



# Energy

## APPENDIX A Green-e Energy Certification Application Form

Date: 12/28/2011

Product Name: Green Power Switch Southeastern RECs

Marketer/Utility Name: Tennessee Valley Authority

NERC Region where customers are served (for Competitive Electricity and Green Pricing): SERC

**PLEASE NOTE:** This form may be used for Renewable Energy Certificate (REC) Certification, Competitive Electricity Certification, and Green Pricing Certification. Please indicate which type(s) of certification you are applying for:

### REC Marketer Certification

Single Mix (check all that apply)

- Residential  
 Commercial  
 Wholesale

Multiple Mix (check all that apply)

- Commercial  
 Wholesale

### REC Broker Certification

Multiple Mix only (check all that apply)

- Commercial  
 Wholesale

### Competitive Electricity Certification

Single Mix (check all that apply)

- Residential  
 Commercial  
 Wholesale

Multiple Mix (check all that apply)

- Commercial  
 Wholesale

### Green Pricing Certification

Single Mix only (check all that apply)

- Residential  
X Commercial

**Directions:** If you are applying for Multiple Mix Competitive Electricity and Multiple Mix REC Products, please refer to Section 1. If you are applying for Single Mix Competitive Electricity and Single Mix REC Products, please complete Section 2. If you are applying for Green Pricing Certification, please complete Section 3.

### All Applicants

**Primary Contact Information**

<b>Marketer/Broker/Utility Name: Tennessee Valley Authority</b>	<b>Subsidiary of:</b> n/a
Main Contact Person: Jenny Wright Product Manager, Green Power Switch	Address: MR 3M-C
Phone: 423-751-3046	1101 Market Street
Fax: 423-751-2818	Chattanooga, TN 37402
E-mail:jlwrigh0@tva.gov	Website address: www.greenpowerswitch.com

**Additional Contact Information** (if different from above contact information)

PMAC/UGPAC Contact <sup>1</sup> :	
E-mail:	Phone:
Verification Contact:	
E-mail:	Phone:
Communications/Marketing Contact:	
E-mail:	Phone:
Contact for Green-e Marketplace Information <sup>2</sup> :	
Email:	Phone:

**Section 1: Multiple Mix REC (Marketers and Brokers) and Multiple Mix Electricity Products**

Applicants applying for Multiple Mix REC and Multiple Mix Electricity Products do not need to submit a Product Content Label at this time. However, it is necessary to disclose to customers the resources in your product with percentages and geographic disclosure as referenced in *Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements*.

Please attach a brief description of the marketing plan for Product:

**Section 2: Single Mix REC and Single Mix Competitive Electricity Products**

Please include a completed copy of the Product Content Label and Price, Terms and Conditions<sup>3</sup> you will be providing to prospective customers for CRS review and approval.

Sample Product Content Labels for Competitive Electricity Products are included in Table 1 and Table 2 of *Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements (Appendix B)*. A sample Product Content Label for REC Products is included in Table 3 of *Appendix B*. Do not write on

<sup>1</sup> Power Marketers Advisory Committee/Utility Green Pricing Advisory Committee. To learn more about PMAC and UGPAC, see [http://www.green-e.org/about\\_who\\_gov\\_ac.shtml](http://www.green-e.org/about_who_gov_ac.shtml)

<sup>2</sup> This will often be the individual who acts as the main client relations contact for large commercial purchasers. To learn more about Green-e Marketplace, see <http://www.green-e.org/marketplace> or contact a Green-e staff member.

<sup>3</sup> Price, Terms and Conditions documents will only need to be provided for residential products.

these product content templates. Copy them to your computer and add the information reflecting your product and company. Contact Green-e Energy staff if you would like assistance preparing these documents.

Additional information on Price, Terms and Conditions is found in Section VII.E of *Appendix B*. For your reference, included in this section of *Appendix B* is Table 4: Sample Price, Terms and Conditions.

Please attach a brief description of the marketing plan for Product:

*See Attachment 1*

### **Section 3: Green Pricing Certification**

Companies offering Green Pricing product must submit the materials required below, which will be shared with stakeholders in the state(s) served by the utility for a 21-day comment period followed by a 10-day review and comment period by the Green-e Governance Board. Stakeholders will be notified by email of a 21-day comment period. Stakeholders include utilities, regulators, renewable energy advocates, and consumer and environmental protection interests who support the creation of green pricing programs by utilities in the relevant state(s). Any interested stakeholder is welcome to comment, and Green-e Energy will encourage stakeholders to circulate the information to any other interested parties for comment. These submitted application materials will also be posted on the Certification section of the Green-e website ([http://www.green-e.org/getcert\\_re\\_cert.shtml](http://www.green-e.org/getcert_re_cert.shtml)). During and after the stakeholder comment period, you will be given the opportunity to respond to any stakeholder comments.

