



October 5, 2007

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. KDFW FOX 4 and kdfi 27 are 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, KDFW FOX 4 and kdfi 27 pledge to support one or more of the following project categories:

- Enhancing central city livability
- Promoting green buildings and developments
- Implementing and promoting renewable energy/energy efficiency**

Brief project description:

FOX 4 ENERGY TREASURE HUNT at State Fair Of Texas

Proposed measurement of results:

Working with committee to develop a special day-long event at the Nature center inside Fair Park. Visitors to the State Fair will travel through the area collecting clues and facts about energy conservation from station and city volunteers. Completed journeys eligible to win an energy-efficient set of bikes. We will also be reaching out to energy-minded sponsors to participate through demonstrations and giveaways. We are planning for October 8th, one of the most attended days of the Fair. This outreach will be supported by on-air promotion and news coverage, and we hope will be the first of many joint projects that would touch all five of the Sustainable Skylines goals.

- Reducing emissions from stationary and area sources
- Reducing air emissions from off-road equipment

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,

Kathy Saunders
VP/General Manager
KDFW FOX 4 / kdfi 27
Dallas-Fort Worth

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.

Measurable Environmental Benefits

Initiative-guided projects

Voluntary Partnerships

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