

2020 Highlights Report

Executive Message
Partnerships
COVID-19 Response
Success Stories

Carbon Reduction
Awards
2020 Highlights
Residential

Business & Industry
Electric Vehicles
Demand Response
Renewable Energy



EXECUTIVE MESSAGE

PARTNERSHIPS

COVID-19 RESPONSE

SUCCESS STORIES

CARBON REDUCTION

AWARDS

2020 HIGHLIGHTS

RESIDENTIAL

BUSINESS & INDUSTRY

ELECTRIC VEHICLES

DEMAND RESPONSE

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EXECUTIVE MESSAGE

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EXECUTIVE MESSAGE

What an impressive year it has been for TVA EnergyRight®! As we entered 2020, none of us could have predicted the tremendous change and uncertainty that would occur in our world. No one could have anticipated what the year 2020 would actually be like. But in these chaotic times, everyone—TVA staff, local power companies, program partners and even end-use consumers—rose to the task at hand and showed how resourceful and innovative we could be when faced with monumental challenges. The accomplishments highlighted in this report bear out this claim.

Evolving consumer habits, new technologies and policy changes means the energy industry is as dynamic as ever—but even more importantly, the 10 million residents of the Valley are living through an unprecedented transformation in their lives due to COVID-19 and its economic ramifications. Valley businesses and industries are being faced with difficult times as well. This means that our role in helping position TVA and local power companies as trusted energy advisors who can be counted on to help them live better, safer, more comfortable and more environmentally friendly lives is more critical than ever.

I am so proud of the work we accomplished in fiscal year 2020—and I believe that this 2020 Highlights Report, which outlines our accomplishments and programmatic offerings, will serve as a living document and reference point for us as we strive to achieve even more in fiscal year 2021.

Together, we make life better for the people of the Valley every single day. Thank you for the role you play and your partnership in bringing TVA EnergyRight to the market.

Sincerely,

Cindy Herron

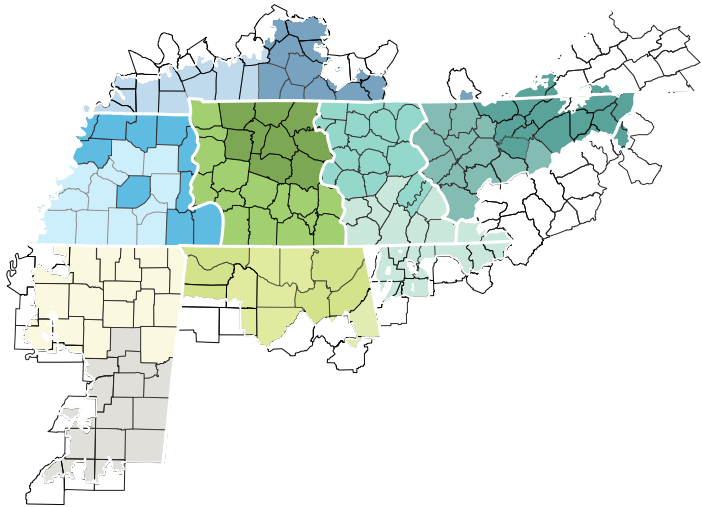
Vice President
TVA EnergyRight®





Powerful Partnerships

Thank you to our local power company (LPC) partners, the Tennessee Valley Public Power Association, Inc. (TVPPA), the Seven States Power Corporation 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.

Responding to COVID-19: New challenges call for thoughtful solutions.

This year called on us to step up in new ways to care for our fellow neighbors across the Tennessee Valley. And TVA responded—with a comprehensive portfolio of assistance programs designed to support our customers and communities. Here are a few ways TVA EnergyRight, alongside our local power companies, made this year a little easier for the people we serve:

Introducing the COVID-19 Community Care Fund.

TVA provided \$2.3 million in matching funds to support local initiatives. The program has processed over 350 applications and donated over \$4.6 million so far.

Giving Home Energy Evaluations virtual capabilities.

We leveraged augmented reality (AR) technology to give homeowners a safe way to get expert one-on-one advice.

Taking Home Energy and Kids' Workshops online.

Grownups and kids alike were able to get home energy-saving guidance from the comfort of home.

Incentivizing UVGI technology to boost adoption among businesses.

Ultraviolet Germicidal Irradiation (UVGI) systems may help reduce and deactivate certain airborne pathogens.



Success Stories

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

1. TVA celebrates more ways to reduce the energy burden for Memphis residents.
2. LIHEAP helps COVID-impacted residents pay their power bill.
3. TVA offers schools and businesses incentives for virus-killing UV technology.
4. Memphis mom feels like a warm blanket has been laid over her home thanks to Home Uplift.
5. TVA launches virtual Home Energy Evaluations during pandemic.
6. TVA energy workshops offer education and relief to rural Tennessee homeowners.
7. KUB and NES make renewable energy strides with Green Invest.
8. TVA and Joe Wheeler EMC help a local nonprofit grow food for those in need.
9. Eye Spy Energy Kids' Workshops go virtual to continue through COVID-19.
10. EnergyRight offers guidance to help local businesses reopen safely.
11. Brandon Bacon helps Chattanooga contractors find work with Quality Contractor Network.
12. A community rebuilds after wildfires with help from EnergyRight's New Homes Program.
13. EnergyRight's New Homes Program helps people find affordable housing in Oxford.
14. Home Energy Evaluations help Knoxville family save nearly \$1,000.
15. EnergyRight makes energy resources safe and accessible during COVID-19.





SUCCESS STORIES

TVA celebrates more ways to reduce the energy burden for Memphis residents.

Hundreds of Memphis homes have already been weatherized through TVA's Home Uplift initiative and partnering weatherization programs, which seek to raise the quality of life for low-income families across the Valley. This year, opportunity knocked in Memphis, making home weatherization training more accessible to more area contractors.

In March, TVA and MLGW staff members gathered with local officials and community leaders for a ribbon-cutting ceremony celebrating the opening of TVA's Mobile Weatherization Training Lab at Memphis' FedEx Event Center. The lab will be used to train more contractors to perform home weatherization upgrades and energy improvements for residents of Memphis and beyond.

The lab is a versatile training facility that helps experienced weatherization contractors sharpen their skills in diagnosing energy, comfort, safety and durability concerns in homes across the Valley. TVA will also use the lab to train and certify energy auditors in skills such as diagnostic testing of building and duct leakage, combustion safety testing and visual evaluation.

“Working together, we are improving the lives of hundreds of Memphians by providing home energy upgrades so people can save money on their electricity bills.”

MARK CREECH, TVA EXECUTIVE DIRECTOR IN MEMPHIS



SUCCESS STORIES

LIHEAP helps COVID-impacted residents pay their power bill.

Kids to feed. Elderly parents in need of medicine. Rent or mortgage to pay. Overdue bill notices. These stressors are impacting many Americans who lost jobs and income due to COVID-19. And even though more people than ever before are eligible for income-based assistance programs, accessing them can be challenging for families who are already overwhelmed.

That’s why TVA EnergyRight joined with local power companies to increase awareness of a federal program called the Low Income Home Energy Assistance Program, or LIHEAP. Since 1980, LIHEAP has provided financial assistance to families with low incomes who bear a high energy burden and are unable to afford their power bills. As part of the COVID-19 federal stimulus package, the program received an additional \$900 million cash infusion in 2020.

