

# 2021 Highlights Report

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Partnerships  
Success Stories  
Improving Energy Equity

Carbon Reduction  
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2021 Highlights  
Residential

Business & Industry  
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EXECUTIVE MESSAGE

PARTNERSHIPS

SUCCESS STORIES

IMPROVING  
ENERGY EQUITY

CARBON REDUCTION

AWARDS

2021 HIGHLIGHTS

RESIDENTIAL

BUSINESS & INDUSTRY

ELECTRIC VEHICLES

DEMAND RESPONSE

APPENDIX



## EXECUTIVE MESSAGE

One of the things I love most about putting together the annual Highlights Report is reflecting on all the ways we come together with our teams, partners and communities to live out our mission to transform lives and communities with innovative, industry-leading energy solutions. It is clear that this mission of service inspires and drives us each and every day, no matter the challenges we may face.

And challenges were abundant this year as we lived through another season of apprehension and change due to the pandemic — but we did not let them hold us back. During 2021, we transitioned toward a more standard state of operations since the onslaught of COVID-19, remaining conscious of ensuring our programs were delivered in a safe and secure way without sacrificing service or programmatic quality. This often meant turning to pioneering technologies and forging new partnerships to help reduce energy burdens and lower carbon emissions for the residents and businesses of the Valley.

I am proud that 2021 was another strong year for TVA EnergyRight, local power companies (LPCs) and our program partners. The accomplishments and success stories highlighted in this report reflect what a team of partners who are strongly dedicated to a mission of service can achieve together.

I am also excited for TVA EnergyRight to recognize LPCs who go above and beyond in serving their communities through our programs for the 14th year in a row. This year, we are introducing two new awards that emphasize our priorities as an organization:

- North Star Award** – honors an individual or group from an LPC who helped lower the energy burden for underserved communities in the Valley.
- Torch Award** – honors an individual or group from an LPC who demonstrated the best overall improvement in the TVA EnergyRight program.

As we begin the new year, we will continue striving for success. We will remain focused on positioning TVA and local power companies as trusted energy advisors who can always be counted on to help people live better, safer, more comfortable and more environmentally-friendly lives. Together, we make life better for the people and communities of the Valley every single day.

Sincerely,

*Cynthia L. Herron*

Cynthia L. Herron  
Vice President  
TVA EnergyRight®

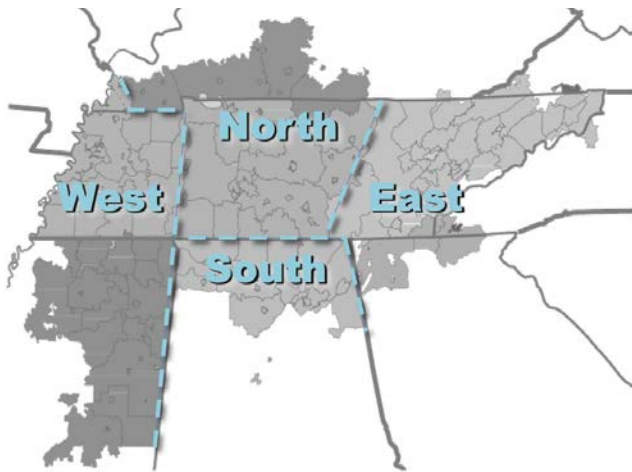






# Powerful Partnerships

Thank you to our local power company (LPC) partners, the Tennessee Valley Public Power Association, Inc. (TVPPA), the Seven States Power Corporation (7SPC) and the Tennessee Valley Industrial Committee (TVIC). You make it possible for TVA EnergyRight to connect residents and businesses across the Valley to the energy resources they need. Whether it's showing local businesses even more ways they can go green or helping a customer to use energy more efficiently, your work is powerful.



**TVA and LPCs — proudly serving more than 10 million customers across seven states.**



# Success Stories

Across the region, you're putting TVA and TVA EnergyRight principles into practice and making a lasting impact. Here are just a few of the ways — as homeowners, businesses, industries and local power companies — you helped change the Valley in 2021:

1. TVA announces partnership with TDEC and others to create a fast-charging EV network.
2. Chattanooga's 'snap and share' for a shot at EV prizes.
3. Electric Highway Coalition formed to connect 16 states to fast-charging EV network.
4. Metro Nashville Public Schools harness the power of Demand Response to meet savings goal.
5. Nashville man grateful for "cozy" transformations to his home from Home Uplift.
6. TVA EnergyRight launches School Uplift, investing \$7.3 million in 160 schools.
7. Alvin C. York Institute makes the grade in School Uplift program.
8. Incentive helps Vanderbilt University protect its employees and save on maintenance costs.
9. TVA helps Mississippi's Steel Dynamics improve sustainability and become more competitive in a tough market.
10. Federal Energy Services Program (FESP) executes first-ever agreement with the FBI.
11. New and ambitious FESP projects in the works for NASA and U.S. Army.
12. TVA implements energy saving upgrades and saves 2,451 MWh in its own buildings.
13. TVA EnergyRight launches new Marketplace.
14. Energy efficiency takes center stage at the Ritz Theatre in Sheffield, Alabama.





## SUCCESS STORIES

### TVA announces partnership with TDEC and others to create a fast-charging EV network.

There were more than 16,000 registered electric vehicles (EVs) in the state of Tennessee as of Dec. 31, 2021, but TVA has big plans to see that number reach 200,000 by the end of 2028. One way we're hoping to get there is by creating the Fast Charge Network made up of ~80 new charging locations located every 50 miles along interstates and major highways across the Valley.

Drivers who haven't made the switch to EV technology cite "range anxiety" — or the fear of running out of charge before reaching their destination — as an obstacle to adoption. TVA President and CEO Jeff Lyash sees this initiative as a way to meet that fear with a solution that will encourage buyers to consider EVs. "This will give [EV] travelers the confidence to travel all the way from the mountains of Tennessee to the banks of Mississippi without being far from a charger," he said.

The fast-charging EV network is a partnership between TVA, the Tennessee Department of Environment and Conservation (TDEC) and charging site hosts. The first stations are expected in 2022. Drivers will be able to charge a nearly depleted battery to 80% in just 30 minutes.

**"This investment in electric vehicle charging infrastructure is a monumental step forward ... With TVA's partnership, we will be able to continue our work to protect our environment and improve our transportation infrastructure."**

GOVERNOR BILL LEE, TENNESSEE





## SUCCESS STORIES

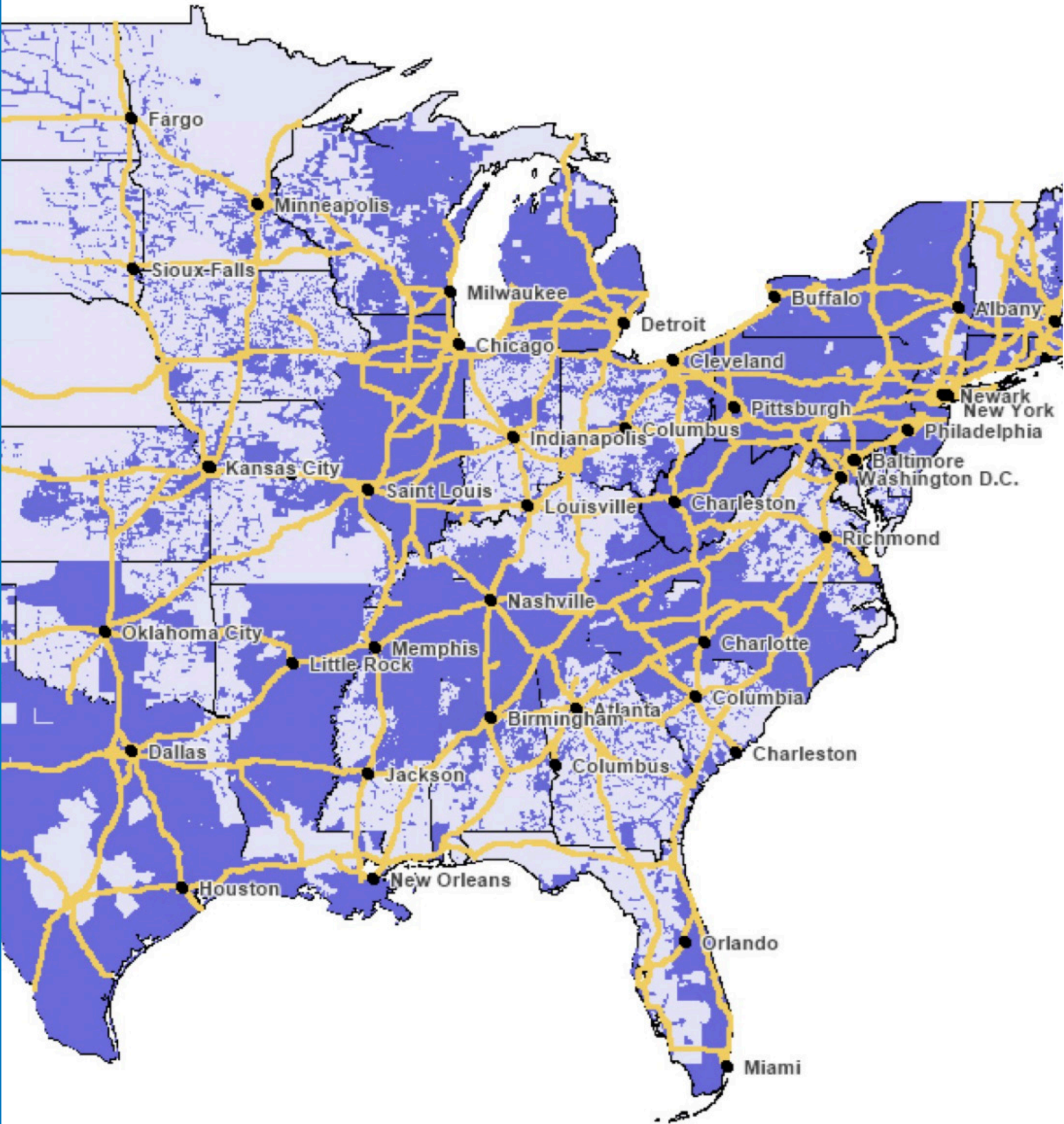
### Chattanoogans “snap and share” for a shot at EV prizes.

The hunt was on this spring across Gig City with the launch of #ChargingChattanooga, an Instagram-based scavenger hunt and sweepstakes where participants were challenged to find one or more of 14 specially wrapped EV charging stations around the city. “We want to engage the community in learning more about electric vehicles and charging stations so more people can become familiar with how easy it is to drive an EV,” said Ray Knotts, TVA senior manager of Energy Services and Programs.

