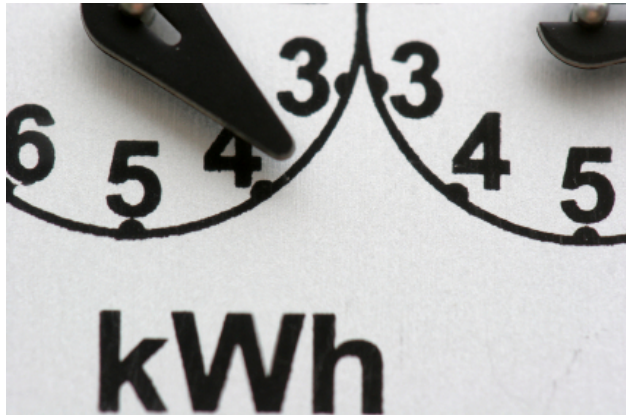


TVA's Integrated Resource Plan: Focus on Energy Efficiency

How much energy efficiency is TVA considering?

TVA's recommended strategic options range from 4,725 Gigawatt-hours (GWh) to 14,400 GWh of energy efficiency by 2020. These numbers represent about 2.5% and 7.6% of TVA's baseline forecasted load in 2020 respectively.



Energy efficiency is the cheapest, cleanest and most readily available resource that TVA has to meet future energy demand.

How much energy efficiency is available to TVA?

Far more than what TVA is proposing to achieve. Leading utilities across the nation are cost-effectively achieving 1% to 2% annual energy demand reductions. By comparison, TVA's highest target would achieve only about 0.75%. Combine this with the fact that the Valley is one of the least efficient regions in the nation, and a target of 1% annual demand reduction, growing to 1.5% in 2015 would be more appropriate.

Why is developing the energy efficiency resource important to the Valley's future?

Energy efficiency is the cheapest, cleanest and most readily available resource that TVA has to meet future energy demand. By avoiding costly power plants and additional transmission on the utility end, and reducing monthly power bills on consumer end, energy efficiency provides the most cost-effective way to meet future energy demand. Investing in energy efficiency also creates local jobs, reduces our reliance on fossil fuels and strengthens our local economies.

Why isn't TVA committing to more energy efficiency?

Utilities across the nation are proving the efficiency resource to be both plentiful and reliable. TVA, however, has been tentative in committing to this resource because of a perceived lack of reliability when compared to more traditional energy resources. Because of TVA's tentativeness, the potential for energy efficiency to contribute to meeting TVA's future electrical demand is not being fully valued.

What can we do to convince TVA that it should pursue higher levels of efficiency?

Tell TVA that you want the cleaner, lower cost energy future that energy efficiency can provide. TVA's is accepting comments on its draft Integrated Resource Plan through November 8th. **Our voice can make the Valley's future cleaner, safer, and brighter!**

For more information on energy efficiency in the Valley, visit us at www.cleanenergy.org.

Integrated Resource Planning: Preparing for an uncertain future

What is Integrated Resource Planning?

Integrated Resource Planning, or “IRP,” is a process that evaluates all of a utility’s resource options to find a strategy to meet future energy demand with the least amount of cost and risk. Both supply side resources, such as new power plants, and demand-side resources, such as energy efficiency, are evaluated as possible options.

TVA’s IRP process also takes into account its statutory directives to keep rates low, protect the environment, support economic development and be a leader in technological innovation. To accomplish these objectives, TVA evaluates possible strategies based not only on cost and risk, but also on environmental impact, contribution to the Valley’s economic development, and the advancement of various technologies.



TVA’s IRP process seeks the best combination of resources to meet the Valley’s energy demand.

How will this process impact the Tennessee Valley?

What strategy TVA ultimately pursues will determine how much our electricity costs, how healthy our regional economies are, and how clean our land, skies and waters are. Having a coherent plan that prioritizes energy efficiency and renewable energy will create jobs, strengthen local economies and reduce our impact on the environment. The IRP process is the tool by which TVA can achieve this energy future, but it will take our voice to get it done.

Why does TVA need to hear from us?

TVA needs to hear from you because TVA was created to serve the people of the Valley. Our voice will have an impact on how aggressively TVA develops the efficiency and renewable energy resources of the Valley. Prioritizing these resources will create jobs, strengthen local economies, and protect our environment for generations to come. Developing these resources should be TVA’s top priority, but TVA must hear from us that this is the future we want for the Valley.

How can someone participate in this process?

TVA’s draft plan has been released for public review and comment. Comments can be submitted through November 8th by mail, online, or in person at one of the hearings being held in October. After comments are received, TVA will re-evaluate its recommended strategies and present a preferred strategy to the Board of Directors in spring 2011. For more information on submitting comments, go to <http://www.tva.gov/environment/reports/irp/index.htm>.

To learn more about clean energy in the Southeast, visit us at www.cleanenergy.org.