



September 08, 2008

Measurable
Environmental
Benefits

Initiative-guided
projects

Voluntary
Partnerships

Dear Mayor Leppert, Environmental Protection Agency (EPA) Regional Administrator Greene, and North Central Texas Council of Governments (NCTCOG) Executive Director Eastland,

Environmental improvement is achieved through cooperative action. J. C. Penney Company, Inc. is pleased to partner with the City of Dallas, US EPA, and NCTCOG to work towards implementing sustainable practices that help improve Dallas' air quality. Through the Dallas Sustainable Skylines Initiative, JCPenney pledges to support one or more of the following project categories:

- Enhancing central city livability
Brief project description:
Proposed measurement of results:
- Promoting green buildings and developments
Brief project description: Construct 1st LEED Certified new store in Fairview, TX
Proposed measurement of results: Scheduled opening date July 2009
- Implementing and promoting renewable energy/energy efficiency
Brief project description: Sponsor EPA Energy Star home at the Plano Balloon Festival; Commit JC Penney Energy Team Associates to participate in outreach activities and in DISD Education Effort (i.e. conservation, sustainability, and resultant environmental benefits); Implement demand side projects at selected DFW area stores; Expand associate education and awareness programs via JCPenney's Earth Day Fair, Monthly Utility Mania, and Energy Center Web tool.
Proposed measurement of results: TBD
- Reducing emissions from stationary and area sources
Brief project description:
Proposed measurement of results:
- Reducing air emissions from off-road equipment
Brief project description:
Proposed measurement of results:

As members of the Dallas community, we recognize our responsibility to be good environmental stewards and manage our environmental impacts in a way that provides for a sustainable future. We look forward to building a sustainable Dallas with you.

Sincerely,

Robert Keller

Rob Keller, P.E.
J. C. Penney Company, Inc.

The **Dallas Sustainable Skylines Initiative** is a joint effort with the primary goal of implementing sustainable practices to help improve Dallas' air quality. Through Initiative-guided voluntary projects, the Initiative aims to achieve measurable environmental benefits--particularly the reduction of air emissions, but also the significant improvement of water and land quality--while simultaneously contributing to the vitality of the Dallas economy and the quality of life of Dallas' citizens. In the longer term, the Initiative aims to create a successful and reproducible program that serves as a model for other cities.