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Green Power Switch is a renewable energy initiative that offers consumers in the Tennessee Valley a choice in the type of power they buy. 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 cleaner, renewable resources like solar, wind, and methane gas—to Valley consumers.

Green Power Switch is sold to residential consumers in 150-kilowatt-hour blocks (about 12 percent of a typical household's monthly energy use). Each block adds \$4 to the customer's monthly power bill.

For more information, visit www.greenpowerswitch.com



Green Power Switch®

University of Mississippi Intramural Fields Capture Solar Energy



New renewable energy source on Ole Miss intramural field is unveiled. (Photo by Robert Jordan, University of Mississippi.)

The intramural fields that promote healthy living and friendly competition among the University of Mississippi student body are now also a source of solar energy. A canopy of solar electric cells, which doubles as a source of shade for intramural spectators, was completed in September and generates up to 30 kilowatts of electricity—enough to supply up to four homes a day.

“This program demonstrates how TVA,

power distributors and the environmental community can work together to find ways to use renewable energy sources to produce electricity,” said TVA Chairman Glenn McCullough, Jr.

According to Oxford Mayor Richard Howorth, the city is “proud to partner with the University of Mississippi and TVA to promote green power.”

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Green Power Switch Receives 2002 National Award

Green Power Switch was recently honored with a 2002 Federal Energy and Water Management Award. This award from the Department of Energy and the Federal Interagency Energy Policy Committee recognizes Green Power Switch for its outstanding contribution to expanding renewable energy.

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Win a T-shirt by sending us your comments and suggestions! Let us hear from you!

Green Power Switch News

is interested in knowing what you'd like to read in future issues of our quarterly newsletter. Please write to us at the address below or send an e-mail message with your mailing address included to greenpowerswitch@tva.com. When you send us a story, we'll send you an official Green Power Switch T-shirt.

If you would like to help us save paper by reading this newsletter online (it's available on the Web at www.greenpowerswitch.com), we'll be happy to notify you when future issues are published.

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—Gary Harris
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Fields Capture Solar Energy

Electricity generated by the solar modules goes into the City of Oxford Electric Department and Northeast Mississippi Electric Power Association, the two local power distributors in Mississippi that currently offer Green Power Switch to their customers. "Northeast Mississippi Electric Power Association is excited about having a local generating source for Green Power Switch," said NMEPA General Manager Robert Collier.

Photovoltaic systems, like the one at Ole Miss, use modules to convert sunlight directly into electricity. The photovoltaic cells can be mounted in the form of flat panels on rooftops or canopies, or integrated into roofing shingles and other building materials.

Green Power Switch Undergoes A Successful First Audit

Green Power Switch continues to lead the Southeast in high quality green pricing options. A recent verification audit conducted by the non-profit Center for Resource Solutions (CRS) confirms that Green Power Switch is in compliance with a series of stringent environmental and customer protection criteria, including the use of "new" renewable resources.

Green Power Switch is recognized for developing new renewables specifically to meet customer demand. The audit reviewed Green Power Switch sales for calendar years 2000 and 2001, which showed steady growth. Green Power Switch has had even higher numbers for 2002 based on an increasing base of participants this year, with the promise of bringing even more renewable energy facilities online in the near future. The verification audit revealed that more than 4,800 residential and non-residential consumers had chosen green power by the end of 2001, and to date that number has grown to more than 6,000 participants.

"This program is the first large scale, and most aggressive, green power pricing program in the South. With accreditation,



From left to right: Oxford Mayor Richard Howorth, University of Mississippi Chancellor Robert Khayat, TVA Chairman Glenn McCullough, Jr., Northeast Mississippi Electric Power Association General Manager Robert Collier and U.S. Congressman Roger Wicker. (Photo by Robert Jordan.)

we help build consumer confidence and increase customer participation in this important effort," said Stephen Smith, Executive Director of the Southern Alliance for Clean Energy.

The audit reviews contracts, invoices and metering data to verify that the quantity and type of renewable resources sold met consumer demand, and that strict consumer protection requirements were met. The Center for Resource Solutions also biannually reviews all Green Power Switch marketing materials, like *Green Power Switch News*.

The accreditation process has united environmental groups—such as the Southern Alliance for Clean Energy and the Tennessee Environmental Council—with local power distributors around green power standards and criteria.

CRS administers national and international programs that preserve and protect the environment through the design of innovative strategies and increased utilization of sustainable technologies. For more information go to www.resource-solutions.org.