To help those in need find the program, EnergyRight launched a LIHEAP Energy Bill Assistance site, which makes county-by-county LIHEAP referrals within TVA’s seven-state service territory. Any resident could simply visit the site, select their state and county, and receive information and income guidelines needed to determine their eligibility.

“This resource is being promoted across the Valley to empower more families with the knowledge that there may be financial assistance out there for them,” said Jeannette Mills, TVA executive vice president and chief external relations officer. “Public power means doing what’s right for the people we serve, so we’re pleased to partner with local power companies to help get their customers to the right place to apply for these federal funds.”

“Public power means doing what’s right for the people we serve.”

JEANNETTE MILLS, TVA EXECUTIVE VICE PRESIDENT
AND CHIEF EXTERNAL RELATIONS OFFICER



SUCCESS STORIES

TVA offers schools and businesses incentives for UV technology with germicidal effect.

As the nation navigated a safe return to school and offices this year, TVA announced a plan to provide incentives to businesses and schools to install UV-C germicidal lights that may help to minimize the spread of certain airborne pathogens in indoor air.

“A key focus for us is helping to keep our children and the public safe by supporting these new technologies,” said Jason Snyder, manager at TVA EnergyRight. “Schools and businesses realize they need solutions to purify indoor air, and we want to help them install it as they reopen.”

UVGI uses UV-C light, a short-wavelength ultraviolet light, in an attempt to inactivate some pathogens. In 1903, Niels Finsen won the Nobel Prize for his work using UV rays to treat disease. UVGI has been commercially available since the 1930s when Westinghouse quickly commercialized the low-pressure mercury vapor germicidal lamp.

According to Snyder, a TVA Preferred Partners Network professional can install germicidal lights into the ductwork of many existing commercial HVAC systems. Customers who use TVA’s provider network can receive a \$30 per ton incentive toward the adoption of UVGI systems.

“As an innovation leader, TVA will continue to identify and promote technologies that help businesses and schools succeed and thrive for years to come.”

JASON SNYDER, MANAGER AT TVA ENERGYRIGHT

ERICA WARREN

350TH HOME UPLIFT RECIPIENT IN MEMPHIS

SUCCESS STORIES

Memphis mom feels like a warm blanket has been laid over her home thanks to Home Uplift.

Drafty houses can leak heat, energy and dollars. Memphis homeowner Erica Warren was used to stressful winters as she struggled to pay their MLGW utility bill while keeping her home comfortable for her toddler.

This year, that changed.

In February, the Warren residence was the 350th home weatherized in Memphis through TVA's Home Uplift and partnering weatherization programs. Together with MLGW, the City of Memphis and the Metropolitan Interfaith Association, Home Uplift helps lessen energy burdens for residents in need—by providing a variety of home upgrades at no cost to qualifying homeowners.

In Warren's home, Home Uplift replaced two doors and blew insulation into her attic to make the home more energy efficient.

"It feels like a warm blanket has been laid over my home," Warren said. "I can really tell a difference."

"It's important for partners to come together and celebrate the success of the work none of us would have been able to do on our own," said Cindy Herron, vice president of TVA EnergyRight. "We're proud to serve Memphis and other communities across the Valley through this program and to help our neighbors live more safely, comfortably and affordably in their homes."

"It's important for partners to come together and celebrate the success of the work none of us would have been able to do on our own."

CINDY HERRON, VICE PRESIDENT OF TVA ENERGYRIGHT



SUCCESS STORIES

TVA launches virtual Home Energy Evaluations during pandemic.

TVA is proud to be the first utility in the Southeast to launch virtual professional energy assessments, enabling residents across the seven-state service region to benefit from money-saving energy advice, even throughout the current COVID-19 pandemic.

“Innovation is in TVA’s DNA,” said Frank Rapley, senior manager, TVA EnergyRight. “We’re using new technology to provide consumers expert energy advice, while maintaining CDC social distancing guidelines.”

Energy evaluations help customers save money by identifying areas where energy loss may occur. Normally, a Home Energy Advisor would visit a customer’s home to complete the evaluation. Now, customers can use their smart device to interact with an advisor through an app and augmented reality technology.

“While in-person inspections are done while homeowners wait in their living rooms, virtual inspections take them along for the journey,” Rapley said. “We get them excited about saving energy in their home, and we can see they’re really interested in learning.”

“We’re using new technology to provide consumers expert energy advice, while maintaining CDC social distancing guidelines.”

FRANK RAPLEY, SENIOR MANAGER, TVA ENERGYRIGHT



SUCCESS STORIES

TVA energy workshops offer education and relief to rural Tennessee homeowners.

Rural families face the highest energy burdens of any household group in America and spend a much larger percentage of their income on energy bills than the average family.

That’s why TVA started offering Home Energy Workshops—to help families save money on their electric bills and live more comfortably. Made available thanks to partnerships with Chattanooga-area nonprofit greenspaces, the Southeast Tennessee Human Resource Agency (SETHRA) and local power companies, the workshops offer home energy management tips to both homeowners and renters, and included residents in rural areas of McMinn, Meigs, Polk and Rhea counties.

“Services like these workshops are common in urban areas, but support can be harder to access outside city limits,” said greenspaces Outreach Coordinator Ella Kliger. “This partnership seeks to help rural Valley residents with energy problems and needs that otherwise often go unsolved or unmet.”

Rural housing is made up of more manufactured homes and older homes than their urban counterparts, so their energy needs are different. Manufactured homes use 35% less energy than on-site homes, but owners find themselves spending 70% more per square foot on energy.

“Our clients struggle with paying bills all year long,” said Nancy Sutherland, executive director of SETHRA. “When SETHRA sponsors a program that helps ... we see a real benefit for the client and the community.”

“Supporting this important work is in line with TVA’s mission to make life better for the 10 million people in the Valley,” said Cindy Herron, Vice President of TVA EnergyRight. “Partnerships are vital for expanding services to traditionally underserved communities and to meeting people where they are with the tools they need.”



SUCCESS STORIES

KUB and NES lead the way in renewable energy with Green Invest.

This year, alongside our local power company partners, TVA officially rolled out Green Invest. This award-winning solution offers Business & Industry a timely, cost-competitive way to meet their sustainability goals. The program matches customer-driven commitments for renewable energy with new-to-the-world renewables projects in the Valley through a competitive procurement process.

Since 2018, Green Invest has helped attract companies like Facebook and Google to the Valley, while meeting the sustainability goals of existing Valley customers like General Motors and Vanderbilt University. In two years, we’ve added a total of 1,175 MW of utility-scale solar and generated \$1.4 billion in solar investments in our communities. Our partners make this solution successful. Knoxville Utilities (KUB) and Nashville Electric Service (NES) are leaders in their commitment to meeting customer renewable energy needs and building a sustainable region.

KUB was the first LPC to leverage Green Invest. Gabe Bolas, KUB President and CEO said, “KUB is proud to be the first TVA distributor to demonstrate our commitment to clean energy through the purchase of 502 megawatts of solar power. Our Green Invest partnership is an important part of our work to support Knoxville’s emissions reduction goals and build on KUB’s legacy of environmental stewardship.”

NES has partnered on multiple Green Invest projects to meet the renewable energy goals of Vanderbilt University and the city of Nashville. “This public-private partnership will serve as a model for NES’s other large customers to replicate. I challenge Nashville’s corporate sector and major institutions to consider TVA Green Invest as a smart way to prepare for what must be a greener future,” said Mayor John Cooper, Nashville and Davidson County.

