



HRGreen

# Pathway to Sustainability

- Make progress on your sustainability goals *while generating revenue*
- No increase in taxes
- No administration time from city staff

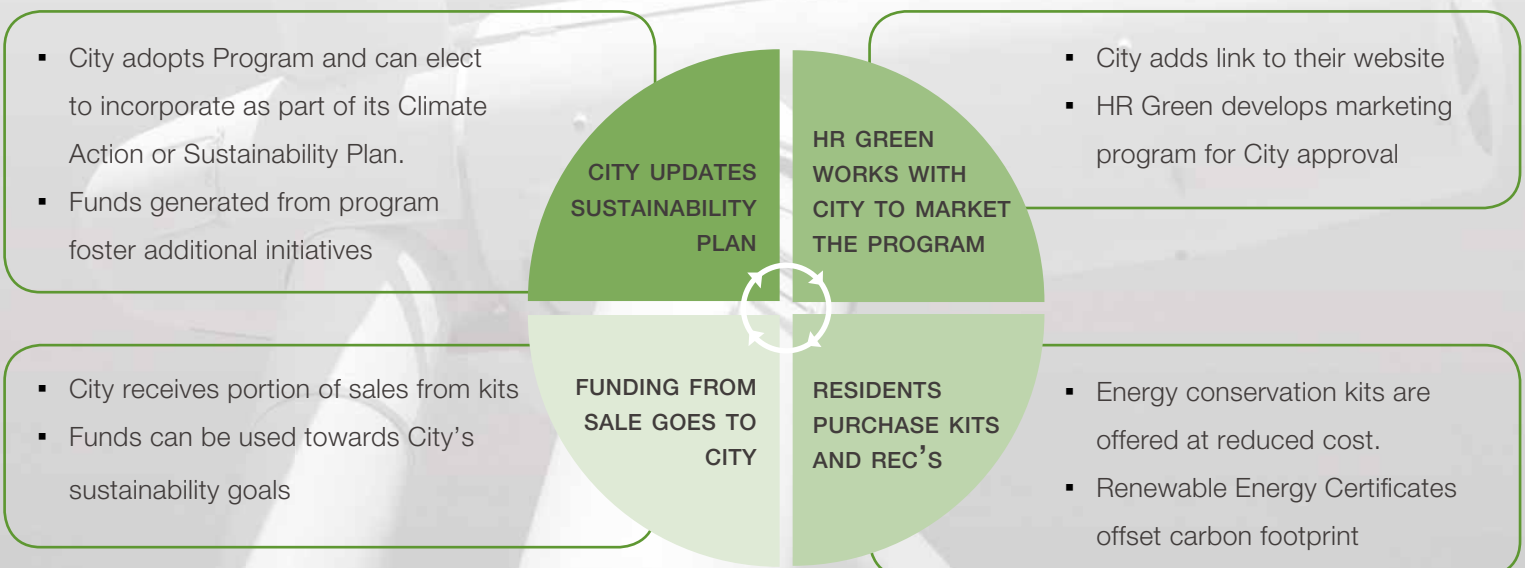
Partner in Sustainability



HR Green and Zero Carbon Alliance are offering local governments a unique opportunity to advance their Sustainability Plans at a time when funding for such programs is incredibly hard to find. Unfortunately, that lack of funding has often required cities and counties to delay many of their sustainable strategies in order to provide basic city services. Our municipal program provides a path forward.

## How does the program work?

Our program allows your residents to purchase products that reduce their energy cost while offsetting their carbon footprint. A portion of the revenue generated by these sales will go to the city where the funds can be used in a manner most beneficial to the municipality. The city could choose to use this funding source to advance priority sustainability strategies or their climate action plan. HR Green will work with the city to post a link to the products on the city's website and develop an educational campaign to make your citizens aware of your initiative. A best practice has been to send announcements to citizens using the city's established network of email, billings, social media and website.



## Products Offered

### Save Up to 30%



ZCA Home Energy Audit Guides

### Saves Up to \$1200



ZCA Residents Utility Conservation Kits

### Starts at \$6.95/month



Renewable Energy Certificates (RECs)

## Typical Phases of the Municipal Program

The standard program has three phases that can be implemented on a schedule desired by the city. The typical approach would be to begin with Phase 1 to generate excitement about the program and begin educating the public on the benefits of the program. The success of the initial launch will build momentum for any subsequent phases the city wishes to implement. Each community has the ability to implement all phases or select phases to build their customized program with each phase being adaptable to local preferences and requirements.

### PHASE I: Direct Market Utility Conservation Program

- Market the Utility Conservation & Offset Products to residents via the municipality's existing communications programs including: website, newsletters, email, mail stuffers, flyers, etc.
- Establish interim voluntary business license/building permit REC carbon offset program

### PHASE II: Adopt Climate Action Plan and Implementation

- Establish mandated Business License & Building Permit requirements for Carbon Footprint Reduction using RECs as an option for GHG and energy reduction offsetting

### PHASE III: Induct local businesses to participate & promote

- The *Green Power Rewards Card* program which provides residents direct discounts on all local store purchases

## What is the benefit to the City?

- Revenue stream can be reinvested back into sustainability programs and practices
- Recognition of progress towards sustainability goals
- Become EPA Green Power Partner
- Easy implementation does not place additional tasks on your staff
- Provide benefit to residents that want to become eco-responsible



## Why would residents be interested?

- Savings in energy costs
- Personal desire to become more energy efficient and reduce carbon footprint
- Support our national goal of energy independence
- Become an eco-responsible citizen



Toll Free **800.728.7805**  
Learn more at [HRGreen.com](http://HRGreen.com)