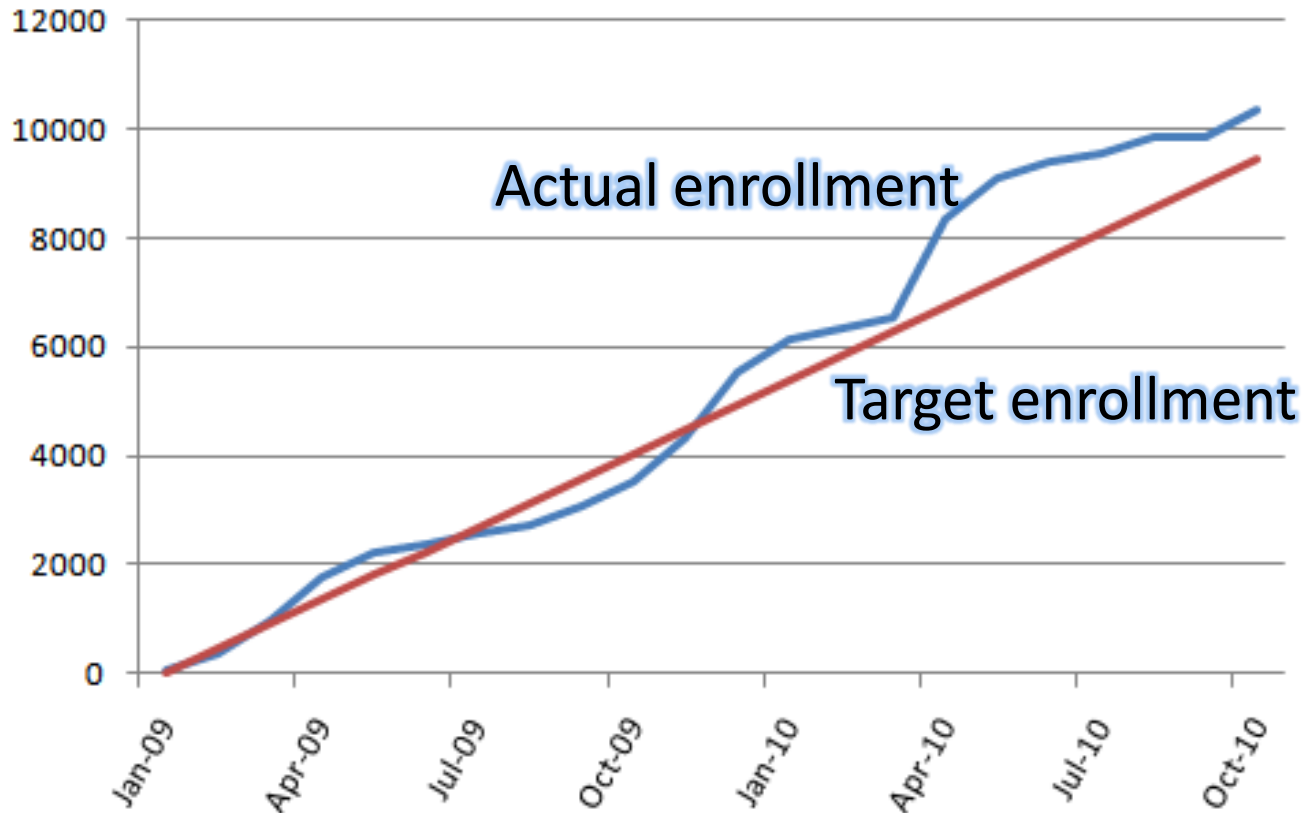
# Incorporating Feedback: Call Center Challenge



# The Ultimate Challenge: Enable the Utility's Core Business Processes



## Dominion Green Power program growth (January 2009 - October 2010)





**Dominion<sup>®</sup>**

Green**power**<sup>SM</sup>