The solar capacity from these Green Invest projects will come online in 2022 and 2023.



SUCCESS STORIES

TVA and Joe Wheeler EMC
help a local nonprofit grow
food for those in need.

“We don’t want anybody to go hungry. So when someone gives me a report of a neighborhood where there’s a food desert, where a grocery store closed, or a tornado took out a market, that’s a target area for us,” said Manna House Director Fran Fluhler.

Manna House is a nonprofit that offers nourishment to people in need across Huntsville, Alabama, and neighboring communities. They serve over 3,000 salads per week but struggled to find enough fresh, quality lettuce. So they set out to build their own hydroponic garden, complete with 1,300 LED electric lamps.

How could a nonprofit afford \$345,000 in LED lighting? With the help of TVA EnergyRight’s incentive program, offered through local power company Joe Wheeler EMC. As part of an initiative to promote new technologies in the Valley, EnergyRight and Joe Wheeler EMC were able to offer Fluhler \$119,000 in incentives.

“The coolest thing about the way
they use electricity is that you kind
of control what time of day the sun
comes up for these plants.”

JASON SNYDER, MANAGER AT TVA ENERGYRIGHT



SUCCESS STORIES

Eye Spy Energy Kids’ Workshops go virtual to continue through COVID-19.

Lily wasn’t sure what to expect when her mom, Leslie, signed her up for TVA EnergyRight’s virtual Eye Spy Energy Kids’ Workshop. With Lily and her friends stuck at home, Leslie saw the workshop, hosted by TVA EnergyRight in partnership with her local power company, Florence Utilities, as a unique opportunity.

“I wanted Lily to have an opportunity to interact with other kids. But I also really wanted her to understand how she could make an impact on saving energy,” says Leslie.

TVA EnergyRight’s Eye Spy Energy Kids’ Workshop is an interactive online program that teaches kids where energy comes from, how we use it and how to save energy around the home. Led by the EnergyRight Monsters (Watt, Spark, Bolt, Newton, Zap and Breaker), kids travel through a virtual home to explore its energy use and see where energy and money are wasted.

“I was actually really surprised she absorbed so much and was really excited about it. Her little brother and sister were just as excited to learn about it,” says Leslie. After the workshop, Lily held an impromptu energy-saving class for her siblings in her dining room using materials from her free Eye Spy Energy Kids’ Kit.

“I think it was a reminder and a confirmation that the more people know these tools and the ways to save energy, the bigger impact we can make,” said Leslie.



SUCCESS STORIES

EnergyRight offers guidance to help local businesses reopen safely.

The Wild Cow, an East Nashville vegan restaurant, was struck by the EF3 tornado that tore a 50-mile-long path through Tennessee in March.

“Eight days later, we reopened the restaurant and replaced all the food. We were open for about a week before the COVID-19 pandemic became serious enough for us to close,” said Melanie Cochran, co-owner of The Wild Cow.

The Wild Cow got a little help thanks to TVA EnergyRight’s reopening guidelines, offered in partnership with local power companies. The guidelines offer tailored advice for businesses navigating prolonged closure or for businesses winding down or modifying facility operations for common business sectors.

“There’s a difference between going on vacation for a week and turning off the lights versus shutting down a business for an undetermined amount of time and trying to bring it back online,” says Chris Boehm, EnergyRight analyst. It’s a good time to examine equipment and its effectiveness. “Does it need energy efficient equipment upgrades or are you even using that piece of equipment anymore?” suggests Boehm.

“A lot of people are nervous about the future of the restaurant industry,” says Cochran. “We know restaurants will always be there. We’re just going to have to adapt to a new way of doing things.”

TVA’s COVID-19 Fund is also providing over \$2 million in matching funds to support local initiatives that address hardships created by the pandemic.



SUCCESS STORIES

Brandon Bacon helps Chattanooga contractors find work with Quality Contractor Network.

"I think minority or even just small construction companies, a lot of them are like one- or two-man (or women) armies where they need some help in regard to how to expand their operations," said Brandon Bacon, a project manager at Urban League of Greater Chattanooga and leader of a workforce development initiative called Building Futures.

Building Futures is a partnership between TVA EnergyRight and the Tennessee Urban League Affiliates (TULA). The program connects unemployed or underemployed minority contractors to home energy upgrade training and recruitment opportunities. It also increases representation in the local workforce to better reflect the communities they are serving.

The collaboration also helps find skilled contractors for TVA's Quality Contractor Network (QCN). Made up of reliable contractors who have been specially trained and approved by TVA and the local power companies, the QCN makes it easier for homeowners to find trusted pros for their energy upgrades.

"To me, it's a great opportunity for the workforce and contractors to partner and work with what I consider a first-class organization, like TVA," says Bacon.

Bacon is hopeful the partnership with EnergyRight will open more doors for minority contractors.



SUCCESS STORIES

A community rebuilds after wildfires with help from EnergyRight’s New Homes Program.

“It looked like a bomb had exploded,” recalls lifelong Sevier County resident Johnnie Bryan. The Great Smoky Mountains wildfire in late 2016 destroyed nearly 2,500 homes and businesses and burned 18,000 acres, toppling power lines for miles.

“The homes and houses could be replaced, but you’ll never replace all the memories people lost,” says Bryan, a builder and a contractor who’s seen construction take off as the area recovers. He was one of the first builders to use the New Homes Program when TVA EnergyRight introduced it and has worked closely with his local power company, Sevier County Electric Systems, for several years.

The New Homes Program was designed by TVA EnergyRight and local power companies to offer a suite of new HVAC and water heating equipment incentives for homebuilders.

Lucas Harkleroad, SCES programs administrator, says the New Homes Program helped rebuild homes after the fire. “That little extra incentive to go all-electric is a big deal,” says Harkleroad.

“There is value in having the New Homes Program, as builders are able to reinvest back into the communities and they also have the confidence that their homeowner will be able to take advantage of stable utility bills well into the future,” says Amy Edge, TVA general manager for customer delivery in the Northeast.

“Builders are able to reinvest back into the communities and they also have the confidence that their homeowner will be able to take advantage of stable utility bills well into the future.”

AMY EDGE, TVA GENERAL MANAGER FOR CUSTOMER DELIVERY IN THE NORTHEAST



SUCCESS STORIES

EnergyRight’s New Homes Program helps people find affordable housing in Oxford.

“We are a tourism community,” says Mayor Robyn Tannehill. “People invest their heart and soul into this community to make it what it is. We want them to be able to afford to live here as well.”

Once a small business owner herself in the community, Tannehill saw many residents priced out of Oxford as the city grew in popularity. She became an alderman then ran for mayor three years ago with affordable housing a cornerstone of her campaign. She reached out to housing developers like Stewart Rutledge, who candidly told her that red tape kept developers from building affordable housing in Oxford.

“When we first heard about EnergyRight’s incentives, we thought it was too good to be true,” says Rutledge. “They have partnered with us to make sure our affordable homes have the best chance at surviving.”

Offered in partnership with Oxford Utilities, TVA EnergyRight’s New Homes Program drives investment in communities by providing incentives for new construction, including affordable housing. To qualify, developers must build all-electric, energy-saving homes.

