

Green Power Switch® News

www.greenpowerswitch.com

WINTER 2011

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TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power — electricity that's generated by clean, renewable resources like solar, wind and methane gas — to Valley consumers. Green Power Switch is a TVA Renewable Energy Initiative.



From left: Jennifer Martin, executive director of the Center for Resource Solutions (CRS), Reagan Richmond, Southern Alliance for Clean Energy (SACE) campus programs manager, Reggie Miller, SACE TN Valley campus program coordinator, Jenny Wright, Green Power Switch product manager, and Karl Rábago, VP, Distributed Energy Services, Austin Energy and chairman of CRS board of directors

TVA Campus Outreach Program Receives National Award

The Tennessee Valley Campus Outreach Program was recently awarded the Best Green Power Education Outreach Program Award at the 2011 Renewable Energy Markets conference. The award recognizes effective and unique outreach programs focusing on green power education. The Campus Outreach Program earned the award for coordinating student-organized and led policy initiatives on campuses throughout the TVA region and in collaboration with the Southern Alliance for Clean Energy (SACE).

Through the program, students establish clean energy funds (commonly called "green fees"), which are generally either tuition increases or funds set aside by the campus administration. These funds are used in four ways: the

purchase of green power from Green Power Switch, onsite generation of renewable energy, energy efficiency upgrades, and conservation education initiatives. Through student summits and conferences, the program has also trained more than 700 students in leadership skills to develop the next generation of environmental leaders. Many students carry the skills they develop in the program into their careers. Student leaders have graduated to become green power advocates working in jobs ranging from Green Workforce Development for the state of Tennessee to Clean Energy Campaigners in California.

Many of our readers have been impacted by this important program. Please write to us at greenpowerswitch@tva.gov to share your story.

Green Power Switch Redesign Update

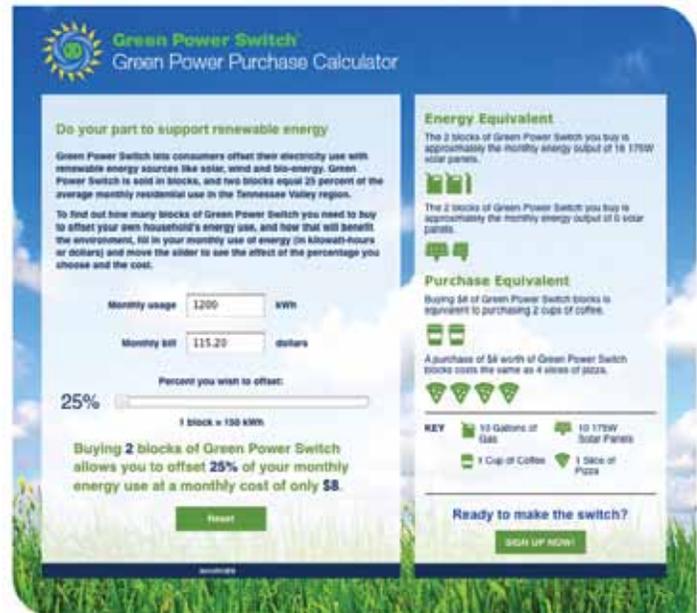
In the Winter 2010 newsletter the Green Power Switch team shared that we were looking for ways to improve the program. Green Power Switch celebrated its 10-year anniversary in 2010 and we thought it was a good time to step back and consider ways to reenergize and redesign the program.

To start that effort, we called or emailed several hundred Green Power Switch customers last winter to see what you really think. THANK YOU to the 400 individuals who participated in the survey! We thought you might be interested in some of the findings:

- 88 percent of existing customers were fairly satisfied with Green Power Switch, and 91 percent would definitely or probably recommend Green Power Switch to others.
 - When asked why you participate, you most commonly mentioned the importance of environmental considerations such as preserving the environment for future generations (96 percent) and protecting the environment (95 percent).
- While 35 percent of respondents like to buy a 'block' of a set amount of renewable energy, 55 percent said they would prefer to be able to match their purchase to their energy use.
- When asked which renewable energy resource they prefer, customers generally liked solar the most (96 percent), followed by wind (89 percent) and hydropower (73 percent). About two-thirds of participants liked the idea of collecting methane gas from landfills and wastewater treatment.