Certification will be subject to the approval of the Green-e Governance Board. After the 21-day stakeholder comment period, Green-e Energy staff will forward your application materials, any stakeholder comments and your responses to those comments (if any) to the Green-e Governance Board. The Green-e Governance Board will have ten days to reply. If no Board comments are received during that time, the item is deemed approved. If issues are raised by the Board during that time, this may trigger a meeting of the Green Pricing Subcommittee to resolve them, after which Green-e Energy will re-submit the issue by email to the Board as a consent item.

### **Program Information**

1. Please attach a brief (1-2 page maximum) program summary indicating how the Green Pricing Program meets the Green-e Energy criteria.

*See Attachment 2*

2. Customer enrollment toll free number: 866-673-4340

3. Please indicate the price of the product per kWh: \$.003/kWh

4. The product will be sold in:

- blocks of \_\_\_\_\_ kWh per month
- percent of the customer's monthly energy use
- X other (please describe below)

*MWh: minimum 2,000 per year*

5. Please attach a sample of the Price, Terms and Conditions you will provide to customers regarding the proposed Green-e Energy certified product.<sup>1</sup>

*See Attachment 3*

6. This tariff has received regulatory approval (if applicable):  yes  no X not applicable

---

<sup>1</sup> For more information on the requirements of the Price, Terms and Conditions, please see *Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements*.

TVA is a self-funding, independent federal agency. The TVA Board is the final decision-maker. The Board Members are appointed by the President and confirmed by Congress. There is no other, external oversight authority.

## Marketing Plan

7. Number of meters that utility serves that will have access to this product: *Around 66,000 commercial electricity customers in the 6 distributor regions initially offering the pilot.*

8. Please list the states where product will be marketed as "Green-e Energy Certified": TN, KY, VA

9. Please attach a brief description of the marketing plan for Product:

*See Attachment 1*

10. Will product utilize the hub and spoke certification model, as outlined in Section V.E. of the Green-e Energy National Standard?    X Yes  No

If you selected "yes" above, please attach a list of the participating spoke utilities along with appropriate contact information for each spoke. Please notify Green-e Energy staff of any change(s) to this list of spokes within 30 days of the change(s) being made.

*As a pilot program, only six distributors of TVA power will participate initially; more may be added in the first half of 2012.*

### Distributor

*Knoxville Utilities Board  
Bowling Green Municipal Utilities  
Lenoir City Utilities Board  
Oak Ridge Electric Department  
Chattanooga Electric Power Board  
Bristol Virginia Utilities*

### Contact

*Steve Noe, [steve.noe@kub.org](mailto:steve.noe@kub.org)  
Miles McDaniel, [mmcdaniel@bgmu.com](mailto:mmcdaniel@bgmu.com)  
Jinni Redmond, [jredmond@lcub1.com](mailto:jredmond@lcub1.com)  
Jack Suggs, [jsuggs@corn.org](mailto:jsuggs@corn.org)  
David Wade, [wadejd@epb.net](mailto:wadejd@epb.net)  
Brian Bolling, [bbolling@bvub.com](mailto:bbolling@bvub.com)*

*If the decision is made to expand the pilot (depending on customer response and distributor satisfaction), more distributors will be added to this list.*

## Product Content

11. Please attach a description of the facility(ies) that you expect will be used to supply Green Power Switch Southeastern RECs including, at a minimum, the facility location(s), date(s) the facility came on-line, type(s) of facility, and fuel source used (if applicable):