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2002 National Award

This past October, Gary Harris, Green Power Switch program manager, accepted the award in Washington, D.C. "I'm proud to accept this award on behalf of Green Power Switch. People are excited about this program. They know it's good for their communities, good for the earth. It gives people a chance to make a difference."

"TVA is honored to receive a Federal Energy and Water Management Award," said TVA Director Skila Harris. "The success of Green Power Switch is a result of the outstanding support it receives from distributors of TVA power and from the people of the Tennessee Valley who have made the choice to buy electricity generated from renewable sources."

Green Power Switch was one of the select few federal programs recognized at the awards banquet for outstanding energy and conservation efforts, as mandated by the Federal Policy Act of 1992 and executive orders during 2001.



Louie the Lightning Bug, pictured above, was a special guest at Clarksville Electricity Department's (CDE) 12th Annual Electric EXPO. Louie teaches children to play it safe around electricity. Green Power Switch was also present at the event where local customers were taught about the environmental benefits of renewable energy.



Greg Daniels, Project Manager, Customer Service, TVA, pictured above, shows off the Daniels' "Green Power Switch garden." At the beginning of last summer, Greg and Jeanette Daniels planted two Green Power Switch seed packets that they received earlier in the year at a promotional event. As you can see, the flowers grew almost 6 feet tall and took over half of their butterfly garden patch. The seed packets contained red and white zinnias and blue bachelor buttons. Greg thinks the horse manure his wife used to prepare the patch may have had an impact.

Generation update

Solar power sites

Generation August 1 - October 31

Cumberland Science Museum	7,998 kWh
Dollywood Tram C	2,836 kWh
Dollywood Tram D/E	3,250 kWh
Gibson County High School	4,159 kWh
Ijams Nature Center	5,086 kWh
Cocke County High School	3,157 kWh
Duffield-Pattonsville Elementary School	3,200 kWh
Sci-Quest/North Alabama Science Center	8,484 kWh
American Museum of Science & Energy	4,717 kWh
Lovers Lane Soccer Complex	11,120 kWh
Finley Stadium	25,318 kWh
Oak Ridge National Laboratories	2,227 kWh
Florence Water Treatment Facility	6,497 kWh
University of Mississippi Intramural Fields	3,300 kWh
Total solar generation	91,349 kWh

Wind power site

Generation August 1 - October 31

Buffalo Mountain Wind Park	584,670 kWh
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Methane gas sites

Generation August 1 - October 31

Middle Point Landfill Gas Facility	3,216,944 kWh
Allen Fossil Plant Methane Facility	3,306,697 kWh

Participation update

Total number of green power blocks subscribed:	19,293
Number of green power blocks subscribed from August 1 to October 31, 2002:	432
Number of residential customers subscribing:	5,905
Average number of green power blocks per residential customer:	1.7
Number of business customers subscribing:	302 business customers purchasing 8,620 blocks*

*For a list of participating business customers please visit www.greenpowerswitch.com.

Florence Water Treatment Facility Dedicated

The Florence Water Treatment Facility is the most recent Green Power Switch solar generation to have been dedicated. The facility generates the newest source of renewable energy available to customers of four Shoals area utilities—The City of Florence Utilities, Muscle Shoals Electric Board, Sheffield Utilities and Tuscumbia Electric Department.

A canopy of solar electric cells began producing electricity at the city facility in late summer. The solar array generates up to 30 kilowatts of electricity a year using 216 photovoltaic modules mounted on a canopy in the parking lot. The canopy is 121 feet, 7 inches long and 24 feet, 8 inches wide, with a lower height of 10 feet.

“The Florence solar site joins a network of 13 others around the Tennessee Valley that are turning sunlight into clean, renewable energy for the people of the Shoals and the entire region,” TVA Chairman Glenn McCullough, Jr. said.

In November, Chairman McCullough and representatives from Florence Utilities, Sheffield Utilities,

Muscle Shoals Electric Board and the Tuscumbia Electric Department participated in a dedication ceremony at the solar generation site.



TVA Chairman Glenn McCullough, Jr., Richard Morrissey, Manager, Florence Electricity Department, David Thornton, Manager, Tuscumbia Electric Department, Rex Bureson, Chairman, Colbert County Commission, Jack Hilliard, General Manager of Florence Utilities, Forrest Wright, Executive Director, Shoals Economic Development Authority, Mayor David Bradford, The City of Muscle Shoals, Kurt Williams, TVA Public Power Institute, Samuel McEloroy, Member of the Sheffield Utilities Board, Harvey Casiday, Member of the Sheffield Utilities Board

www.greenpowerswitch.com

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