

# Village Green Energy's

## Green Power Pricing Program



villagegreen

*"Enable your tenants to  
choose renewable energy."*

## Green Pricing Program Case Study:

Nessel Development's Serendipity Apartments, Dallas, Texas

### Introduction

Village Green Energy works with property managers and landlords to offer an electricity Green Pricing Program to their building tenants.

Tenants can elect to pay a small premium on their electrical bill to ensure that their electricity comes from renewable sources. The conversion is achieved through the purchase of Renewable Energy Certificates, which are the property rights to a generator's (e.g. a wind farm) green power.

These programs require no up-front cost, nor do they change utility service in any way. Purchasing Renewable Energy Certificates is an "upstream" action that forces new renewable energy generators onto the electricity grid.

Village Green's Green Pricing Programs:

- add value to a property manager's service offering;
- create positive internal and external public relations;
- and strengthen the tenants' community by motivating conversation and action around an environmental cause.

### Serendipity Apartments Case Study

#### Background

Nessel Developments owns a number of residential apartment buildings in Dallas, Texas. Owner Ari Nessel was looking for a way to green their business and engage his residents around a common cause. Mr. Nessel approached Village Green to develop a customized green pricing program for his tenants that would enable them to join together to support green energy.

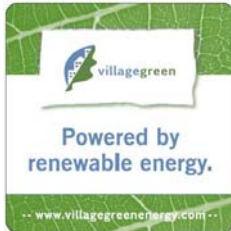


## Implementation

**Step 1:** To jump start interest in the program, Nessel Development purchased Renewable Energy Certificates for the common area electricity usage at Serendipity Apartments.

**Step 2:** Village Green assisted Nessel Development in composing a letter to Serendipity tenants explaining Serendipity's commitment to green power, and offering residents the option to voluntarily join the Green Pricing Program for their individual apartment.

**Step 3:** Nessel Development created a voluntary opt-out lease addendum for Serendipity Apartments to encourage new residents to power their new apartments with renewable energy.



**Step 4:** Village Green Energy sends each participating resident a welcome letter, official Renewable Energy Certificate, and a window decal that displays their environmental stewardship to their neighbors at Serendipity.

## Success

After two months, Serendipity's Green Pricing Program achieved a participation rate of 18% of all residents. Compared to utility managed green pricing programs around the country, this is extremely high (others average 1-5% participation).

Serendipity's Green Pricing Program has been successful because:

- the property manager led by example by purchasing Renewable Energy Certificates for the building's common area usage;
- the property manager effectively communicated the option for green power to the tenants with a personal letter;
- information about the Green Pricing Program spread easily by word of mouth. An apartment complex is a natural and conductive social network. Green Power Pricing window decals are also an effective means of spreading the word when they appear in multiple windows within a small geographic area.

## Testimonial

Nessel Development is happy with their experience working with Village Green to provide a Green Pricing Program to their residents. It adds value to their

lease offering, comes with great customer service, and makes a positive impact on the world at large.

"Working with Village Green has given our residents a really easy way to make a big difference," said David Danish, VP of Operations for Nessel Development.

## Billing

The billing logistics for the Green Pricing Program are made easy by third party sub-metering service providers. In this case, Hocutt, Inc. added the price premium to their standard billing system and invoice.

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### **HOCUTT INC.** **SUBMETER BILLING REGISTER**

SERENDIPITY APARTMENTS 119E												Due Date: 06/28/08		Past Due: 06/29/08	
8700 PARK LANE															
DALLAS, TX 75231															
Apt#	RC TEN ID NAME	Apt Sqft	Beg Date	End Date	Mult	Read	Beg Read	End Read	Use	Unit Cost	Amt	Green Fee	Trash Estimate Amt	Estimate Amt	Amt Due
3088	A	525	04/09/08	05/08/08	1	92	196	104	0.13143	\$13.67	\$1.56				\$15.23
GAS RATIO CHARGES:				04/17/08	05/19/08				6.29094	\$10.07					\$10.07
WATER RATIO CHARGES:		Apt Ratio 1.6	04/10/08		05/09/08				Ratio Cost: 2.75190	\$4.40	\$6.00				\$10.40
SEWER RATIO CHARGES:														\$4.94	
GRAND TOTAL:		METER # 02002198												\$40.64	
3087	A	486	04/09/08	05/08/08	1	208	356	148	0.13143	\$19.45	\$2.22				\$21.67
GAS RATIO CHARGES:				04/17/08	05/19/08				6.29094	\$10.07					\$10.07
WATER RATIO CHARGES:		Apt Ratio 1.6	04/10/08		05/09/08				Ratio Cost: 2.75190	\$4.40	\$6.00				\$10.40
SEWER RATIO CHARGES:														\$4.94	
GRAND TOTAL:		METER # 02002199												\$47.08	

## Contact

Mike Jackson, CEO  
Village Green Energy, Inc.

Direct: 650.906.1677  
Email: [mike@villagegreenenergy.com](mailto:mike@villagegreenenergy.com)

## Appendix A: Green Pricing Program Introductory Letter to Serendipity Residents



To the Residents of Serendipity Apartments,

Greetings in the New Year!

Serendipity and Nessel Development want to be at the forefront of creating a sustainable future for our planet. One of the most viable ways to do this is to switch from using energy made from fossil fuels to those from renewable energy. With this in mind, management has enlisted Village Green Energy to give Serendipity residents the option to source their power from renewable generators like wind and solar instead of fossil fuel energy, and to do it at a bulk rate.

Village Green Energy contracts with renewable generators to generate **additional** renewable power in the name of each of their customers. As a result, your power is carbon neutral, and you are contributing to the development of more renewable energy. It's a way we can all pitch in to improve our country's energy profile.

More good news – it won't cost you much at all. We've negotiated a low price of 1.5¢/kWh. Most consumers pay around 15¢/kWh for their energy. However, because Serendipity buys in bulk, you have been paying less than 11¢/kWh. Thus, even after opting to live your life more sustainably, you will probably still be paying less for your electricity than your friends who are not as lucky to live at Serendipity. To the average resident, this will result in an extra monthly cost of about \$7.50 (based on a monthly bill of \$50). Each resident that participates will receive a Village Green decal and a Renewable Energy Certificate as legal proof of their purchase. We will also have a small sign in the lobby to demonstrate that we're national trendsetters for the green movement.

Of course, the best kilowatt-hour is the one that is never generated. Village Green & Nessel Development would both like to suggest that you take energy efficiency measures in your home to reduce your electricity consumption. Check out our new website for ideas.

Concern for the future of the environment is something that I know we share with many of you. As stewards for future generations (and our own), we can do so much more to preserve the health of our planet, and this is one really great step we can take together. If the whole building joins together on this, we could prevent **1,317 tons of CO<sub>2</sub>** from entering the atmosphere each year – that's equivalent to taking **369 cars off the road!**

To participate in the program, please come by the office or sign the attached lease addendum. Please turn this in to the office by Feb 15<sup>th</sup> and you will be powering your home with renewables in March.

Namaste,

David Danish  
Nessel Development