Since the results of this survey seem to indicate that Green Power Switch customers are generally satisfied, we don't plan to make any major changes. We do plan to test some alternative program options and improve the way we communicate the program to existing customers.

If you haven't found it yet, I want to encourage you to visit the green power calculator we added to our website. This is intended to help those of you who wish to match, or offset, a certain amount



of your energy use with green energy to calculate how many blocks you should be buying (www.greenpowerswitch.com/calculator). To get more personalized results, you'll need to know your average monthly utility usage, which is available on your electric bill. Keep in mind that purchasing Green Power Switch does not mean your light bulbs will glow a little greener, but it does mean that you have the satisfaction of knowing your purchase supports 150 (or more) kilowatt-hours of green energy on the regional grid.

I am eager to hear your feedback on both the program and the newsletter. Please drop us a line at greenpowerswitch@tva.com with your thoughts. Your message will be read!

Jenny Wright
Green Power Switch Product Manager

Local Power Distributors Nationally Recognized for Solar Power Growth

Green Power Switch and Generation Partners have worked hand-in-hand to promote the growth of small-scale renewable projects in the TVA region, with Green Power Switch revenues contributing to the growth of Generation Partners. Together these programs have provided customers with a low-cost renewable option and given a boost to the market for local renewable power.

Neither program would have been possible without the hard work and dedication of the many regional power distributors who work with TVA to make these programs available. Over the past

couple of years, the burden on these distributors has been great, but it has paid off. The Solar Electric Power Association (SEPA) has recognized several Tennessee Valley power distributors as top providers of solar power in the region and in the nation. Please join the Green Power Switch program team in celebrating the success of these companies.

- Knoxville Utilities Board (KUB) was ranked fourth regionally for watts per customer and seventh regionally for total solar megawatts added in 2010 by their customers in Generation Partners.

- Nashville Electric Service (NES) was ranked tenth in the region for total solar megawatts added in 2010 by their customers.
- Middle Tennessee Electric Membership Corporation, Tri-State Electric Membership Corporation, and North Georgia Electric Membership Corporation all ranked in the top ten nationally for total megawatts added in 2010 by co-ops.

Congratulations to these remarkable companies, and let's keep moving together towards a greener Tennessee Valley!

GENERATION UPDATE
March 2011 – September 2011



Solar Power
109,898 kWh



Wind Power
25,372,784 kWh



Biomass
19,994,042 kWh



Generation Partners
5,672,396 kWh



Program to Date
653,340,820 kWh

To learn more about our generation sites and to find the one nearest you, please visit www.greenpowerswitch.com.

PARTICIPATION UPDATE
AS OF SEPTEMBER 2011

47,857 | Total number of green power blocks subscribed

10,941 | Number of residential customers subscribing

2 | Average number of green power blocks per residential customer

528 | Number of business customers subscribing



COMMENTS OR SUGGESTIONS

Let us hear from you!
We'd like your suggestions for articles for the newsletter. Email your comments to greenpowerswitch@tva.com, or write to Green Power Switch, 1101 Market Street, MR 3M, Chattanooga, TN 37402-2881.

Groundbreaking News for Green Power Switch

October was an exciting month for Green Power Switch! We added two new solar sites to the Green Power Switch portfolio – one in Huntsville, Ala., and the other in Dyer, Tenn.

The Huntsville Botanical Garden (HBG) is now the host of a brand new 23-kilowatt solar installation. The installation is a single canopy that will provide cover for a variety of events at the Botanical Garden. Ninety-six 240-watt SolarWorld monocrystalline panels generate power at the site. This system was installed by Total Quality Environmental of Cookeville, Tenn. It is capable of generating approximately 30,000 kilowatt-hours of renewable energy annually, which is the equivalent of taking five cars off the road each year or planting 530 trees in a year!