Hosted by EPB, CARTA and TVA EnergyRight, the scavenger hunt not only aimed to increase awareness of the growing technology, but it also worked to dispel common EV myths while sharing fun EV facts. Entering the sweepstakes was easy: snapping a picture of one of 14 unique charging stations, posting it to Instagram, tagging @TVA and using the hashtag #ChargingChattanooga. Participants had a chance to win a weekly prize filled with local products or one of three grand prizes, including an electric scooter, an Airbnb getaway and an EV driving experience.

“Through this partnership with TVA and CARTA,” said Bill Copeland of EPB’s strategic research group, “we’re working to make our community more aware of how many charging options are available for those who drive EVs in our community.”

BILL COPELAND, EPB STRATEGIC RESEARCH



SUCCESS STORIES

Electric Highway Coalition  
formed to connect 16 states  
to fast-charging EV network.

Six major U.S. utilities, including TVA, have come together to form the Electric Highway Coalition (EHC). Like TVA's effort in Tennessee to create a fast-charging electric vehicle (EV) network, the EHC is creating an even larger network that will connect 16 states from the Atlantic Coast to the Gulf and Central Plains regions. The new charging stations will feature DC fast-chargers, which aim to get drivers back on the road in as little as 20 to 30 minutes. Stations will be set along major highway routes for easy access.

Participatin in the EHC is another initiative to help us reach our goal of 200,000 registered EVs by 2028. Jeff Lyash, president and CEO of TVA, said, "EV adoption will spur jobs and economic investment in the region, keep refueling dollars in the local economy, reduce the region's largest source of carbon emissions, and save drivers and businesses money."

TVA, along with the Tennessee Department of Transportation (TDOT), the Tennessee Department of Environment and Conservation (TDEC), local power companies and others, has jointly pledged \$40 million to support EV adoption, including the development of a fast-charging network across our seven-state service area.

"Tennessee is on the forefront of the electric vehicle revolution thanks to its robust automotive manufacturing sector, supply chain capabilities, its highly trained workforce and its commitment to developing a reliable, fast-charging network."

DAVID SALYERS, COMMISSIONER, TDEC





SUCCESS STORIES

Metro Nashville Public Schools  
harness the power of Demand  
Response to meet savings goal.

It takes a lot of work to power an entire school district while also trying to save money and reduce the district’s carbon footprint. So three years ago, when Metro Nashville Public Schools (MNPS) set a goal to reduce its energy use by 16% over the following five years in order to save nearly \$10 million, it partnered with Nashville Electric Service (NES) and TVA EnergyRight to help get the job done.

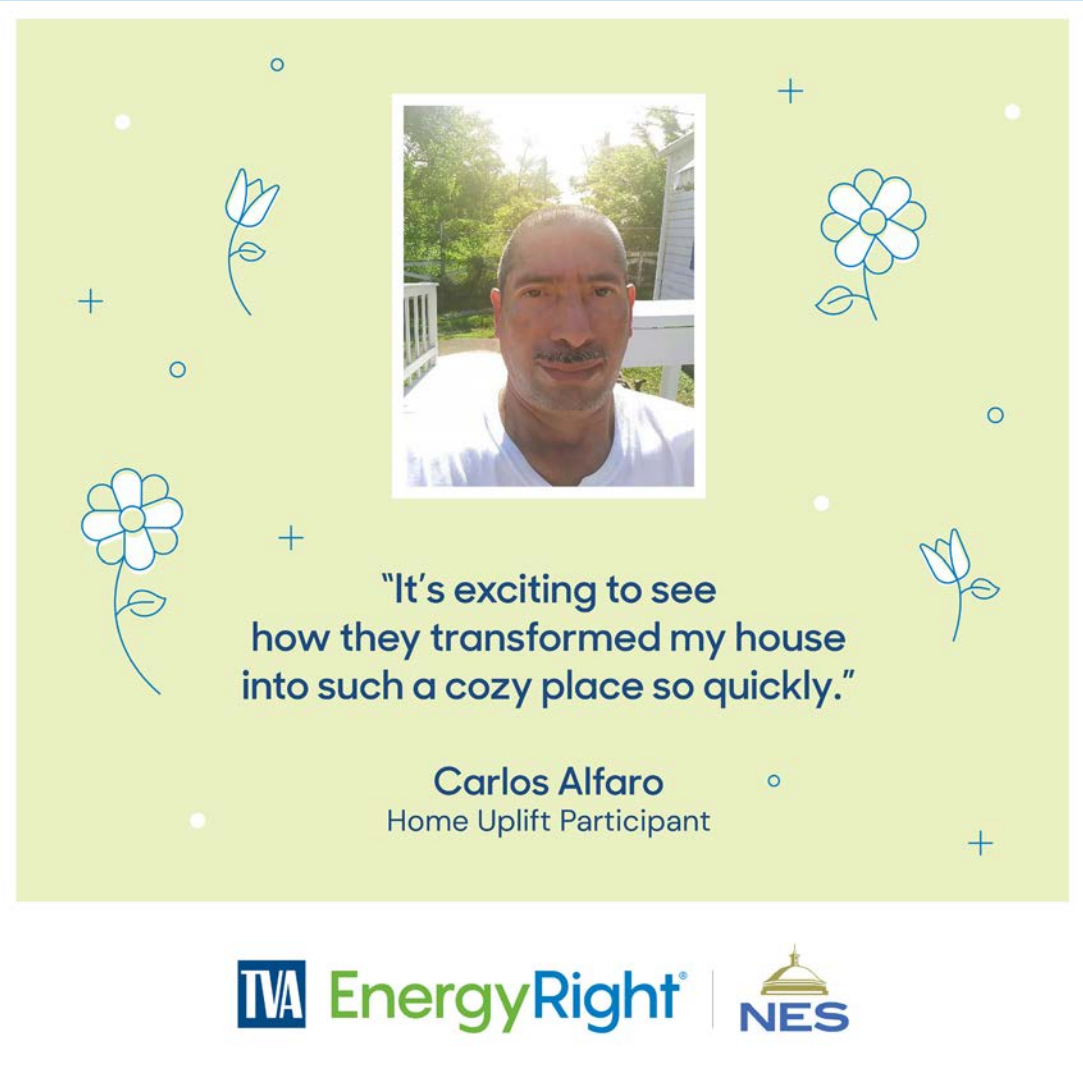
One of the first initiatives for the team tasked with meeting the district’s goal was to expand the district’s participation in TVA EnergyRight’s Demand Response program to include more schools and administrative buildings. Demand Response partners like MNPS commit to reducing electricity consumption during peak demand periods, including really cold or really hot days. In exchange, the district receives monthly incentives.

“The Demand Response program is a win for everyone,” said Decosta Jenkins, president and CEO of NES. “It helps strengthen the power supply during peak demand, it avoids service disruption to our customers, and it affords customers a more financially efficient use of energy.”

Currently, 60 locations across the district participate in Demand Response, though Bruce Rasnick, MNPS’s energy and conservation project manager, aims to get all 150 buildings in the district involved.

“Our annual budget was roughly \$21 million when I started three years ago. We’re now down to roughly \$18 million, so that’s \$3 million back into our school systems.”

BRUCE RASNICK, ENERGY AND CONSERVATION PROJECT MANAGER, MNPS



"It's exciting to see  
how they transformed my house  
into such a cozy place so quickly."

Carlos Alfaro  
Home Uplift Participant

TVA EnergyRight® NES

SUCCESS STORIES

Nashville man grateful for  
"cozy" transformations to  
his home from Home Uplift.

TVA EnergyRight's Home Uplift program isn't just about weatherizing homes and lowering utility bills. It's about helping our neighbors and creating lasting and meaningful changes that improve the comfort, health and safety of the people of the Tennessee Valley.

This is precisely what the program was able to do for disabled Nashville-area resident Carlos Alfaro. Because of his disability, Alfaro, who speaks English as a second language, hadn't been able to make much-needed improvements to his home.

Until this year.

As a result of our outreach into the Spanish-speaking communities in the area, Alfaro was delighted to discover that his home was eligible for improvements through the Home Uplift program — at no cost to him. Thanks to his local power company and TVA EnergyRight partner, Nashville Electric Service, his house has been transformed into a cozy, energy efficient home.

The Home Uplift program directly reflects TVA EnergyRight's mission to make lives better for people in the Valley — and that includes residents like Carlos Alfaro. Many consumers in the region can benefit from programs like Home Uplift, and language shouldn't be a barrier. We're actively exploring new communication opportunities to reach these customers so they can enjoy the benefits of a comfortable and healthy home.

"It's exciting to see how they transformed my  
house into such a cozy place so quickly."

CARLOS ALFARO, HOME UPLIFT PARTICIPANT





SUCCESS STORIES

# TVA EnergyRight launches School Uplift, investing \$7.3 million in 160 schools.

Tight budgets and aging buildings have left many public schools facing the difficult choice to fund learning programs or facility upgrades.

To help schools save on energy and make those tough choices a little easier, TVA is investing \$7.3 million in School Uplift over the three-year pilot. The state of Tennessee’s Energy Efficient Schools Initiative is partnering with TVA and has provided an initial \$600,000 to match TVA funds.

“EnergyRight’s mission is to partner with local power companies to transform lives and communities with industry-leading energy services and programs,” said Cindy Herron, vice president of TVA’s EnergyRight program. “Helping schools save money on their energy costs and improve learning environments is an important investment in the Valley’s future.”

TVA EnergyRight’s School Uplift team traveled around the state and showed up virtually to train school personnel to reduce their schools’ energy use and save money.

Eleven schools completed the School Uplift pilot in 2021, learning to save energy and competing to earn grants for building upgrades. On average, schools in the program have already saved nearly 15% on their annual energy bills from behavior changes alone.

The first schools to earn energy upgrade grants worth \$400,000 each include:

- Bledsoe County High School
- Van Buren High School
- Pickett County K-8





## SUCCESS STORIES

# Alvin C. York Institute makes the grade in School Uplift program.

Aging, rural schools dot the Tennessee Valley, but Alvin C. York Institute stands out. It is one of the only secondary schools in the country run by a state government. It also boasts the biggest campus at over 400 acres.

“Many districts have tight budgets, so we’re looking for any way to save money,” said Derwin Wright, assistant principal and director of operations.