“The New Homes Program not only gives opportunities for builders and developers, but it can help lower that cost for a family to have a new home,” says David Sparks, Delivery Regional Manager for TVA.

“Stewart Rutledge, Mayor Tannehill and TVA EnergyRight have done such a great job of bringing this home to Mississippi to have affordable energy and affordable housing in Oxford,” says U.S. Representative Trent Kelly.



SUCCESS STORIES

Home Energy Evaluations
help Knoxville family save
nearly \$1,000.

“When we got our first bill from KUB, we were only charged for eight days of service. Those eight days cost us \$65,” says Knoxville resident Lynn Thurber. “That would work out to \$263 in a normal cycle. I thought there’s no way a 1,100-square-foot home that was just remodeled can be using that much energy.”

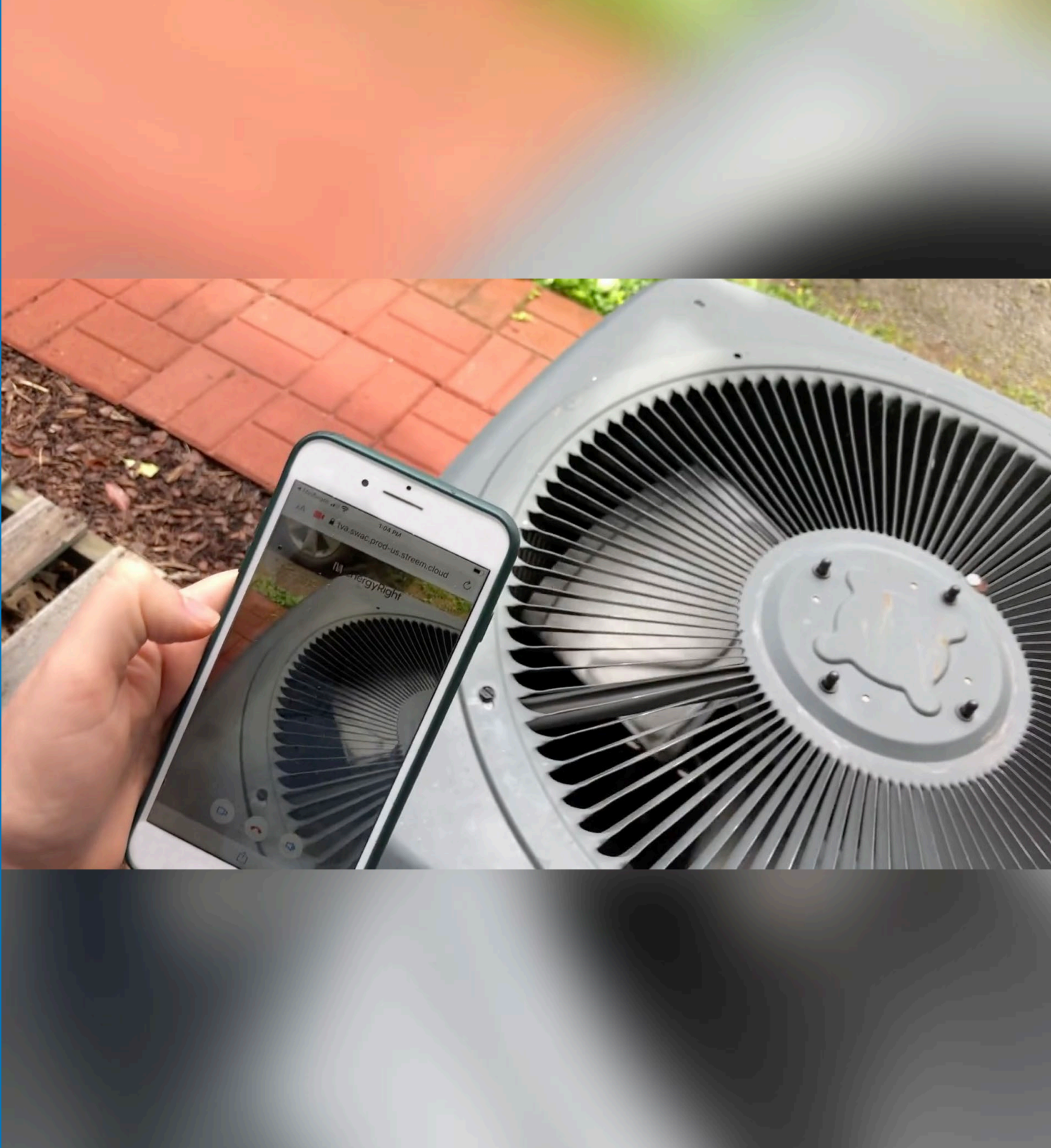
She called KUB’s customer service, who introduced her to TVA EnergyRight’s Home Energy Evaluation. After she signed up, a Home Energy Advisor came out to inspect her house. He took pictures, planned out a report and sat down with Thurber to discuss the issues he found.

He showed Thurber the areas under her home where the ductwork was sagging. He pointed out a large gap in one unit. There was also missing insulation in various places under the house.

Thurber says her energy advisor helped her prioritize which repairs needed to be done first. And for the ones she couldn’t do herself, EnergyRight’s Qualified Contractor Network (QCN) helped her find a professional who was vetted by EnergyRight and KUB.

“Over the course of a few years,
these repairs will ultimately pay
for themselves.”

RESIDENT LYNN THURBER



SUCCESS STORIES

EnergyRight makes energy resources safe and accessible during COVID-19.

Kemp Tricou, a TVA EnergyRight Home Energy Advisor, has been offering energy-saving advice to homeowners in the Valley for nearly seven years through in-person Home Energy Evaluations. But as many cities issued stay-at-home orders during the COVID-19 pandemic, TVA EnergyRight and local power companies worked to introduce virtual evaluations—giving residents a way to learn about their energy use through the comfort of their smartphone, using interactive AR technology.

“It was really easy,” says Bri Moran, a homeowner in Nashville, Tennessee. “We looked at my HVAC unit, my thermostat, checked the weather stripping on my doors and windows and checked my appliances. He made it simple to find everything because I wasn’t sure where everything was.”

“The virtual approach takes what was once a passive experience and makes it an interactive one,” says Tricou.

Since the pandemic began, EnergyRight and local power companies have worked together to make energy-saving resources accessible and convenient for people across the Valley—from free project advice available online, to virtual energy guidance and virtual energy-saving workshops for kids.

“We’re committed to supporting residents with resources that help them save energy. This year, that meant developing new ways to deliver services and ensuring we can support customers safely. No matter what’s going on in the world, our focus remains the same.”

CINDY HERRON, VICE PRESIDENT OF TVA ENERGYRIGHT

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 smart energy technologies. By opting to install electric equipment rather than fossil fuel-based equipment, most end-users will 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. Saving energy through our energy efficiency programs directly reduces end-users’ carbon impact.

The emission benefits are calculated using hourly program impact estimates and TVA’s fleet emission data. These hourly impacts are then rolled up to the program level, where EnergyRight can estimate programmatic influence on reducing TVA customers’ emissions footprints throughout the Valley. Lifetime emission impacts are calculated based on the estimated lifespan of the installed equipment.

Top LPC Performers

LPC	CO ₂ (tons)
Knoxville Utilities Board (KUB)	173,664
Sparta Electric & Public Works	91,855
Electric Power Board of Chattanooga (EPB)	58,221
4-County Electric Power Association	50,374
Nashville Electric Service (NES)	35,578
Total	1,494,087

Direct serve customers included in total.