Gibson County High School in Dyer, Tenn.,

is the new home of a 19.7-kilowatt solar installation. Eighty-four 235-watt Sharp panels are installed on six individual canopies behind the high school. The installation was completed by Choice Solar and Geothermal Solutions out of Nashville, Tenn. This project will generate about 24,000 kilowatt-hours of renewable energy annually. That is the environmental equivalent of taking 3.2 cars off the road each year or planting 424 seedlings a year!

These two new sites bring the total number of Green Power Switch solar installations to 16 (visit: www.greenpowerswitch.com to find the site nearest you).



Above: This completed solar site at Huntsville Botanical Garden helps meet TVA's vision of cleaner and low-cost power.

Left: Groundbreaking at the solar site at Huntsville Botanical Garden. From left, Harvey Cotten, vice president and chief horticulturist, HBG; Jill Glenn, project manager, End-Use Generation, TVA; Niki Sothers, director of horticulture, HBG; and Paula Steigerwald, president/CEO, HBG

Calling All Electric Vehicle Owners!

There has been a growing interest in electric vehicles (EVs) in the Southeast and across the nation. With gasoline prices creeping up, ongoing concern about protecting the environment, and the overall “wow” factor of the latest technology, customers are more interested than ever in electric cars.

Car manufacturers have taken notice and have increased investment in the development and promotion of electric vehicles. You may have seen the ad during the last Super Bowl for the Chevy Volt, or heard that the Nissan plant in Smyrna, Tenn., is going to manufacture the Leaf electric vehicle. Or if you are a car fanatic, you may covet the Tesla Roadster, which does zero to 60 in 3.7 seconds and never needs to stop at a gas station.

Perhaps you already own an EV, or are considering one for your next car purchase. If so, we want you to consider Green Power Switch for your fuel supply. While electric vehicles do not have tailpipe emissions, they are only as clean as the source of electricity that fuels them. To have a completely “clean” electric vehicle, the owner will want to charge the car with renewable energy. That can be done easily by participating in Green Power Switch.

According to edmunds.com, driving a Nissan Leaf 15,000 miles – the average distance a car is driven each year in the U.S. – will consume 5,100 kilowatt-hours of electricity.



James Ellis, Senior Manager of Transportation and Infrastructure, with several of the plug-in electric vehicles (PEVs) that TVA and EPRI are using to evaluate the impacts of PEVs on power delivery systems.

That's 425 kWh per month, which is about three blocks of Green Power Switch at 150 kWh per block. Each block is just \$4 extra on your monthly electricity bill, so for only \$12 a month you can make your EV a clean and green machine. You can tell your friends not only about your ability to fly by gas stations, but that your car is run on 100

percent renewable energy!

If you own an EV and participate in Green Power Switch, we want to put the spotlight on you in a Green Power Switch News feature. Please contact us at greenpowerswitch@tva.gov so that we can share your story!

TVA Board Approves ‘Green Power Providers’ as Long-Term Renewable Energy Incentive Program

Building upon the success and lessons learned from TVA's Generation Partners pilot, the TVA board of directors in November approved “Green Power Providers,” a new renewable energy incentive program that will bring long-term sustainability to the growth of small-scale renewable energy in the Tennessee Valley.

The new program's key features include 20-year contract terms, and a fixed price premium for the first 10 years of the contract. With a maximum project size of 50 kilowatts, Green Power Providers will serve as the long-term replacement for the Generation Partners pilot.

Since Green Power Providers, like the Generation Partners pilot before it, is funded by revenues from Green Power Switch, the new program's smaller project size will enable TVA to better balance green power revenues with the costs of Green Power Providers.

The result will be a program that supports TVA's vision of becoming

one of the nation's leaders in cleaner and lower-cost energy, while encouraging small- to mid-size renewable energy projects in the TVA service area. It will also bring stability by ensuring that the growth of small-scale renewable energy in the region is supported by consumer demand for renewable energy.

Solar, wind, biomass and hydro projects are eligible for the new program. TVA expects the new program to be available for distributors' consideration by April 1, 2012, and will continue to accept new applications under the existing Generation Partners pilot through the transition.