York Institute was invited to join 10 other public schools for TVA EnergyRight’s School Uplift pilot. The 12-month program involved training school administrators and faculty in strategic energy management, a framework that empowers an organization to implement energy management practices and processes to achieve energy performance improvements. This helps schools save energy and money so they can maximize resources where it matters most — educating children.

For Wright, it was all about changing behaviors. “Having awareness of the energy we’re wasting has influenced behavior,” he said.

During the School Uplift pilot, Wright had his administrative staff track their energy use and utility spending. He could see the savings adding up each month, but in the end, he couldn’t believe the total savings: **\$43,000!**

**“This is huge for us. Absolutely every dollar that we can save in our budget goes back to our students.”**

DERWIN WRIGHT, ASSISTANT PRINCIPAL AND DIRECTOR OF OPERATIONS,  
ALVIN C. YORK INSTITUTE





SUCCESS STORIES

Incentive helps Vanderbilt  
University protect its employees  
and save on maintenance costs.

When Vanderbilt University began installing COVID-19 countermeasures, Ultraviolet Germicidal Irradiation (UVGI) was one of the first they turned to.

UVGI uses short-wavelength UV-C light to inactivate certain airborne pathogens, microorganisms and bacteria. Not only does the technology offer the potential to increase safety and health, but some customers — like our friends at Vanderbilt — knew that in-duct UVGI systems could be a great tool in helping them control operating expenses.

Although ultimately used as part of the University’s pandemic countermeasures, Vanderbilt administrators say maintenance costs were their initial motivation to install UVGI. The UV-C light waves help keep the HVAC coils clean, so their maintenance crews didn’t have to spend as much time cleaning them.

As the pandemic lingered, many at Vanderbilt advocated for UVGI to be used more widely, believing that it could help with their COVID-19 response. The UVGI incentive provided by TVA EnergyRight and Nashville Electric Service helped them offset the additional costs and the administration decided to install in-duct UVGI systems in more buildings on the campus.

TVA offers incentives at \$30 per ton for duct-mounted UVGI systems, accessible through the Preferred Partners Network.

“Intalling UVGI to help keep our HVAC coils clean was one of [the cost-control and COVID-19 countermeasures measures], thanks to an incentive provided by TVA EnergyRight and Nashville Electric Service.”

MITCHELL LAMPLEY, DIRECTOR OF ENGINEERING, VANDERBILT UNIVERSITY





## SUCCESS STORIES

### TVA helps Mississippi’s Steel Dynamics improve sustainability and become more competitive in a tough market.

Energy, environmental stewardship and economic development continue to be the driving force behind everything TVA does to sustain the Tennessee Valley region. We put all three Es — energy, environmental stewardship and economic development — into play with our collaboration with Steel Dynamics in Columbus, Mississippi.

The Steel Dynamics Flat Roll Group Columbus Division is known for its high-tech electric arc furnaces and high-end finishing capabilities. Its products are used to build cars, furniture, appliances and more. To compete with an aggressive foreign market, however, the company needed to add a galvanizing finish line to their existing operations.

Galvanized steel is treated with a zinc coating, which protects the metal and helps prevent corrosion and rusting. The new line not only helped the company improve its products and become more competitive in global markets, but it also created new jobs in Columbus and the surrounding communities.

Plus, the new galvanizing line uses energy produced right here in the Valley and is powered by an all-electric air compressor, rather than gas. The new line has added 17.8 GWh to the load, helping TVA EnergyRight reach its goal of adding electrification back to the portfolio while being good environmental stewards and promoting economic development.



## SUCCESS STORIES

# Federal Energy Services Program (FESP) executes first-ever agreement with the FBI.

2021 was a momentous year for TVA EnergyRight’s Federal Energy Services Program (FESP). The program, which delivers technical and financial solutions to federal customers in the Valley, executed its first-ever Interagency Agreement with the Federal Bureau of Investigation (FBI). The agreement enables FESP to initiate feasibility studies and provide energy efficiency, energy resiliency and water conservation services.

The FBI’s new, state-of-the-art campus at the Redstone Arsenal in Huntsville, Alabama, is part of an ongoing effort to expand the agency’s presence in the region. The expansion projects are expected to top \$1 billion and will house more than 3,000 FBI employees who are relocating from the Washington, D.C., area to Huntsville. The agency will also be looking for more talent with specific skill sets, including IT service desk technicians, cybersecurity analysts and network engineers, as well as data analysts and computer scientists.

FESP’s goal is to support local economies and promote job creation. Federal customers contribute greatly to the economy and quality of life in the region. When they succeed, our communities thrive.

**“We’re looking at training hundreds of people a month in that facility. We want the FBI Redstone to be the epicenter of the FBI’s technology development, and we want to standardize and consolidate advanced trainings in Redstone and create a graduate school for the FBI training program.”**

ADAM RHODES, PROGRAM MANAGER AND HUNTSVILLE TRANSITION  
TEAM LEAD, FBI



SUCCESS STORIES

New and ambitious FESP projects in the works for NASA and U.S. Army.

The Federal Energy Services Program (FESP) initiated a new energy management project for NASA Marshall Space Flight Center and Columbus Air Force Base. The ambitious project will help both organizations save energy and operate more efficiently.

In addition to their work with NASA and the Columbus Air Force Base, FESP continued its multiyear \$30 million energy efficiency project for the U.S. Army at Redstone Arsenal.

Located near Huntsville, Alabama, Redstone Arsenal is a driving force behind the region’s rapid growth and high quality of living. Home to more than a dozen federal agencies, the base took advantage of the Utility Energy Services Contracts process and FESP to make critical capital improvements including steam decentralization, lighting upgrades, new energy management controls, and building envelope and HVAC upgrades.

FESP helps federal agencies meet energy and water saving goals, improving aging infrastructure and lowering costs by taking advantage of new technologies and innovations in the energy space. FESP enables federal entities to retain and grow jobs in the Valley.

“Appropriated funds are typically extremely limited for projects like these. Therefore, the implementation of new technologies and improvements would have been, at the very least, much slower, if not impossible, without the use of TVA’s FESP program.”

MARK SMITH, ENERGY MANAGER, REDSTONE ARSENAL





SUCCESS STORIES

TVA implements energy saving upgrades and saves 2,451 MWh in its own buildings.

We’re walking the walk when it comes to making energy improvements at our facilities. Our Internal Energy Management Program (IEMP) helps us meet our energy and sustainability goals, lowers costs, improves safety, increases productivity and creates jobs. Plus, it’s just the right thing to do.

We invested \$1.8 million in improvements resulting in \$209,315 in annual savings and 2,449 MWh in energy consumption savings. Energy and water conservation projects identified by IEMP help us reduce our carbon footprint and lower energy costs at TVA buildings across the Tennessee Valley. We also installed new lighting at the Gallatin Fossil Plant, which dramatically reduced energy and maintenance costs while improving worker safety.

Since 2008, we have reduced our cumulative energy usage by nearly 942 GWh. That’s enough energy to power 64,200 average homes for a year. TVA’s CO2 emissions savings from these improvements was an impressive 667,580 metric tons of CO2e — that’s like eliminating the emissions from 145,185 passenger vehicles driven for an entire year!

“The new LED fixtures that were installed more than doubled the existing light levels in the space while using 30% less energy. Additional light was critical to the success of the project due to the precision work performed in the shop.”

COREY SAINT, SHOP OPERATIONS MANAGER, TVA







SUCCESS STORIES

Energy efficiency takes center stage at the Ritz Theatre in Sheffield, Alabama.

The Ritz Theatre, a landmark in downtown Sheffield, received a much-needed uplift thanks to TVA EnergyRight’s Community Centered Growth (CCG) pilot and our partnership with Sheffield Utilities.

The building, which was built in the 1920s, received a new HVAC unit, concession stand cooler and LED lights. When margins are slim, energy efficient technologies like those provided through CCG enable small businesses to save money so they can continue to play a big part in the local community’s growth.

Places like the Ritz are the reason TVA EnergyRight launched the CCG pilot. For a time, it seemed like the Ritz Theatre was destined to fade into the backdrop, its heyday a distant memory. Now its future is as bright as its neon marquee on a clear, dark night.

“We’re partnering with local power companies to focus on small businesses within underserved communities to help people make energy-saving upgrades that can sometimes be out of reach.”

CAROLYN GREER, TVA ENERGYRIGHT SENIOR PROGRAM MANAGER



# Improving Energy Equity

From its founding, TVA has focused on improving lives in the Valley with low-cost, reliable power, economic development and environmental stewardship. This mission of service has driven, and continues to drive, TVA to do our part to improve energy equity in the region. While our greatest impact can be felt through our drive to maintain low rates, we have also focused on becoming more targeted with energy efficiency programming to ensure we are forming partnerships and catalyzing investment in programs that help consumers and organizations that have been left behind with market-driven efforts to help them reduce their energy burden.

Together, with our local power company partners and local, state and federal organizations, we are committed to bringing energy efficiency programing to low-income and underserved communities. We have redoubled our commitment by creating multiple ways to improve homes, rental units, schools and Valley communities that stand to benefit the most from energy savings.

The impact of our energy equity initiatives to date:

**5,828**  
homes upgraded



**\$116M** in  
community investment



Over **\$15M** in lifetime energy  
bill savings for participants



**29 GWh** in total  
energy savings (gross)



TVA EnergyRight programs that will support this effort include:

- Home Uplift
- School Uplift
- Community Centered Growth
- Weatherization Assistance Program



Public schools participating in School Uplift save **15%**  
on annual energy bills from behavior changes alone.



# Carbon Reduction

TVA EnergyRight’s programs help both local power companies and end-users reduce carbon to achieve their sustainability goals by encouraging energy efficiency and installation of smart energy technologies. By opting to install electric equipment rather than fossil fuel-based equipment, most end-users see a net reduction in their carbon footprint. As TVA’s generation fleet becomes even cleaner, electric technologies will have an even greater carbon benefit. Helping consumers use energy wisely through TVA EnergyRight programs directly reduces the Valley’s carbon emissions.

Since 2013, TVA EnergyRight programs have enabled over 29 million tons of CO<sub>2</sub> reductions (total lifetime).