Awards

To foster more appreciation for and among our valued partners, we are introducing annual awards to help recognize participation and efforts across key TVA EnergyRight programs.

This year's winners were nominated by local power companies, EnergyRight Program Managers, Customer Delivery and any EnergyRight Program Partner.

1. Community Champion Award
2. Innovator Award
3. Communicator of the Year Award





AWARDS

Community Champion Award

This award honors an individual or EnergyRight program partner who:

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

Community Champion – Knoxville Utilities Board

KUB’s commitment to the values of TVA EnergyRight and service to its community and the environment were showcased through programs such as free Energy and Water Saving Workshops, City of Knoxville’s Savings in the House energy efficiency education program, Knoxville Extreme Energy Makeover, residential Smart Thermostat Pilot program, MEA Pilot partnership, Green Switch Match pilot and electric vehicle charger rebate.

All Top Performers

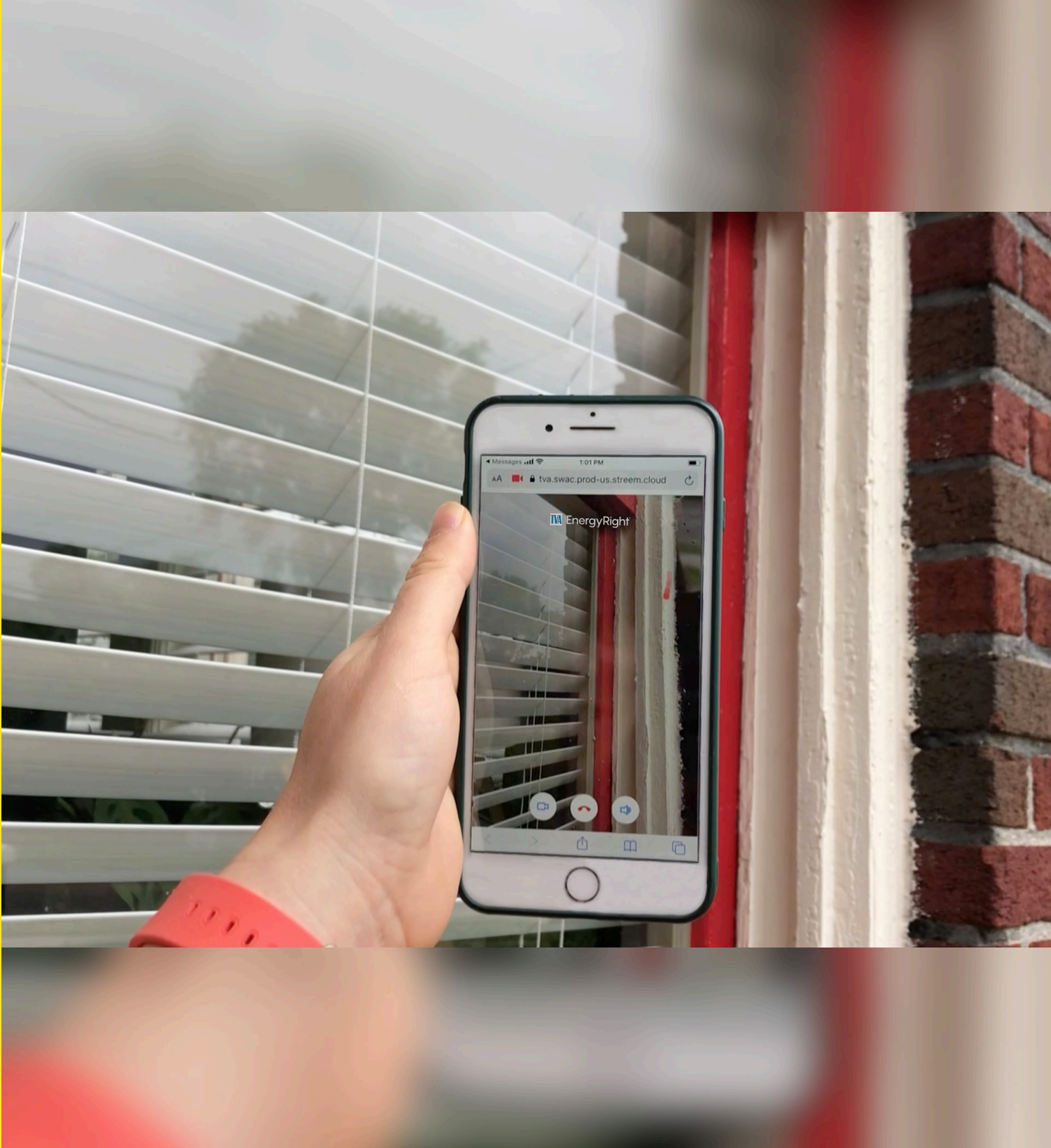
Knoxville Utilities Board

Goodwill Industries

Jenny Rich, Warren RECC

Oxford Utilities & the City of Oxford

Tamieka Russell, Pulaski Electric System



AWARDS

Innovator Award

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

- Embraced the new platforms and methods of getting the 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 - CLEAResult


As a result of COVID-19, CLEAResult worked to launch the STREEM virtual evaluation tool in just two months in the spring of 2020. This launch essentially saved EnergyRight residential programs by allowing us to continue operations while social distancing and enhancing the safety of customers. It also earned TVA the distinction of being the first utility in the country to launch virtual evaluations using this augmented reality tool.

All Top Performers

- CLEAResult
- CDE Lightband
- Nashville Electric Service
- 4-County Electric
- David Smart and Corey Belcher, West KY RECC
- TRC

Cleveland Utilities
Sponsored · 🌐

Save water and the energy it takes to heat it by installing aerating, low flow faucets and showerheads ...[See More](#)



TVA EnergyRight Cleveland Utilities
Your Summer Connection

CLEVELANDUTILITIES.COM
Summer Energy Tip #10. [LEARN MORE](#)

👍 Yayita Espinoza and 13 others

Cleveland Utilities
Sponsored · 🌐

Keeping the outdoors from getting indoors can save you money. Caulk and insulate around doors and pipes to better heat your home.




TVA EnergyRight

CLEVELANDUTILITIES.COM
Energy-saving tips. [LEARN MORE](#)
Learn how to lower your electric ...

👍 Like 💬 Comment ➦ Share

Cleveland Utilities
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Home electronics like TVs use energy even when they're turned off. Connect them to a power strip ...[See More](#)



TVA EnergyRight Cleveland Utilities
Your Summer Connection

CLEVELANDUTILITIES.COM
Summer Energy Tip #8. [LEARN MORE](#)
Is the TV really off?

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Since hot air rises, heat is often lost through your roof. Insulating the attic will make a big difference in both savings and comfort.




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Install an ENERGY STAR thermostat. Set it to 78°F for cooling and set the temperature higher for ...[See More](#)



TVA EnergyRight Cleveland Utilities
Your Summer Connection

CLEVELANDUTILITIES.COM
Summer Energy Tip #1. [LEARN MORE](#)
Crank up the temperature.

👍 Preston Hodges and 15 o... 4 Comments

Cleveland Utilities
Sponsored · 🌐

You can cut energy costs by switching out your old lights. New LEDs can cut energy by up to 80% and give you more light.