Participants will be paid an initial incentive of \$1,000 to offset installation costs. Contract terms for Green Power Providers are 20 years and include a price premium during the first ten years of the contract. Existing Generation Partners pilot participants may qualify for a 10-year contract extension to be paid at regular retail prices.

Conference Helps Attendees Turn Solar Concepts Into Concrete Solutions

As part of TVA's vision to provide cleaner energy to the Valley, TVA and the Tennessee Solar Institute co-hosted the Tennessee Valley Solar Solutions Conference and Exhibit in Nashville on August 9 and 10.

The conference promoted collaboration and cooperation within the solar industry by bringing together developers, investors, academicians, technologists, manufacturers, distributors of electricity and political leaders.

Over 450 conference attendees heard from 45 national and regional speakers on themes that ranged from solar job growth and economic development to venture capital investment and technological innovations to energy policy. More than 50 exhibitors displayed their products and services as well.

The conference included a focus on the economic challenges and opportunities of solar growth. Anda Ray, TVA senior vice president of Environment & Technology,

provided welcoming remarks for conference participants. She used the analogy of a chick hatching out of its shell and the hard, persistent pecking required to break through the shell. Ray said the growth of the solar industry today is analogous to the chick's "peck, peck, peck" stage – where hard work is beginning to make a difference and move solar power closer to its emergence as a viable generation option.

The first Solar Solutions Conference was so successful a second one is already being planned for Memphis in April 2012. To access presentations from the Nashville conference and learn more about the one being planned for Memphis, please visit www.tnsolarsolutions.org.

TVA Launches 'Solar Solutions Initiative' to Support Tennessee Valley Solar Generation Industry

To extend its support for mid-size solar energy generation in the Tennessee Valley (50 kilowatts to 1 megawatt), TVA is launching an innovative pilot program that provides additional incentives for new solar participants in TVA's Renewable Standard Offer program.

Called the Solar Solutions Initiative, the new program was designed to recognize the contributions of the Tennessee Valley's solar industry by providing additional incentive payments for mid-size solar projects that use local installers and solar panels manufactured in the Tennessee Valley.

The additional incentive payments are aimed at supporting the region's growing solar economy by spurring new capital investments and job growth. To date, approximately 1,900 full-time manufacturing positions are supported in the Tennessee Valley by the renewable energy sector. TVA projects the two-year pilot, which will support projects totaling no more than 20 megawatts of solar capacity, could help create more than \$80 million of new capital investment in the region and help attract and retain hundreds of jobs.

The two-year pilot program will serve as an additional layer of incentive to TVA's Renewable Standard Offer program, which supports solar projects between 50 kilowatts and 20 megawatts.

To participate in the program, projects must qualify for the Renewable Standard Offer program, be entirely comprised of solar panels manufactured or assembled in the Tennessee Valley region, and be constructed and installed by a certified contractor with a locally-based company. Nameplate capacity of eligible projects must be between 50 and 1,000 kilowatts.



Anda Ray, TVA Environment & Technology senior vice president, addresses the conference. On the left is Lisa Frantz, managing director of Renewable Energy for Navigant.

TVA & Coca-Cola Partner to Live Positively

This past summer, TVA's Green Power Switch, Coca-Cola, and other companies teamed up at Dollywood's Splash Country and Dollywood Amusement Park in Pigeon Forge, Tenn., to draw awareness to local environmental organizations through the Live Positively Eco-Awareness Fair.

Coca-Cola's Live Positively Campaign is a global effort to promote eco-awareness through recycling programs, community efforts, healthy living, and sustainability projects. Each company set up a booth with fun environmental facts and trivia to educate the guests of the parks on ecology and the environment. Most of the trivia questions were geared toward young people, although adults were invited to join in the fun as well. When participants answered questions at each booth, a validation card was punched; when they had visited all the booths, they received an environmentally friendly prize provided by Coca-Cola.



TVA's Louis the Lightning Bug with Evie, who works with America the Beautiful to clean up litter

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