This is equivalent to:

**3,236,771**  
homes’ energy use  
for one year.



**444M** tree  
seedlings grown  
for 10 years.



**5,592** wind  
turbines running  
for a year.



**32,930,697**  
acres of U.S. forests  
in one year.



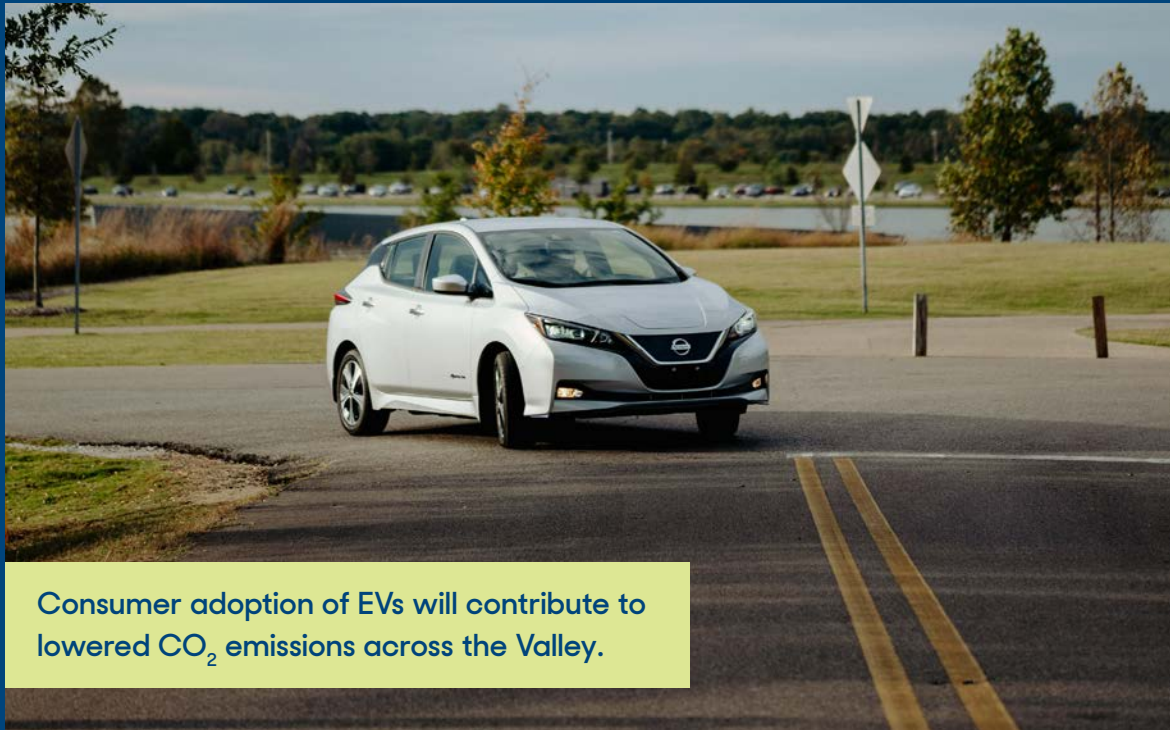
TVA EnergyRight programs that support this effort:

- Electrification
- Electric Vehicles
- Demand Response
- Federally mandated programming
- Energy efficiency initiatives

## Top LPC Performers

LPC	CO <sub>2</sub> (tons)
Cumberland Electric Membership Corporation	69,839
Warren Rural Electric Cooperative Corporation	55,271
City of Athens Electric Department	40,763
Middle Tennessee Electric	37,732
Nashville Electric Service	34,473
<b>Total</b>	<b>238,078</b>

Direct serve customers included in total.



Consumer adoption of EVs will contribute to lowered CO<sub>2</sub> emissions across the Valley.

# Awards

To show our appreciation for all of the hard work that our valued partners put in each and every day — and to shine a spotlight on their commitment to the communities they serve — we're honored to present this year's awards to our incredibly deserving partners.

This year's winners were nominated by local power companies, TVA EnergyRight program managers, and Customer Delivery and TVA EnergyRight program partners.

1. North Star Award
2. Torch Award
3. Community Champion Award
4. Communicator of the Year
5. Innovator Award







## AWARDS

# North Star Award

This award honors a local power company that has helped lower the energy burden for underserved communities in the Valley through activities such as:

- Services
- Products
- Programs
- Monetary programs/contributions

## North Star Award – Knoxville Utilities Board

The Knoxville Utilities Board (KUB) is a shining star in a bright constellation. Again and again, KUB distinguished itself as a vital and indispensable TVA EnergyRight Home Uplift participant. KUB’s hands-on approach to program marketing and recruiting and its strong relationship with the Knoxville-Knox County Community Agency Weatherization Assistance Program and Centro Hispano helped ensure that diverse and deserving communities were included in the program.

Since 2018, KUB has uplifted over 400 homes. In FY21 alone, despite the lingering pandemic, KUB completed 98 Home Uplift homes, resulting in over \$773k in economic impact in the Knoxville community.

## All Top Performers

Knoxville Utilities Board

Nashville Electric Service

EPB

4-County Electric Power Association

Huntsville Utilities





AWARDS

Torch Award

This award honors a local power company that demonstrated the best overall improvement in the TVA EnergyRight program. Some of the criteria for the award include:

- Increased participation
- Accelerated growth in specific areas of the program
- Increased contractor participation
- Better process improvement
- Program promotion

Torch Award – CDE Lightband

This year, CDE Lightband went above and beyond to increase local participation in the TVA EnergyRight program by introducing Power Partners. The new resource bundles all of CDE Lightband’s energy efficiency offerings into a single customer-facing product. The goal of the program is to improve communication and engagement. It was a success! Top accomplishments for 2021 included:

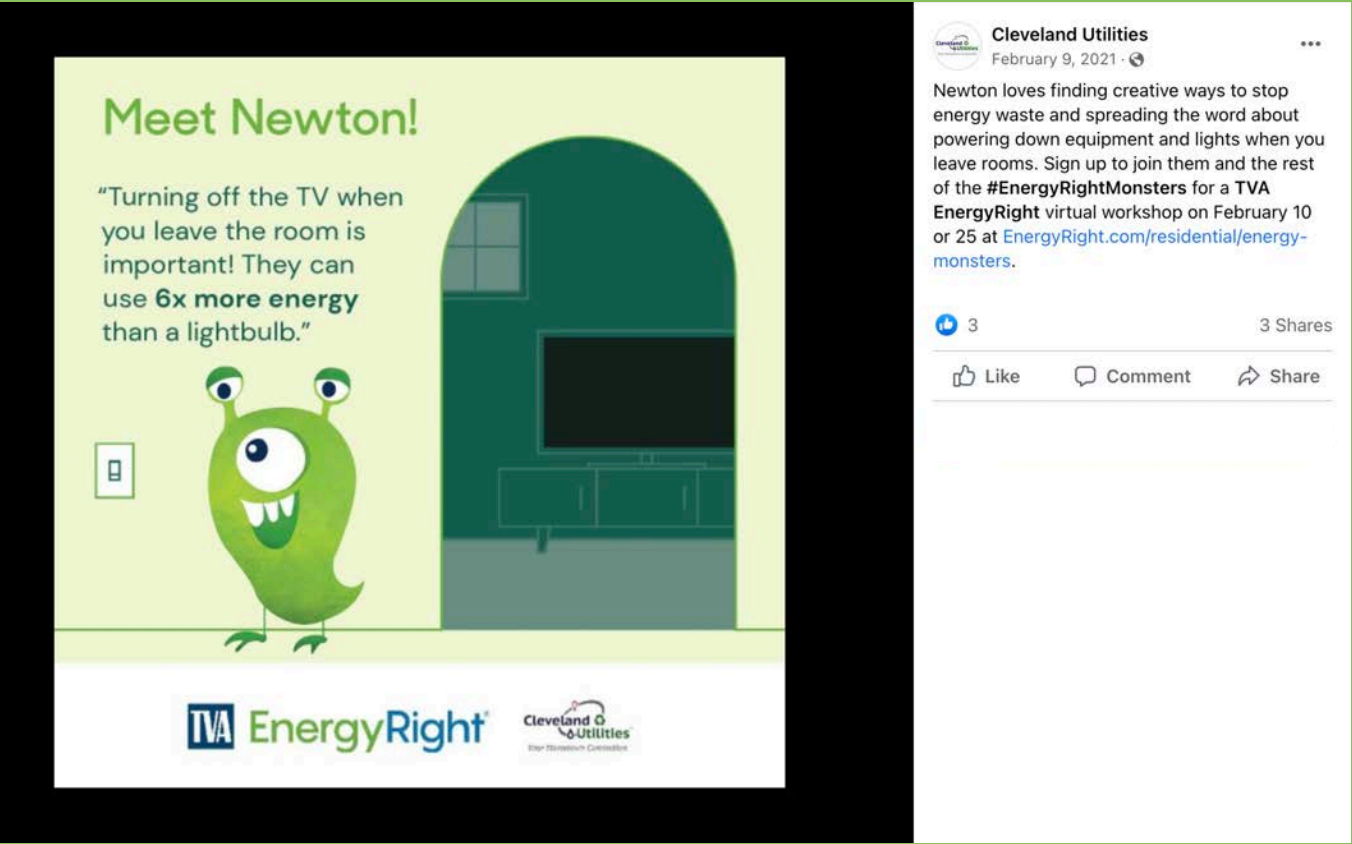
- Doubling enrollment from 307 to 615
- Promoting the program with high-visibility tactics like wrapping a hybrid Clarksville Transit System bus
- Attending in-person events like the first-annual Juneteenth festival
- Participating in 10 out of 12 peak demand events, thanks to successful in-house load forecasting analysis

All Top Performers

CDE Lightband

EPB





AWARDS

Community Champion Award

This award honors an individual or TVA EnergyRight program partner who:

- Exemplified the best of leadership, character, volunteerism and public advocacy
- Embodied the spirit of TVA EnergyRight programs and servicing the community
- Went above and beyond the call of duty

Community Champion – Cleveland Utilities

When COVID-19 prevented school-age children from going on much-anticipated field trips, Cleveland Utilities (CU) brought the adorable TVA EnergyRight Energy Monsters to them. CU hosted 40 virtual Eye Spy Energy Workshops, reaching 812 students across the community. The fun workshops helped students learn about where energy comes from and how local power companies deliver affordable, reliable energy to their community. Kids, teachers and parents all agreed: It was a monster smash!