TVA EnergyRight

CLEVELANDUTILITIES.COM
Energy-saving tips. [LEARN MORE](#)
Learn how to lower your electric ...

👍 Like 💬 Comment ➦ Share

AWARDS

Communicator of the Year Award

This award honors an LPC who 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 – Cleveland Utilities

To build their reputation as a trusted energy advisor, as well as build awareness of the EnergyRight brand, Cleveland Utilities ran a social media campaign targeted toward their customers. The campaign reached over 300,000 people in their community, produced impressions of over 3.7 million and contributed to over 37,000 clicks to their website.

All Top Performers

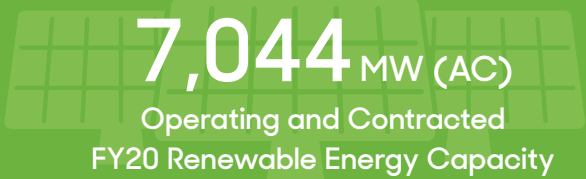
- Cleveland Utilities
- Paris BPU
- Knoxville Utilities Board
- Duck River EMC
- Dickson Electric System

2020 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.



For 13 years running, the
Valley has exceeded its load
management targets.



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.

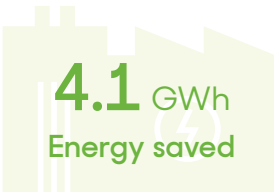
From simple do-it-yourself project guidance to helping residents find a trusted contractor for an energy upgrade, our offerings meet them where they are. Through EnergyRight, residents have access to smart energy advice, in-person or virtual Home Energy Evaluations, a network of specially trained and 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.



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	848,656 kWh
Nashville Electric Service (NES)	494,450 kWh
Knoxville Utilities Board (KUB)	469,278 kWh
Middle Tennessee Electric (MTE)	252,619 kWh
EPB	141,143 kWh

Top savings, percent of sales

City of Water Valley Electric Department	0.04 %
Tallahatchie Valley Electric Power Association	0.04 %
Chickamauga Electric System	0.03 %
Sweetwater Utilities Board	0.02 %
Knoxville Utilities Board (KUB)	0.02 %



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. This year, we introduced virtual evaluations too—making it possible for residents to get convenient and safe advice through their smartphone. Advisors guide residents room-by-room using augmented reality (AR) 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.

1,844
Evaluations in FY20





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 approved 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.

9,143 Total home upgrades
performed by QCN

2,930 Inspections in FY20



61% of participants entering the program
through the contractor path

\$83.58M in customer spending through
residential services in FY20

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

89 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 the LPC 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.

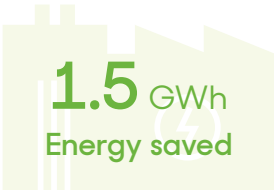




RESIDENTIAL

Home Energy Workshops

TVA EnergyRight and LPCs partner to offer free Home Energy Workshops around the Valley. This year, we worked with LPCs to take these workshops virtual, 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

Electric Power Board of Chattanooga (EPB)	428,823 kWh
Knoxville Utilities Board	348,812 kWh
Duck River EMC	210,366 kWh
Memphis Light, Gas & Water Division	166,315 kWh
Volunteer Energy Cooperative	89,900 kWh

Top savings, percent of sales

Duck River EMC	0.02 %
Electric Power Board of Chattanooga (EPB)	0.02 %
Etowah Utilities	0.02 %
Athens Utility Board (TN)	0.01 %
Knoxville Utilities Board (KUB)	0.01 %



RESIDENTIAL

Eye Spy Energy Kids' Workshops

Developing smart energy habits with our kids takes work and a lot of reminders. That's why we introduced the EnergyRight Monsters, a colorful cast of monster friends who teach kids where energy comes from, the ways we use energy in our lives every day and how they can help their families save energy and money around the house. Parents can find upcoming virtual workshops at EnergyRight.com—or, they can download the interactive PowerPoint to teach their kids on their own time. They can also request an Eye Spy Energy Kit, full of Energy Monster-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.

1,362 Participants



29 Workshops

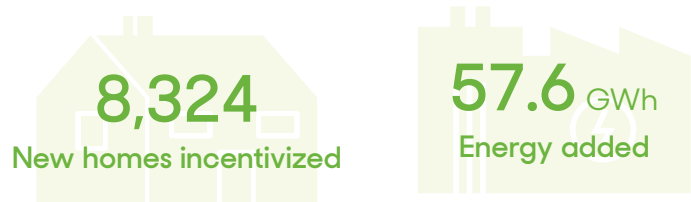
1,307 Kids Kits Sent



RESIDENTIAL

New Homes

The New Homes Program offers a suite of HVAC and water heating equipment incentives to encourage builders to use electric equipment instead of non-electric. Incentives were offered for single-family and multifamily 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	10,019,127 kWh
Middle Tennessee Electric (MTE)	8,074,562 kWh
Nashville Electric Service (NES)	5,321,490 kWh
Sevier County Electric System	3,794,124 kWh
Clarksville (CDE Lightband)	2,950,332 kWh

Added percentage of sales

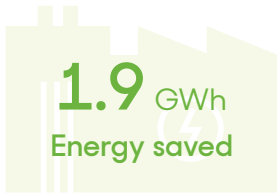
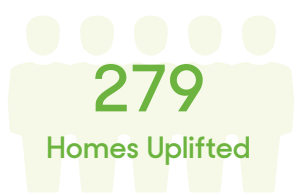
Newbern Electric Water & Gas	0.99 %
Sevier County Electric System	0.76 %
City of Oxford Electric Department	0.68 %
City of Athens Electric Department (AL)	0.40 %
Huntsville Utilities	0.40 %



RESIDENTIAL

Home Uplift

Launched as a pilot in 2018 and as a program in 2020, Home Uplift seeks to create a sustainable, quality program to increase weatherization for families with limited means. 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

Knoxville Utilities Board (KUB)	346,576 kWh
Nashville Electric Service (NES)	313,572 kWh
Electric Power Board of Chattanooga (EPB)	127,696 kWh
Memphis Light, Gas & Water Division	58,161 kWh
West KY Rural Electric Cooperative Corporation	2,422 kWh

Business & Industry

TVA's portfolio of Business & Industry programs, offered through LPCs, provides expert guidance, professional energy evaluation tools, research and support to consumers in the commercial, public, institutional and industrial sectors. TVA EnergyRight helps 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)

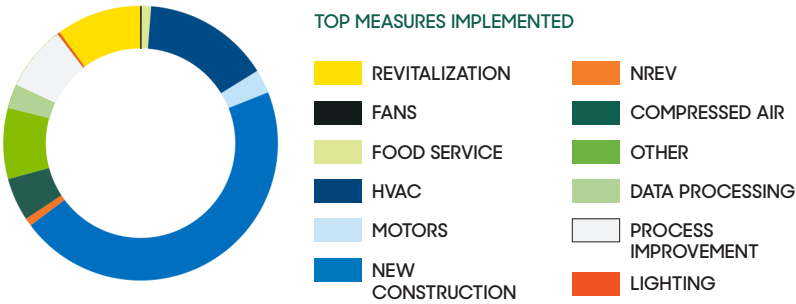




BUSINESS & INDUSTRY

Business Smart Energy Technologies

TVA EnergyRight for Business 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)	12,255,920 kWh
Electric Power Board of Chattanooga (EPB)	6,430,030 kWh
Tallahatchie Valley Electric Power Association	3,635,315 kWh
Memphis Light, Gas & Water Division	3,582,318 kWh
Sparta Electric & Public Works	2,243,470 kWh