*Green Power Switch Southeastern RECs will be supplied primarily (~99.1%) by TVA-contracted RECs from Green-e eligible facilities located within the SERC region. Initially and probably for the entire pilot period, they will be sourced from the Calderwood and Santeetlah hydroelectric projects. The Santeetlah project is located on the Cheoah river (dam site) and the Little Tennessee River (powerhouse site) in Graham County, North Carolina; the Calderwood project is located on the Little Tennessee River in Graham and Swain Counties, North Carolina, and Blount and Monroe Counties, Tennessee. (The Green-e letter to Alcoa Power Generating Inc. affirming compliance with Green-e hydro repowering criteria, dated December 5, 2008, incorrectly states that the facilities are located in Alcoa, TN.) Both projects have received notification from Green-e Energy that the projects meet repowering eligibility requirements. Calderwood was repowered in June 2006 and Santeetlah in August 2008.*

*The remainder of the Southeastern RECs product, ~0.9%, will be supplied by TVA's Generation Partners program. Generation Partners provides 10-year contracts for the energy and RECs from solar, wind and biomass projects that are sited on customer premises and have a minimum total nameplate generation*

*capacity of 500 Watts and a maximum of 200 kW (the maximum is reduced to 50 kW after September 16, 2011). There are currently 597 solar projects that are part of Generation Partners with a total capacity of 19.6 MW. All of them are located in the TVA region and came online in 2003 or later, as required by the Generation Partners program.*

12. Please attach a Product Content Label in the format you intend to use for distribution to your customers. Sample Product Content Labels for Green Pricing Products are included in Table 1 and Table 2 of *Appendix B: Green-e Energy Code of Conduct and Customer Disclosure Requirements*.

*See Attachment 4.*


## **Attachment 1: Brief description of the marketing plan for Green Power Switch Southeastern RECs**

*Green Power Switch Southeastern RECs will be marketed to non-residential customers with energy use large enough to indicate an appetite for purchasing at least 2,000 MWh per year of green power. Because of purchase threshold, it will not be a mass-marketed product. Instead, companies or organizations using significant quantities of electricity (generally on tariff GSA-2 or larger) will be targeted by a one-to-one sales effort. TVA will hire or contract with a high volume business development/sales representative whose function will be to work with distributors setting up appointments, making presentations, answering questions, and trying to secure agreements. TVA and the distributor will provide recognition of the customer's purchase and the recognition will vary according to the level of the purchase. This public recognition will serve as indirect awareness and marketing to other large companies, as well as providing a background of credibility and awareness to smaller customers.*


**Attachment 2: Summary indicating how Green Power Switch Solar meets the Green-e Energy criteria**

<b>Criteria</b>	<b>Green-e Standard</b>	<b>Green Power Switch Southeastern RECs</b>
Eligible renewables	Solar electric, wind, geothermal, some hydro, some biomass, biodiesel, fuel cells	Any Green-e eligible resource; initially LIHI certified hydro
New renewables	Year of sale 2012: new = 1998 Year of sale 2013: new = 1999	Sources must meet Green-e definition of 'new'
Minimum purchase (block)	100 kWh/block	2,000 MWh/year
Customer-sited facilities	Grid-tied; off-grid facilities not eligible	All supply sources are grid-tied
Geographic eligibility	Generated in state where customer is located, or in NERC region of customers served, or in adjacent NERC region but delivered to the customer's region	All facilities are in NERC region (SERC)
Hub and Spoke	Same mix of resources for each vendor Product sold within the same regional area Same marketing materials for each vendor Single verification process audit Single point of contact Single marketing compliance review Inform Green-e about participating vendors	Yes Yes Yes Yes Yes Yes Yes

**Attachment 3: Sample of the Price, Terms and Conditions to be provided to customers regarding the proposed Green-e Energy certified product**