All Top Performers

Cleveland Utilities

Middle TN Electric

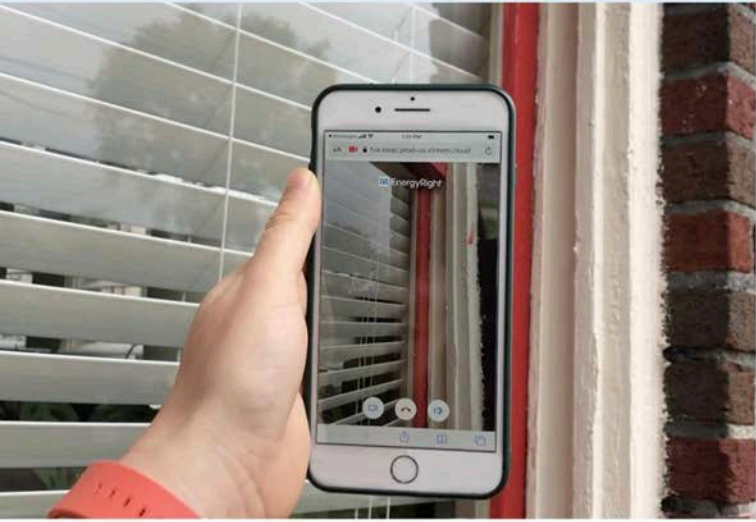
Erwin Utilities



EPB

Pulaski ES



Virtual home energy upgrade inspections.





hsvutilities · Follow

hsvutilities We partner with TVA EnergyRight to offer you home energy project peace of mind. Once a TVA-trained contractor completes an upgrade, you can get a free virtual inspection through your smartphone with a Home Energy Advisor. That way, you can rest easy knowing the job was done right. Get started at [EnergyRight.com/residential](https://EnergyRight.com/residential). #publicpower #energyefficiency


26w



5 likes

AUGUST 8, 2021

Add a comment...

Post





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hsvutilities No bones about it! 🦇 If you look around your house, you might find some energy frights. Protect yourself from 🧛 vampire energy devices, ghostly attic insulation, and HVACs going bump in the night by taking advantage of a free Home Energy Evaluation from TVA EnergyRight. Learn more at [EnergyRight.com/2020/06/17/tva-energyright-now-offering-a-virtual-home-energy-evaluation](https://EnergyRight.com/2020/06/17/tva-energyright-now-offering-a-virtual-home-energy-evaluation).

17w

2 likes

OCTOBER 14, 2021

AWARDS

Communicator of the Year

This award honors an LPC that has shown great success and enthusiasm in communicating the value of TVA EnergyRight programs and services to the Valley through one or more communication channels. These could include advertising, social media, public relations, community awareness and/or public events.

Communicator of the Year – Huntsville Utilities

Huntsville Utilities (HU) leveraged its strong social media followings to share co-branded content from the TVA EnergyRight Marketing Hub. In some cases, this content was transformed into topics for HU-produced videos — including HUTV, a webshow/podcast that recently won an award for Most Creative Social Media Marketing Campaign from E Source.

Many of HU’s videos include interview with members of its in-house Energy Services Team, who performed home energy efficiency inspections to inform viewers about topics such as energy efficiency and weatherization. On average, each post on HU’s social media related to TVA EnergyRight garnered 6,700 impressions and an average engagement rate of 2%.

All Top Performers

- Huntsville Utilities
- CDE Lightband
- Tallahoma Utilities
- EPB
- Springfield Electric



AWARDS

Innovator Award

This award honors an individual, LPC or non-LPC programs partner who:

- Embraced the new platforms and methods of getting the TVA EnergyRight work done and helped implement them
- Helped improve processes and methodology by being early adopters of the innovations and worked with the team to improve them

Innovator Award – CDE Lightband

CDE Lightband set a goal to double its participation in TVA EnergyRight’s Home Uplift program from the previous year. To do this, it promoted Home Uplift across social media platforms and featured the program in its new Tennessee Connections magazine, with a circulation of more than 76,000 residential customers. And when CDE Lightband received inquiries about high bills, the company went the extra mile to see if these customers could qualify for the program.

By using a range of creative and innovative ideas, CDE Lightband achieved their goal and committed \$20,000 toward Home Uplift and the people in the community.

All Top Performers

CDE Lightband

EPB



# 2021 Highlights

TVA EnergyRight not only helps consumers save energy and money, but it is a vital part of our load management planning, too. Energy efficiency programs reduce our overall load, while smart energy technologies and demand response programs can reduce peak demand and the possible need for additional generation resources — at a much lower cost than other options.

78.8 GWh

In Energy Efficiency  
Savings

105.8 GWh

In Smart Energy  
Technologies



For 14 years running, the  
Valley has exceeded its load  
management targets.

8,278 MW (AC)

Operating and Contracted  
Renewable Energy Capacity in FY21

# Residential

TVA EnergyRight is here to make it easier for Valley residents to use energy more wisely so they can save money and reduce their carbon footprint. Here are the programs that help make that possible:

1. Residential Services
2. DIY Home Energy Assessment
3. Home Energy Evaluation
4. Quality Contractor Network
5. Financing
6. Home Energy Workshops
7. Eye Spy Energy Kids' Workshops
8. New Homes
9. Home Uplift







## RESIDENTIAL

# Residential Services

The Residential Services Program helps residents lower their energy use. And this year, we made some exciting changes, expanding our offerings and streamlining the structure of the program, making it easier for residents to get the help they need, no matter where they are on their energy saving journey. The program name changed too — from eScore to TVA EnergyRight Residential Services — to better reflect the comprehensive suite of services available to residents.

From simple do-it-yourself project guidance to helping residents find a trusted contractor for an energy upgrade, our offerings meet them where they are. Through TVA EnergyRight, residents have access to smart energy advice, in-person or virtual Home Energy Evaluations, a network of specially trained and approved contractors through our Quality Contractor Network, a free inspection on any work performed and assurance that the job will be done right. Financing is available in most areas to help homeowners make upgrades.

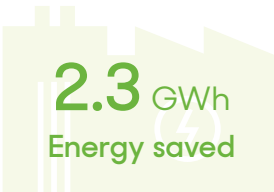
Also, check out the new TVA EnergyRight Marketplace where residents can find information to compare and shop for the most energy efficient appliances and products.



RESIDENTIAL

DIY Home Energy Assessment

This do-it-yourself assessment is an online evaluation where residential customers can input information about their homes and receive a personalized report with energy efficiency recommendations. First-time participants receive an energy efficiency starter kit.



Top performers

Memphis Light, Gas & Water Division	570,865 kWh
Nashville Electric Service (NES)	304,761 kWh
EPB	128,557 kWh
Knoxville Utilities Board (KUB)	112,375 kWh
Volunteer Electric Cooperative	112,375 kWh

Top savings, percent of sales

Tallahatchie Valley Electric Power Association	0.02%
Lewisburg Electric System	0.01%
City of Water Valley Electric Department	0.01%
Memphis Light, Gas & Water Division	0.01%
Mountain Electric Cooperative	0.01%





RESIDENTIAL

Home Energy Evaluation

Led by a Home Energy Advisor, Home Energy Evaluations make it easy for residents to get expert one-on-one advice and learn what upgrades their home needs to become more energy efficient. We also offer virtual evaluations, making it possible for residents to get convenient and safe advice through their smartphone. Advisors guide residents room by room using augmented reality technology. After the evaluation, residents receive a customized report with prioritized recommendations for ways to improve their home's energy use — so they know exactly how to start saving energy.

3,992  
Evaluations in FY21





## RESIDENTIAL

### Quality Contractor Network

Easily one of the most stressful parts of making home improvements is finding the best person to do the work. That's where TVA EnergyRight can help. The Quality Contractor Network (QCN) is a group of highly skilled and knowledgeable contractors who have been specially trained and vetted by TVA EnergyRight to make sure energy upgrades are installed correctly. TVA EnergyRight will even inspect the work after it's been completed. Members of the QCN also help the Home Uplift initiative to provide quality energy improvements at scale.

**9,862** Total home projects  
performed by QCN

**2,253** Inspections in FY21

**4,152**  
Appointments completed



**50.4%** of participants entering the program  
through the contractor path

**\$69.74M** in customer spending through  
residential services in FY21

**4.6** Out Of **5** customer satisfaction  
with QCN

**87** Out Of **100** Net Promoter  
Score





## RESIDENTIAL Financing

Through TVA relationships with third-party lenders, most TVA EnergyRight customers have access to TVA-sponsored financing. On-bill financing is made available to consumers through local power companies (LPCs) and Regions Bank. Off-bill financing is made available to the consumer through Vanderbilt Mortgage and Finance Inc. LPCs choose the option that will be made available to their customers. These consumer loans assist homeowners in making energy upgrades to their home, as well as help homeowners in making emergency upgrades, such as replacement of heating/cooling equipment due to failures.

2,474  
Loans funded

\$20.6  
Million funded

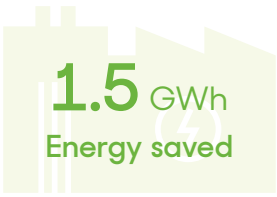




RESIDENTIAL

Home Energy Workshops

TVA EnergyRight and local power companies partner to offer free Home Energy Workshops around the Valley. These workshops can be in-person for hands-on learning or done virtually, making it possible for residents to learn about home energy use remotely. When more people know about all the money-saving tips and energy conservation assistance available to them, everyone in the Valley wins.



Top performers

Knoxville Utilities Board	17,980 kWh Saved
Starkville Electric System	12,586 kWh Saved
4-County Electric Power System	8,091 kWh Saved
Memphis Light, Gas & Water Division	1,798 kWh Saved
Decatur Utilities	899 kWh Saved





## RESIDENTIAL

### Eye Spy Energy Kids' Workshops

Developing smart energy habits with our children takes work and a lot of reminders. That's why we offer the Eye Spy Energy workshop for kids featuring a colorful cast of TVA EnergyRight monster friends who teach kids where energy comes from, how we use energy, and how they can help their families save energy and money around the house. The workshop is offered through local power companies to elementary schools or other organizations that reach children 5–12 years of age. Parents can also request an Eye Spy Energy mini-kit full of edutainment like energy-saving themed activity sheets, a game and stickers. When our monsters — Watt, Spark, Bolt, Newton, Zap and Breaker — come out to play, saving energy is way more fun.

## 100 Workshops



## 5,700+ Mini-Kits sent



RESIDENTIAL

New Homes

The New Homes Program offers a suite of HVAC and water heating equipment incentives to encourage builders to use electric instead of non-electric equipment. Incentives were offered for single-family and multi-family homes. The New Homes Program incentives help builders purchase technologies that will help future homeowners save more energy, making these homes more marketable.