Top electrification, percent of sales

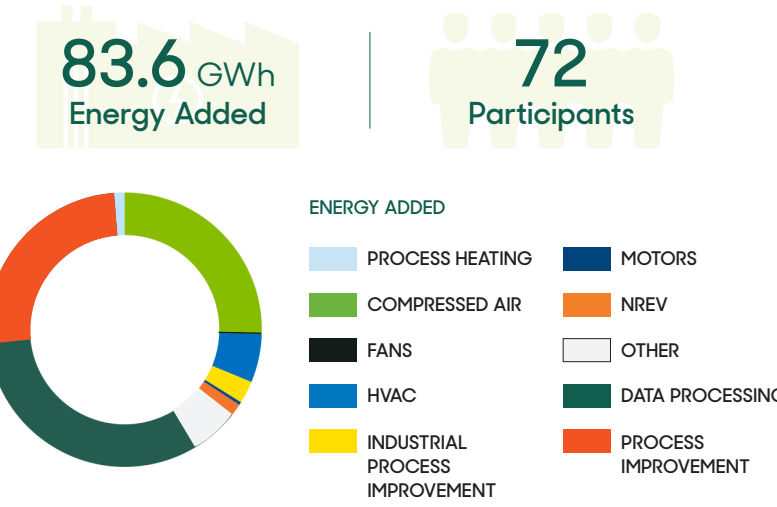
Sparta Electric & Public Works	5.01%
Tallahatchie Valley Electric Power Association	1.94%
Columbus Light & Water	0.88%
Pickwick Electric Cooperative	0.87%
Monroe County Electric Power Association	0.81%



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	29,422,312 kWh
North Georgia EMC	14,678,495 kWh
Knoxville Utilities Board (KUB)	3,906,334 kWh
New Albany Light, Gas & Water	2,899,267 kWh
Alberville Municipal Utilities Board	2,691,331 kWh

Top electrification, percent of sales

North Georgia EMC	4.63%
New Albany Light, Gas & Water	2.98%
EPB	2.69%
Amory Water & Electric	1.38%
Lenoir City Utilities Board	1.29%



BUSINESS & INDUSTRY

Preferred Partners Network (PPN)

Like the QCN 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.



127.9 GWh
Energy added by ERBI programs



370 Total PPN projects



200 Total PPNs
(as of Sept. 2020)



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



\$509.6 MILLION
Spent on improvements in Valley
businesses in FY20

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. EnergyRight and LPCs are leading the charge in electrifying transportation.
2. We built a resource to help boost awareness and knowledge around EVs across the Valley.





THE RESEARCH

Listening to the right voices:

- 96 consumers
- 16 dealers
- 5 private and public fleet organizations
- 3 city and state government representatives

Generating impactful solutions:

- 100s of ideas generated
- 33 ideas considered
- 21 ideas tested with real users

ELECTRIC VEHICLES

EnergyRight and LPCs are leading the charge in electrifying transportation.

An initiative this mighty will take time. We started by conducting research, compiling learnings from local consumers, dealerships, businesses and successful regions around the country—then we mapped out a three-pronged plan for 2020:

Awareness: Give people a reason to care.

With a general lack of awareness, interest or knowledge around EVs among drivers in the Valley, we're promoting messages meant to resonate, boosting the right kinds of conversations about EVs.

- Create an EV buzz among TVA and LPCs
- Consumer marketing and digital engagement
- Experiential educational events

Access: Make it easy to buy and own.

Switching to an EV is a lifestyle change. And with barriers like dealership participation, inventory access and charging infrastructure, we're creating a simpler path for drivers. Here's how:

- Public charging infrastructure
- Personalized tools for buyers and sellers
- Business & Industry engagement

Amplification: Amplify the EV community.

EV owners are very proud of and confident in their EVs, and they're already spreading knowledge organically. We're enhancing this natural peer-to-peer influence with some key tactics:

- An EV ambassador program
- Consumer forums and feedback

You have the power.

Power up wherever life takes you.

At home

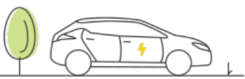


Power up overnight.

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

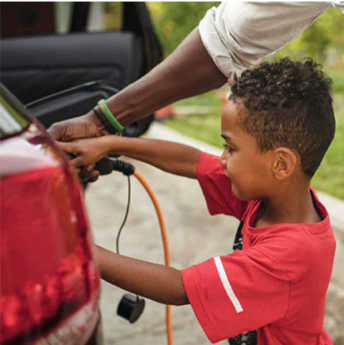


DC Fast-Charger

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

\$2,300 - \$6,000
30 min
*for 80%

Learn more



ELECTRIC VEHICLES

We built a resource to help boost awareness and knowledge around EVs across the Valley.

At tva.com/ev, drivers can find the information they need to make decisions that work for them. Including information about maintenance, batteries, chargers and common myths, it was designed to address some of the common themes that came up in our research.

What else can you find at tva.com/ev?

- **Cost Savings Calculator:** Here, drivers can compare gas-fueled vehicles to hybrid and all-electric vehicles to 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 this 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 incentives for participating customers in exchange for lowering a portion of their energy load at TVA’s request a suspension of a portion of their energy load, with up to 30 minutes’ notice, during times 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.

1,477 MW Interruptible power capacity

599 MW Instantaneous response

Interruptible Power Programs

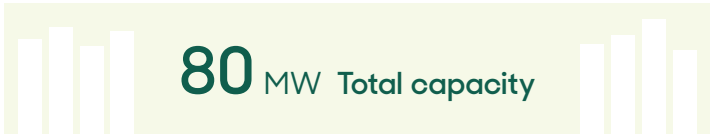
Interruptible Power – 5 minutes’ notice	716 MW
Interruptible Power – 30 minutes’ notice	761 MW
Instantaneous Response	599 MW



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 to administer demand response program. Aggregation through our partners economically extends the reach to smaller local power companies customers. Those participating customers receive a financial incentive as well as expanded information on their energy usage.



Peak Power Partners Programs

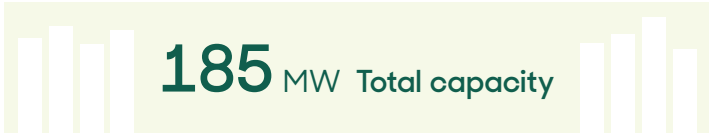
Enel X	77 MW
Seven States Power Corporation	3 MW



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.



Renewable Energy Solutions

More sources of power mean more options for LPCs on how to generate power for their customers. Renewable energy, like wind, solar, low-impact hydro and biomass, is changing the way Valley customers get their energy and significantly adding to the overall generation of power. Here are the programs that have made that possible:

1. Green Switch
2. Green Flex
3. Green Power Providers™
4. Renewable Standard Offer, Solar Solutions Initiative
& Distributed Solar Solutions
5. Green Invest

Starting in 2020, all renewable information will be provided in AC instead of DC capacity values.





RENEWABLE ENERGY

Green Switch

Green Switch provides the easiest solution for customers to power their homes or businesses through 100% renewable energy. For as low as \$2 per month, customers can match some or all of their current electricity use with a mix of solar, wind and biomass generation sources located in the Valley. (In FY21 approximately 70% solar, 20% wind and 10% biomass sources.)

