



Green Power for Municipalities

Canadians care about the environment and respect organizations taking action to address climate change and air pollution. Bullfrog Power, Canada's leading 100 per cent green electricity provider, offers an easy, powerful and affordable way for municipalities to address their constituents' concerns and reduce their impact on the environment.

Why support green electricity?



Conventional electricity generation is a leading industrial source of carbon dioxide—the primary greenhouse gas linked to climate change—as well as other emissions that contribute to poor air quality. Choosing green electricity is an easy way to reduce the environmental impact of your facilities, help to displace the amount of power produced by fossil fuel-based generating stations and stimulate a greater reliance on renewable sources.

Why municipalities are choosing Bullfrog Power

Bullfrog Power provides municipalities with a unique opportunity to reduce their environmental footprint, demonstrate their commitment to the environment and enhance their environmental responsibility record.

Bullfrog Power enables municipalities to:

- **Cause new renewable generation to be built locally** – Together with its customers, Bullfrog is helping to reshape the electricity landscape in Canada by bringing new renewable generation online. A growing number of new wind turbines have been commissioned as a direct result of the demand for green electricity from Bullfrog customers. And, Bullfrog ensures its green power mix includes new renewable power (Type III) and no electricity from old power generation facilities (Type I).
- **Engage in a green initiative supported by environmental leaders** – Choosing a green electricity provider that has earned the respect and support of leading environmental and health groups is important. WWF-Canada, the David Suzuki Foundation, the Pembina Institute, the Asthma Society of Canada and other environmental and health associations have bullfrogpowered their facilities in support of clean, renewable power.
- **Access stakeholder education services** – With Bullfrog Power, municipalities are able to educate staff, citizens and other key stakeholders about green electricity and the importance of supporting the development of new renewable power. Bullfrog's communications services can also help to create awareness that your municipality cares about the environment and is taking meaningful action to reduce its environmental footprint.

the bullfrogpowered™ municipal green index



City Hall and Nathan Phillips Square



Civic Centre



Administrative Centre
Household Hazardous Recycling Depot
Stouffville Pumping Station



You're in Good Company

Town Hall



City Hall



Township Office



Our communications specialists will help educate and engage your stakeholders through community outreach, staff awareness and media engagement initiatives.



**BULLFROGPOWERED LAUNCH
EVENT SUPPORT**



**EMPLOYEE ENGAGEMENT
PROGRAMS**



ONSITE SIGNAGE

Bullfrog's green electricity

- **Locally sourced** – The green power you purchase from Bullfrog is injected onto the provincial or regional grid from which you draw electricity—improving your local air quality and stimulating your regional economy.
- **EcoLogo^M-certified** – Bullfrog's green electricity comes exclusively from wind and hydro facilities that have been certified as low impact under Environment Canada's EcoLogo^M program.
- **Audited** – Bullfrog is voluntarily audited by Deloitte on an annual basis to verify that Bullfrog has retired all emissions credits related to customer contracts (thereby preventing double counting of the environmental benefits), and Bullfrog has secured sufficient inventory from EcoLogo^M-certified generators to fulfill its contracted commitments to customers.

How to get started

Bullfrog's account managers will help you evaluate your portfolio and identify ideal locations to become bullfrogpowered. Some excellent starting points include:

- **Pilot projects** – choose a key location in your municipality such as your city hall, arena or library to host a one-year green power pilot project.
- **LEED projects** – purchasing green power from Bullfrog Power can help your municipality earn points toward LEED certification for its buildings.

It's easy!

Once you've chosen your bullfrogpowered location, greening your power is a breeze. Bullfrog ensures that as much low-impact renewable power is injected onto the electricity grid as your building or facility uses and virtually any facility can be bullfrogpowered, including government spaces that are owned, leased or shared (and not separately metered). No special equipment is required.

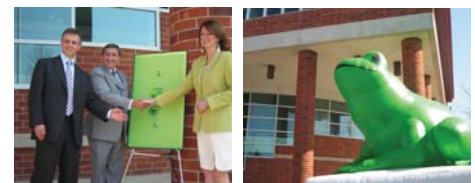
And Bullfrog is able to work alongside your LDC

Becoming bullfrogpowered will not affect your relationship with your local utility company. Bullfrog's green electricity premium is billed separately from your regular electricity costs—and you will continue to support your local utility.



"The City of Mississauga is committed to protecting our environment and acting responsibly. Supporting a green power purchase with Bullfrog Power is a good example of this. We have to work together with all our partners to help keep the environment clean and sustainable for future generations."

Hazel McCallion, Mayor
The City of Mississauga



"York Region is making a significant investment towards energy conservation. York Regional Council is committed to ensuring that The Regional Municipality of York reduces its ecological footprint and increases its environmental stewardship. Our agreement with Bullfrog Power is a significant step towards meeting this goal."

Bill Fisch, Chairman and CEO
The Regional Municipality of York