Top performers

Huntsville Utilities	14,137,801 kWh
Middle Tennessee Electric (MTE)	8,725,372 kWh
Nashville Electric Service (NES)	4,531,500 kWh
Duck River Electric Membership Corporation	2,651,186 kWh
Clarksville (CDE Lightband)	2,125,019 kWh

Added percentage of sales

Huntsville Utilities	0.55%
Franklin Electric Plant Board (KY)	0.34%
Cookeville Electric Department	0.33%
Loudon Utilities	0.33%
Duck River Electric Membership Corporation	0.24%

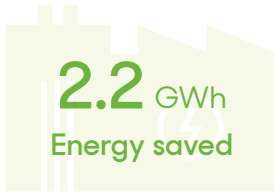
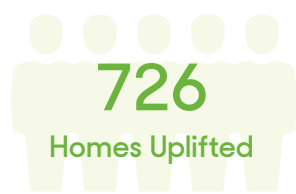




RESIDENTIAL

Home Uplift

Launched as a pilot in 2018 and as a program in 2021, TVA EnergyRight’s Home seeks to create a sustainable, quality program to increase weatherization for families. The program consists of free home upgrades that increase the energy efficiency and comfort of homes and enable families with limited means to lower their energy bills. Funds are used for HVAC repair/replacement, insulation, air leak reduction, windows and doors, as well as minor health and safety repairs that enable energy upgrades.



Top performers

Nashville Electric Service (NES)	600,611 kWh
EPB	363,031 kWh
Knoxville Utilities Board (KUB)	291,237 kWh
BrightRidge	216,664 kWh
Huntsville Utilities	164,657 kWh

Top savings, percent of sales

Electric Board of Guntersville	0.03%
Springfield Electric	0.02%
BrightRidge	0.02%
Maryville Electric Department, City of	0.02%
EPB	0.02%



# Business & Industry

TVA EnergyRight's portfolio of Business & Industry programs, offered through local power companies, provides expert guidance, professional energy evaluation tools, research and support to consumers in the commercial, public, institutional and industrial sectors. We're helping businesses and other organizations make the right energy choices while supporting TVA's load optimization efforts.

1. Business Smart Energy Technologies
2. Industry Smart Energy Technologies
3. Preferred Partners Network (PPN)
4. Internal Energy Management Program (IEMP)
5. Federal Energy Services Program (FESP)



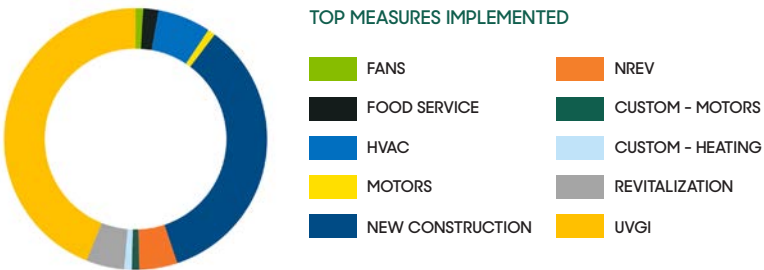




BUSINESS & INDUSTRY

# Business Smart Energy Technologies

TVA EnergyRight for Business & Industry is making it easier than ever for businesses to change their energy consumption habits. By providing energy assessments and incentives, qualifying businesses get to take even more control of their bottom line and energy use.



## Top performers

Nashville Electric Service (NES)	8,802,267 kWh
Middle Tennessee Electric (MTE)	5,367,639 kWh
Bristol Tennessee Essential Services	4,180,082 kWh
EPB	2,872,598 kWh
Memphis Light, Gas & Water Division	2,460,870 kWh

## Top electrification, percent of sales

Water Valley Electric Department, City of	10.35%
Bristol Tennessee Essential Services	1.38%
Tri-State Electric Membership Corporation	1.03%
Central Electric Power Association	0.82%
Oxford Electric Department, City of	0.74%

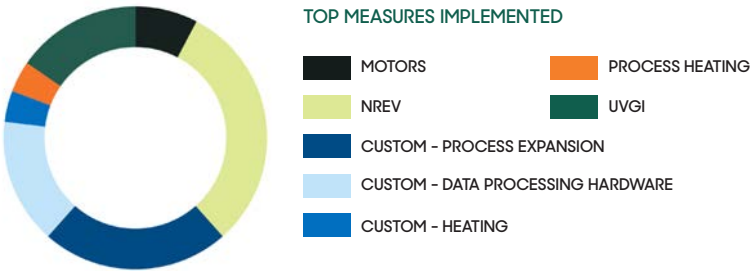




BUSINESS & INDUSTRY

# Industry Smart Energy Technologies

Maximizing efficiency for industrial power users makes a big impact. That’s why TVA EnergyRight works with industrial users to create customized, plantwide approaches that help them control expenses, boost their bottom lines and use energy more efficiently.



## Top performers

EPB	11,459,098 kWh
Memphis Light, Gas & Water Division	3,028,985 kWh
4-County Electric Power Association	2,202,381 kWh
Warren Rural Electric Cooperative Corporation	962,100 kWh
Shelbyville Power System	484,066 kWh

## Top electrification, percent of sales

4-County Electric Power Association	1.25%
EPB	0.97%
Shelbyville Power System	0.49%
Tri-County Electric Membership Corporation	0.44%
Tallahatchie Valley Electric Power Association	0.12%





BUSINESS & INDUSTRY

## Preferred Partners Network (PPN)

Like the Quality Contractor Network for residential customers, the PPN was created for Business & Industry customers to relieve some of the stress of finding trustworthy experts to make energy upgrades. Business & Industry customers can find and hire everyone from general contractors and architects to engineers and other trade allies, each vetted by TVA EnergyRight.



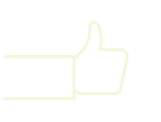
**57.54** GWh  
Energy added by ERBI programs



**264** Total PPN projects



**160** Total PPNs  
(as of Sept. 2021)



**4.8** out of **5**  
PPN Customer Satisfaction Rating



**\$841** MILLION  
Spent on improvements in Valley  
businesses in FY21





BUSINESS & INDUSTRY

# Internal Energy Management Program (IEMP)

Our Internal Energy Management Program (IEMP) is how we make sure we’re identifying, funding and implementing energy and water conservation projects at TVA buildings.

IEMP helps us meet our energy and sustainability goals, lowers costs, improves safety, increases productivity and creates jobs. Plus, it’s just the right thing to do. In 2021, TVA invested \$1.8 million on improvements, resulting in \$209,315 in annual savings and 2,449 MWh in energy consumption savings.

## For the benefit of the Valley

We’re partnering with local power companies and contractors to make sure that businesses in the region have the resources they need to succeed. IEMP offers us an opportunity to identify energy-savings opportunities, manage implementation strategies and test new technologies on ourselves so that we can better serve our customers.

Since 2008, TVA has saved

enough energy to power  
**64,200 homes**  
for one year

enough CO<sub>2</sub> to offset  
**145,250 vehicles**  
driven for one year





BUSINESS & INDUSTRY

# Federal Energy Services Program (FESP)

TVA recognizes the strategic value of the federal customers in our service territory. Through the TVA EnergyRight Federal Energy Services Program (FESP), we’re honored to help these entities thrive and grow in the Valley. FESP is a one-stop shop delivering technical and financial solutions to federal customers in the Valley.

## Strengthening communities

Our goal is clear: to support local economies and promote job creation. Our federal customers contribute greatly to the economy and quality of life in the region. When they succeed, our communities thrive. Which is why FESP helps federal agencies use less energy, lower costs and keep our communities strong.

## Making an impact and supporting sustainability

We’re helping federal agencies meet energy- and water-saving goals, improving aging infrastructure and lowering costs by taking advantage of new technologies and innovations in the energy space.

Administered by the U.S. Department of Energy, Utility Energy Services Contracts foster collaboration among federal agencies within communities that are direct served or served by local power companies. Through FESP, TVA helps federal customers implement new systems and provides capital improvements to make federal facilities more resilient, reliable and environmentally friendly.

# Electric Vehicles

Our strong partnerships with local power companies once made it possible to bring electricity to the Valley. Now we're transforming our impact on our communities again — by bringing electricity to transportation.

We're accelerating the adoption of electric vehicles (EVs) across the region by developing charging infrastructure, setting supportive policies, and bringing together the right partners and resources to remove barriers to adoption for residents, businesses, communities and manufacturers alike. It's all part of furthering our public power mission.