Price, Terms, and Conditions	
	<p><b>Green Power Switch® Southeastern RECs</b> is certified by Green-e Energy, which requires companies to provide their customers with this notice of Price, Terms and Conditions of service. Participation in <b>Green Power Switch Southeastern RECs</b> is voluntary. A customer may discontinue participation in the program at any time. You may cancel your agreement to participate by contacting your local power company or by sending an e-mail to <a href="mailto:greenpowerswitch@tva.com">greenpowerswitch@tva.com</a>. For more information about Green-e Energy, write Green-e Energy, PO Box 29512, San Francisco, CA 94129 or log onto <a href="http://www.green-e.org">www.green-e.org</a>, or call toll-free 1-888-63-GREEN.</p>
Company:	Tennessee Valley Authority
Whom should I contact for more information?	Contact your local power company or TVA’s <b>Green Power Switch</b> staff at <a href="mailto:greenpowerswitch@tva.com">greenpowerswitch@tva.com</a> , or visit <a href="http://www.greenpowerswitch.com">www.greenpowerswitch.com</a> . You may also write to <b>Green Power Switch</b> , 1101 Market Street MR 3M, Chattanooga, TN 37402-2801, or call 1-866-673-4340.
How will I be billed?	A line item for participation in <b>Green Power Switch Southeastern RECs</b> will appear on your monthly power bill.
How will my bill be calculated?	For each 1 MWh of <b>Green Power Switch Southeastern RECs</b> , you will be charged an additional \$3.00. This purchase is in addition to charges by your electric utility. The cost of this product will be added to your electric bill unless you agree to a different payment arrangement.
How much will my total electricity service cost, including utility charges?	For very large consumers of electricity, your electricity bills will vary based on your rate classification or tariff; contact your power distributor for more information. Based on the minimum annual purchase of 2,000 MWh, the extra annual cost for the <b>Green Power Switch Southeastern RECs</b> service will be \$6,000. Your actual bill will vary based on how much electricity you use and how much <b>Green Power Switch Southeastern RECs</b> you purchase.
Will my rates change over time?	The purchase of <b>Green Power Switch Southeastern RECs</b> is at a fixed price. The price will not change for at least one year. The price may be adjusted once per year depending on supply costs.
What sources will be used in my certified product?	<b>Green Power Switch Southeastern RECs</b> consists of 100% electricity produced from hydro and solar. See power content label.
If I want to terminate this agreement/ contract, what is the early termination fee?*	You must commit to purchasing <b>Green Power Switch Southeastern RECs</b> for at least one year at a time. There are no termination fees.
What length of agreement/ contract is required?*	No contract is required. Your purchase will be automatically continued year to year unless you notify us that you wish to discontinue.
What other fees might I be charged?	There are no other charges associated with participation in <b>Green Power Switch Southeastern RECs</b> .

**Attachment 4: Proposed Product Content Label for distribution to customers**

<b>PRODUCT CONTENT LABEL<sup>1</sup></b>		
<p>Green Power Switch<sup>®</sup> Southeastern RECs is an electricity product offered by TVA and your distributor of TVA power. It is supplied using renewable energy certificates (RECs). For every unit of renewable electricity generated, an equivalent amount of RECs is produced. The purchase of RECs supports renewable electricity generation, which helps reduce conventional electricity generation in the region where the renewable generator is located.</p> <p>The product is sold in megawatt-hours (MWh), with a minimum purchase of 2,000 MWh/year. This a new product, projected to be made from the following renewable resources in 2012.</p>		
<b>Green-e Energy Certified New<sup>2</sup> Renewables in Green Power Switch Southeastern RECs</b>		<b>Generation Location</b>
-Hydro <sup>3</sup>	99.1%	TN, NC
-Solar	0.9%	AL, GA, KY, MS, NC, TN, VA
TOTAL	100%	
<p>1. These figures reflect the RECs that we have contracted to provide. Actual figures may vary according to resource availability. We will annually report to you the actual resource mix of the electricity you purchased during the preceding year.</p> <p>2. New Renewables come from generation facilities that first began commercial operation on or after January 1, 1998.</p> <p>3. Eligible hydroelectric facilities are defined in the Green-e Energy National Standard (<a href="http://www.green-e.org/getcert_re_stan.shtml">http://www.green-e.org/getcert_re_stan.shtml</a>) and include facilities certified by the Low Impact Hydropower Institute (LIHI) (<a href="http://www.lowimpacthydro.org">www.lowimpacthydro.org</a>) and facilities comprised of a turbine in a pipeline or a turbine in an irrigation canal.</p> <p>For comparison, the current average mix of resources supplying the TVA region includes: Coal (57%), Nuclear (30%), Natural Gas (3%), Hydroelectric (9%), and Other (1%). [Source-TVA FY2010]</p> <p>For specific information about this electricity product, please contact your local power company or TVA Green Power Switch at <a href="mailto:greenpowerswitch@tva.gov">greenpowerswitch@tva.gov</a>, the toll free Renewable Energy Information Call Center at 1-866-673-4340, or visit <a href="http://www.greenpowerswitch.com">www.greenpowerswitch.com</a>.</p>		
		
<p>Green-e Energy certifies that Green Power Switch meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e Energy certification requirements, call 1-888-63-GREEN or log on to <a href="http://www.green-e.org">www.green-e.org</a>.</p>		