



Green Power Switch Demand Exceeds Expectations

[Return to previous page](#)

April 23, 2001

Demand for Green Power Switch, a renewable energy option that gives consumers the opportunity of choosing electricity generated by the sun, wind, and landfill gas, exceeded expectations during a yearlong market test in the Tennessee Valley.

TVA, distributors of TVA power participating in the program, and the environmental community now are working to help the supply catch up with demand. "This program has clearly demonstrated strong consumer interest in supporting renewable energy to produce electricity," said TVA Senior Vice President of Marketing Jim Keiffer. "We plan to have additional generation this summer to meet the higher-than-expected demand when we begin operating a landfill gas facility."

TVA also is evaluating the possibility of adding more solar and landfill generation sites in the Valley, as well as the possibility of another 20 megawatts of wind generation capacity in 2003 or 2004.

During the first 11 months of Green Power Switch, 3,260 residential customers signed up for 5,683 blocks of green power per month, and 150 business and commercial customers signed up for 4,931 blocks per month. "We expected to sign up about 9,000 blocks per month in the first year," Keiffer said.

The program was launched on Earth Day 2000, April 22, with plans to build 11 solar facilities, a wind farm, and a landfill gas generation facility. Eight solar sites are operating, and the wind turbines began operation in November on Buffalo Mountain near Oliver Springs, Tennessee. The landfill gas generation was delayed past its planned start-up in December.

"Our production grows stronger every month," said TVA's Green Power Switch Program Manager, Gary Harris. "When the landfill gas generation comes online this summer, we will have a total of about 5 megawatts of Green Power Switch generation."

Twelve distributors of TVA power currently offer Green Power

Switch to their customers and will continue to participate in the program as it moves into its second year. Additional distributors will be able to offer Green Power Switch as the supply grows, Keiffer said.

TVA is the nation's largest public power producer, and its power system is self-financed. TVA provides power to large industries and 158 power distributors that serve about eight million consumers in seven southeastern states.

Media Contact:

Craig Beasley, Huntsville, Ala. (256-430-4827) or TVA Media Relations, Knoxville (865-632-6000)

[▲ top of page](#)



[Contact Us](#) | [Search](#) | [Legal Notices](#) | [Privacy Policy](#) | [Employment](#) | [FOIA](#)
[TVA Home](#) | [About TVA](#) | [Power](#) | [Environment](#) | [Rivers](#) | [Economic Development](#) | [Investors](#) | [News](#)