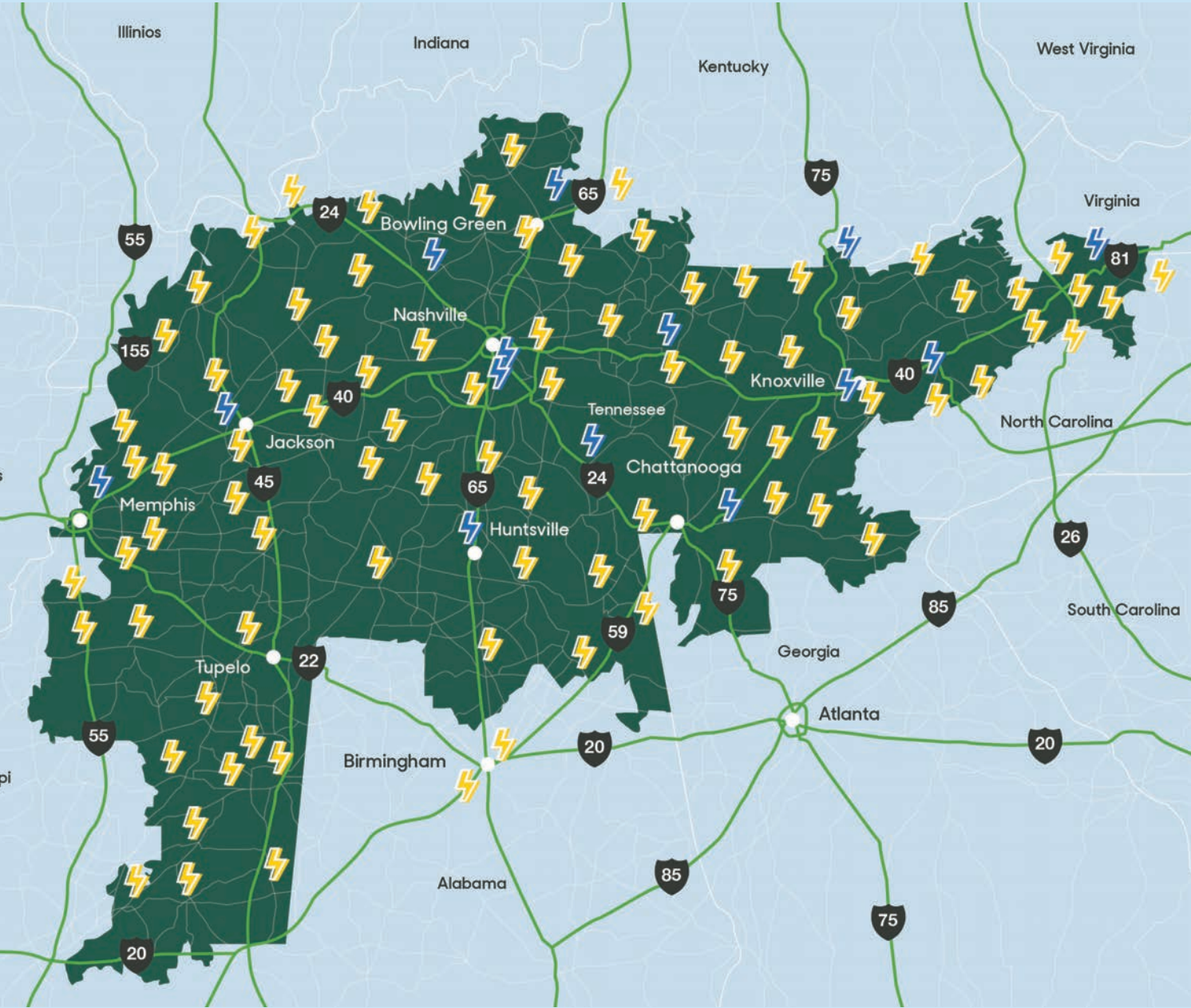
## 1. Fast Charge Network

## 2. EV website





- EXECUTIVE MESSAGE
- PARTNERSHIPS
- SUCCESS STORIES
- IMPROVING ENERGY EQUITY
- CARBON REDUCTION
- AWARDS
- 2021 HIGHLIGHTS
- RESIDENTIAL
- BUSINESS & INDUSTRY
- ELECTRIC VEHICLES
- DEMAND RESPONSE
- APPENDIX



## ELECTRIC VEHICLES

### Fast Charge Network.

Plug in. Power up. Go electric. TVA is partnering with state agencies, local power companies and third-party charging developers to create a foundational network of public fast-charging stations at least every **50 miles** along major travel routes in the seven-state region.

**We're rolling out the green carpet.**  
We're joining forces with people and organizations from across the region with the shared goal to bring over 200,000 EVs to the Valley by 2028. EVs use locally produced fuel and support local power companies. Plus, they support cleaner air by saving almost 1 million metric tons of CO<sub>2</sub> per year. The anticipated yearly outcome is \$200 million in consumer fuel savings and \$120 million reinvested in the local economy from electric refueling.



## You have the power.

Power up wherever life takes you.

### At home



#### Power up overnight.

It's as easy as plugging in a cell phone. Rest easy and charge from home.

Explore chargers

### On road trips



#### On the go

Live for the moment, not for the miles. Power up in 30 minutes or less with fast chargers.

Locate chargers

### Around town



#### Explore and go electric

Whether at the office, the park or out with friends, always have a plug-in station at your fingertips.

Learn more

## How to charge.

There are **various types** of chargers available, but these are the most common types:



#### AC Level 1 Charger

Often used at home, they're the simplest to set up.

\$0 - \$600

8 - 12 hrs



#### AC Level 2 Charger

These deliver 10 to 60 miles of range per hour of charging and are available for your home.

\$1,200 - \$2,000

4 - 6 hrs



#### DC Fast-Charger

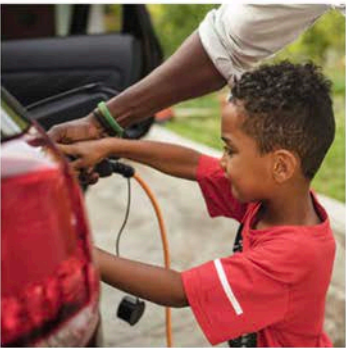
This 480-volt charger is most often used in public stations.

\$2,300 - \$6,000

30 min

\*for 80%

Learn more



## ELECTRIC VEHICLES

Our EV website provides the resources to help boost EV awareness and knowledge across the Valley.

We designed EnergyRight.com/EV to address the common EV myths, questions and concerns that came up in our consumer research. Drivers can visit the website to find information about maintenance, batteries and chargers, and make decisions that work for them.

### What else can you find at EnergyRight.com/EV?

- **Cost Savings Calculator:** Drivers can compare gas-fueled vehicles to hybrid and all-electric vehicles and calculate how much they could save by making the switch.
- **EV Comparison Tool:** Drivers can filter their EV search by budget, vehicle size and type, and fuel type (hybrid or electric) to find the EV that fits their needs.
- **EV Charger Locator:** Using the interactive map, drivers can map a route and locate chargers along the way.

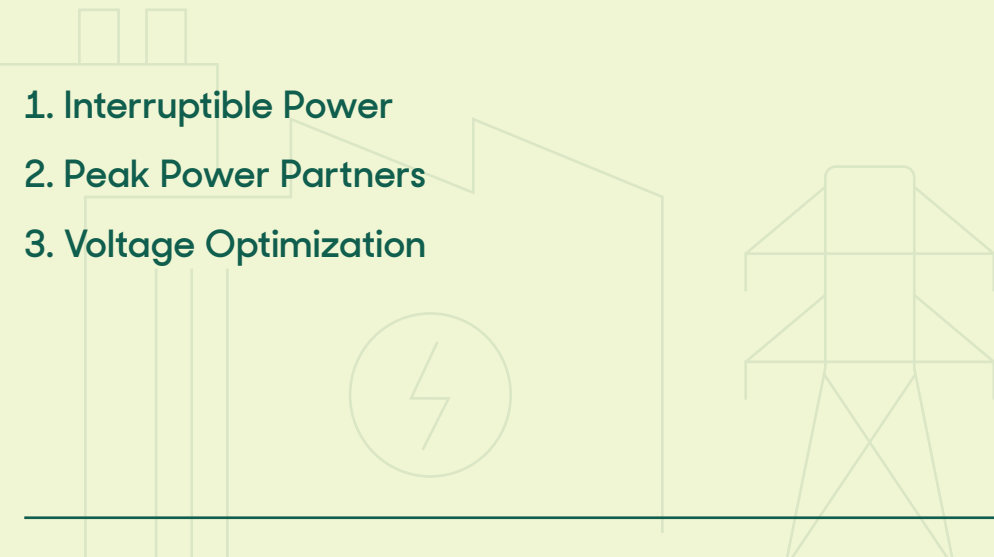
"TVA is an industry leader in delivering low-cost, clean energy, and we intend to take a leadership role in electric vehicle transportation. According to the Environmental Protection Agency, traditional forms of transportation are a leading source of carbon emissions, while a single electric vehicle can reduce those emissions by 8,600 pounds per year."

JEFF LYASH, TVA PRESIDENT AND CEO



# Demand Response

TVA reliably manages the power grid by ramping up power generation at the moment people need it. But what happens when there is not enough generation? Demand response programs are then used as a zero emission option to keep power flowing. Demand response adds megawatts to the balance, not by building physical power generation plants, but by providing an opportunity for participating consumers to reduce their energy usage when it is needed most. These customers play a significant role in keeping the power grid low-cost and reliable.

- 
1. Interruptible Power
  2. Peak Power Partners
  3. Voltage Optimization







DEMAND RESPONSE

Interruptible Power

TVA EnergyRight offers financial incentives for participating Business & Industry customers that agree to suspend a portion of their energy load when the power system is constrained. IP5 participants receive a monthly demand credit in exchange for load curtailment. IP30 participants receive a monthly demand credit along with an event-based energy credit in exchange for load curtailment.

1,431 MW Interruptible Power capacity

599 MW Instantaneous response

Interruptible Power programs

Interruptible Power – 5 minutes’ notice	765 MW
Interruptible Power – 30 minutes’ notice	665 MW
Instantaneous Response	599 MW

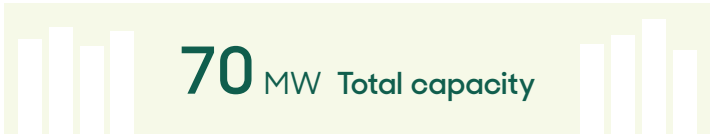




DEMAND RESPONSE

Peak Power Partners

Leveraging two of our external partners, Enel X and Seven States Power Corporation (7SPC), TVA EnergyRight offers local power companies an easy way to administer the demand response program. Aggregation through our partners economically extends the reach to smaller local power company customers. Those participating customers receive a financial incentive as well as expanded information on their energy usage.



Peak Power Partners programs

Enel X	68 MW
Seven States Power Corporation	3 MW

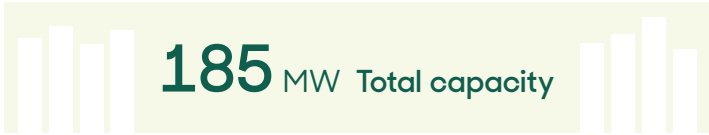




DEMAND RESPONSE

# Voltage Optimization

TVA EnergyRight operates voltage optimization programs with local power companies that operate distribution feeder voltages in the lower half of the standard voltage range, thereby reducing energy consumption annually.





# Appendix

Looking for something specific? For a complete list of activities by local power company (LPC), [click here](#).

- 1. Top LPC Performers
- 2. Top Performers by Program
- 3. Description of Programs





APPENDIX

Top LPC Performers

TOTAL PROGRAM ENERGY

Top LPC Performers

	KWH	% of FY Program Total
EPB	15,613,643	14.76%
Huntsville Utilities	15,537,310	14.69%
Middle Tennessee Electric (MTE)	14,110,662	13.34%
Nashville Electric Service (NES)	13,341,726	12.61%
Memphis Light, Gas & Water Division	5,502,644	5.20%
Bristol Tennessee Essential Services	4,203,155	3.97%
Duck River Electric Membership Corporation	2,674,638	2.53%
4-County Electric Power Association	2,436,271	2.30%
Clarksville (CDE Lightband)	2,125,019	2.01%
Central Electric Power Association	1,962,537	1.86%
Program Total	105,788,266	

APPENDIX

Top LPC Performers

ADDED PERCENTAGE OF SALES

Top LPC Performers	KWH	% of FY Sales Total
Water Valley Electric Department, City of	1,467,491	1.39%
Bristol Tennessee Essential Services	4,203,155	3.97%
Oxford Electric Department, City of	927,027	0.88%
Tri-State Electric Membership Corporation	1,015,737	0.96%
Huntsville Utilities	15,537,310	14.69%
Clarksville (CDE Lightband)	15,613,643	14.76%
North East Mississippi Electric Power Association	1,789,570	1.69%
4-County Electric Power Association	2,436,271	2.30%
Central Electric Power Association	1,962,537	1.86%
East Mississippi Electric Power Association	456,208	0.43%
Program Total	105,788,266	



APPENDIX

Top Performers by Program

HOME ENERGY EVALUATIONS (ENERGY EFFICIENCY)

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Savings vs. Sales
Middle Tennessee Electric (MTE)	1,424,791	18.63%	1,087	0.06%
Nashville Electric Service (NES)	915,894	11.98%	993	0.03%
Memphis Light, Gas & Water Division	329,019	4.30%	516	0.01%
Appalachian Electric Cooperative	321,488	4.20%	326	0.09%
Knoxville Utilities Board (KUB)	317,532	4.15%	557	0.02%
Program Total	7,647,004		8,704	

DIY HOME ENERGY ASSESSMENT

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Savings vs. Sales
Memphis Light, Gas & Water Division	570,865	24.93%	633	0.01%
Nashville Electric Service (NES)	304,761	13.31%	338	0.01%
EPB	128,557	5.61%	143	0.01%
Knoxville Utilities Board (KUB)	112,375	4.91%	125	0.01%
Volunteer Energy Cooperative (VEC)	112,375	4.91%	125	0.01%
Program Total	2,289,753		2,543	

APPENDIX

Top Performers by Program

NEW HOMES PROGRAM

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
Huntsville Utilities	14,137,801	29.67%	2,103	0.55%
Middle Tennessee Electric (MTE)	8,725,372	18.31%	1,141	0.20%
Nashville Electric Service (NES)	4,531,500	9.51%	570	0.09%
Duck River Electric Membership Corporation	2,651,186	5.56%	334	0.24%
Clarksville (CDE Lightband)	2,125,019	4.46%	267	0.22%
Program Total	47,642,340		6,560	

HOME UPLIFT

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Savings vs. Sales
Nashville Electric Service (NES)	600,611	27.06%	174	0.01%
EPB	363,031	16.36%	104	0.02%
Knoxville Utilities Board (KUB)	291,237	13.12%	98	0.01%
BrightRidge	216,664	9.76%	54	0.02%
Huntsville Utilities	164,657	7.42%	35	0.01%
Program Total	2,219,483		726	

HOME ENERGY WORKSHOPS

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Saving vs. Sales
Knoxville Utilities Board (KUB)	17,980	39.22%	20	0.00%
Starkville Electric System	12,586	27.45%	14	0.01%
4-County Electric Power Association	8,091	17.65%	9	0.00%
Memphis Light, Gas & Water Division	1,798	3.92%	2	0.00%
Decatur Utilities	899	1.96%	1	0.00%
Program Total	45,849		51	



APPENDIX

Top Performers by Program

TVA ENERGYRIGHT FOR BUSINESS (SMART ENERGY TECHNOLOGIES)

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
Nashville Electric Service (NES)	8,802,267	22.99%	20	0.15%
Middle Tennessee Electric (MTE)	5,367,639	14.02%	9	0.18%
Bristol Tennessee Essential Services	4,180,082	10.92%	2	1.38%
EPB	2,872,598	7.50%	13	0.14%
Memphis Light, Gas & Water Division	2,460,870	6.43%	4	0.04%
Program Total	38,290,373		103	

TVA ENERGYRIGHT FOR INDUSTRY (SMART ENERGY TECHNOLOGIES)

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
EPB	11,459,098	59.88%	3	0.97%
Memphis Light, Gas & Water Division	3,028,985	15.83%	2	0.17%
4-County Electric Power Association	2,202,381	11.51%	3	1.25%
Warren Rural Electric Cooperative Corporation	962,100	5.03%	1	0.11%
Shelbyville Power System	484,066	2.53%	1	0.49%
Program Total	19,137,508		23	

APPENDIX

Description of Programs

TVA ENERGYRIGHT FOR THE HOME

Residential Services Program

The Residential Services Program helps residents lower their energy use. And this year, we made some exciting changes, expanding our offerings and streamlining the structure of the program, making it easier for residents to get the help they need, no matter where they are on their energy saving journey. The program name changed too — from eScore to TVA EnergyRight Residential Services — to better reflect the comprehensive suite of services available to residents.

DIY Home Energy Assessment

This do-it-yourself assessment is an online evaluation where residential customers can input information about their homes and receive a personalized report with energy efficiency recommendations. First-time participants receive an energy efficiency starter kit.

Home Energy Evaluation

Led by a Home Energy Advisor, Home Energy Evaluations make it easy for residents to get expert one-on-one advice and learn what upgrades their home needs to become more energy efficient. We also offer virtual evaluations that make it possible for residents to get convenient and safe advice through their smartphone. Advisors guide residents room-by-room using augmented reality technology. After the evaluation, residents receive a customized report with prioritized recommendations for ways to improve their home’s energy use — so they know exactly how to start saving energy.

Quality Contract Network

The Quality Contractor Network (QCN) is a group of highly skilled and knowledgeable contractors who have been specially trained and vetted by TVA EnergyRight to make sure energy upgrades are installed correctly. TVA EnergyRight will even inspect the work after it’s been completed. Members of the QCN also help the Home Uplift initiative to provide quality energy improvements at scale.

Financing

Through TVA relationships with third-party lenders, most TVA EnergyRight customers have access to TVA-sponsored financing. On-bill financing is made available to consumers through the local power companies (LPCs) and Regions Bank. Off-bill financing is made available to the consumer through Vanderbilt Mortgage and Finance Inc. LPCs choose the option that will be made available to their customers. These consumer loans assist homeowners in making energy upgrades to their home, as well as help homeowners in making emergency upgrades, such as replacement of heating/cooling equipment failures.

Home Energy Workshops

TVA EnergyRight and local power companies partner to offer free Home Energy Workshops around the Valley. These workshops can be in-person for hands-on learning or done virtually, making it possible for residents to learn about home energy use remotely. When more people know about all the money-saving tips and energy conservation assistance available to them, everyone in the Valley wins.

Eye Spy Energy Kids’ Workshops

Developing smart energy habits with our children takes work and a lot of reminders. That’s why we offer the Eye Spy Energy workshop for kids featuring a colorful cast of EnergyRight monster friends who teach kids where energy comes from, how we use energy, and how they can help their families save energy and money around the house. The workshop is offered through local power companies to elementary schools or other organizations that reach children 5–12 years of age. Parents can also request an Eye Spy Energy mini-kit full of edutainment like energy-saving themed activity sheets, a game and stickers. When our monsters — Watt, Spark, Bolt, Newton, Zap and Breaker — come out to play, saving energy is way more fun.



APPENDIX

Description of Programs

New Homes

The New Homes Program offers a suite of HVAC and water heating equipment incentives to encourage builders to use electric equipment instead of non-electric. Incentives were offered for single-family and multi-family homes. The New Homes Program incentives help builders purchase technologies that will help future homeowners save more energy, making these homes more marketable.

Home Uplift

Launched as a pilot in 2018 and as a program in 2021, Home Uplift seeks to create a sustainable, quality program to increase weatherization for families. The program consists of free home upgrades that increase the energy efficiency and comfort of homes and enable families with limited means to lower their energy bills. Funds are used for HVAC repair/replacement, insulation, air leak reduction, windows and doors, as well as minor health and safety repairs that enable energy upgrades.

TVA ENERGYRIGHT FOR BUSINESS & INDUSTRY

TVA EnergyRight’s portfolio of Business & Industry programs, offered through local power companies (LPCs), provides expert guidance, professional energy evaluation tools, research and support to consumers in the commercial, public, institutional and industrial sectors. These programs help businesses and other organizations make the right energy choices while supporting TVA’s load optimization efforts.

Preferred Partners Network

The PPN was created for Business & Industry customers to relieve some of the stress of finding trustworthy experts to make energy upgrades. Business & Industry customers can find and hire everyone from general contractors and architects to engineers and other trade allies, each vetted by TVA EnergyRight.

Internal Energy management Program (IEMP)

Our Internal Energy Management Program (IEMP) is how we make sure we’re identifying, funding and implementing energy and water conservation projects at TVA buildings.

Federal Energy Services Program (FESP)

Through the TVA EnergyRight Federal Energy Services Program (FESP), we’re honored to help these entities thrive and grow in the Valley. FESP is a one-stop shop delivering technical and financial solutions to federal customers in the Valley.

Community Centered Growth

The Community Centered Growth pilot is offered by Erwin Utilities, Huntsville Utilities, Nashville Electric Service and Sheffield Utilities in partnership with TVA to attract sustainable businesses and stimulate existing small businesses in the communities through energy efficiency investments and resources. The pilot is targeting 40 small businesses in economically distressed areas and will help inform a future Valley-wide program.

School Uplift

School Uplift offers public schools in the Valley support to reduce utility cost and improve the quality of the learning environment so schools can invest their limited resources where it matters most: educating children. The free program provides Strategic Energy Management (SEM) training focused on continuous energy improvement and grant opportunities for schools in economically distressed areas.

My Energy Advisor

My Energy Advisor is a free online platform that enables customers to easily compare, understand and manage energy and achieve success on their terms for their businesses. It gives them tailored information about the latest technologies and incentives, and connects them to expert support and TVA-approved contractors. My Energy Advisor gives businesses the tools they need to take control of their energy goals.

APPENDIX

Description of Programs

TVA ENERGYRIGHT FOR DEMAND RESPONSE

Interruptible Power

This program can suspend a portion of participating customers’ load with 5 or 30 minutes’ notice during times of the power system’s need. IP-5 minute participants receive a monthly demand credit in exchange for curtailment. IP-30 minute customers may be called upon to curtail consumption up to 12 hours per year and receive a monthly demand credit and event-based energy credit.

Peak Power Partners

Peak Power Partners is a demand response program administered by external program delivery partners. This model allows TVA to connect with hundreds of smaller commercial and industrial customers in the Valley to provide demand response benefits.

Voltage Optimization

This program offers voltage optimization programs with local power companies that operate distribution feeder voltages in the lower half of the ANSI standard voltage range, thereby reducing energy consumption annually.