Benefits: no long-term commitment, no upfront cost, no additional infrastructure and Green-e® certified.

56.82 GWh Sales in FY20

9,869 Consumers in FY20

Supply enough renewable power for approximately 108,283 homes

Top Performers	MWh
Knoxville Utilities Board	9,262
Nashville Electric Services	9,189
Memphis Light, Gas & Water Division	6,116
Huntsville Utilities	4,055
Electric Power Board of Chattanooga (EPB)	3,384

Green Switch supplies enough renewable power for approximately 108,283 homes across the Valley.



RENEWABLE ENERGY

Green Flex

Green Flex enables businesses with high energy consumption to quickly meet their sustainability goals at a lower cost through purchase of renewable energy certificates (RECs) to reduce the impact of electricity consumption, support renewable energy and become a leader in sustainability. In FY2021, product pricing is set at \$1.50 per MWh, which is made up of 100% wind RECs generated at locations outside of the Valley, then delivered to the Valley.

Benefits: fast implementation, no sign-up fee, no infrastructure required, 1-year commitment, low-cost bulk purchase (minimum of 2000 RECs) and Green-e® certified assures full ownership and claim.

254,958 MWh Sold in FY20

15 Customers in FY20

Starting in 2020, this program was updated and made available to all LPCs.



RENEWABLE ENERGY

Green Power Providers

As of the beginning of CY2020, Green Power Providers is no longer offered to customers. However, projects submitted before the close of the program became operational in 2020 and are reflected below. TVA is launching a new program, Green Connect, at the beginning of 2021 as a solution for residential on-site solar installation.

4,052
Installation
Programs to Date

95.12 MW
Renewable Generation AC Nameplate
Capacity Programs to Date

Resource (MWac)	Program to Date Nameplate AC Capacity (MW)
Solar	85.49
Biomass	9.52
Wind	0.09
Low-Impact Hydro	0.01
Total	95.12

Resource (MWac)	Program to Date Nameplate AC Capacity (MW)
Blue Ridge Mountain EMC	12.10
Nashville Electric Service	5.57
Electric Power Board of Chattanooga (EPB)	4.97
Fayetteville Public Utilities	4.49
Middle Tennessee EMC	4.37



RENEWABLE ENERGY

Renewable Standard Offer, Solar Solutions Initiative & Distributed Solar Solutions

As of January 2020, these programs are no longer offered as customer solutions. However, projects initiated before the close date did come online in 2020 and are reflected in the data below.

In 2020, TVA launched the Partner Flexibility option, which allows LPCs to generate up to 5% of their own energy, reducing their overall energy purchased and providing renewable energy solutions for their customers.

DSS & SSI

79 Projects to Date = 209.39 MW

Resource Capacity	Operating Nameplate AC
Solar	175
Landfill Gas	14.40
Biomass	20

As of September 30, 2020:

DSS

Contracted
1 Project = 1.66 MWac

Operating
11 Projects = 19.22 MWac



RENEWABLE ENERGY

Green Invest

Green Invest is a proven, award-winning model that offers businesses and industries an effective, timely, and cost-competitive solution to aggressively meet their sustainability goals. The program matches customer driven commitments for renewable energy with new-to-the world, in-Valley renewable projects by leveraging a competitive procurement process. Businesses who partner with TVA are able to benefit from TVA's scale and negotiating expertise in attracting a wide variety of potential renewable projects at economic prices.

Benefits: new-to-the-world utility-scale solution, lowest-cost renewables option, secure long-term load, competitive procurement, site specific, project aggregation and Green-e certifiable.

1,110

MWac Contracted Green Invest

Customer	MWac
Facebook	447
Google	316
KUB	212
General Motors	100
Vanderbilt	35

Appendix

Looking for something specific? For a complete list of activities by local power company, [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	18,531,208	22.49%
Nashville Electric Service (NES)	14,543,002	10.50%
North Georgia Electric Membership Corporation	10,969,707	9.74%
Huntsville Utilities	9,052,679	6.67%
Middle Tennessee Electric Membership Corporation (MTE)	8,201,152	5.80%
Athens Electric Department, City of (AL)	5,532,061	2.79%
Sevier County Electric System	4,593,656	2.57%
Tallahatchie Valley Electric Power Association	4,000,746	2.51%
Knoxville Utilities Board (KUB)	3,523,833	2.40%
Memphis Light, Gas & Water Division	3,475,715	2.33%
Program Total	187,906,908	

APPENDIX

Top LPC Performers

ADDED PERCENTAGE OF SALES

Top LPC Performers	KWH	% of FY Sales Total
Sparta Electric & Public Works	5,532,061	1.92%
New Albany Light, Gas & Water	10,969,707	1.02%
North Georgia Electric Membership Corporation	8,201,152	0.71%
Tallahatchie Valley Electric Power Association	18,531,208	0.69%
EPB	2,077,147	0.69%
Columbus Light & Water	347,482	0.52%
Albertville Municipal Utilities Board	798,831	0.45%
North East Mississippi Electric Power Association	1,071,002	0.40%
Amory Water & Electric	4,000,746	0.39%
Athens Electric Department, City of (AL)	14,543,002	0.39%
Program Total	187,906,908	

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)	2,407,195	13.25%	1,463	0.06%
Nashville Electric Service (NES)	1,734,433	9.54%	1,939	0.04%
Memphis Light, Gas & Water Division	1,643,250	9.04%	1,540	0.03%
Knoxville Utilities Board (KUB)	1,026,262	5.65%	2,016	0.04%
Clarksville (CDE Lightband)	605,408	3.33%	517	0.07%
Program Total	18,171,668		16,956	

HOME ENERGY EVALUATIONS (SMART ENERGY TECHNOLOGIES)

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
Blue Ridge Mountain Electric Membership Corporation	83,313	3.56%	53	1.06%
Appalachian Electric Cooperative	83,298	3.56%	36	0.08%
Meriwether Lewis Electric Cooperative	80,917	3.46%	36	0.01%
Athens Electric Department, City of (AL)	80,354	3.44%	37	0.00%
Sevier County Electric System	79,415	3.40%	25	0.15%
Program Total	2,338,505		1,002	

DIY HOME ENERGY ASSESSMENT

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Savings vs. Sales
Memphis Light, Gas & Water Division	848,656	20.69%	944	0.02%
Nashville Electric Service (NES)	494,450	12.06%	550	0.01%
Knoxville Utilities Board (KUB)	469,278	11.44%	522	0.02%
Middle Tennessee Electric (MTE)	252,619	6.16%	281	0.01%
EPB	141,143	3.44%	157	0.01%
Program Total	4,101,238		3,925	

APPENDIX

Top Performers by Program

NEW HOMES PROGRAM

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
Huntsville Utilities	10,019,127	17.38%	1,513	0.40%
Middle Tennessee Electric (MTE)	8,074,562	14.01%	979	0.19%
Nashville Electric Service (NES)	5,321,490	9.23%	670	0.11%
Sevier County Electric System	3,794,124	6.58%	110	0.76%
Clarksville (CDE Lightband)	2,950,332	5.12%	370	0.32%
Program Total	57,639,629		8,324	

HOME UPLIFT

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Savings vs. Sales
Knoxville Utilities Board (KUB)	346,576	18.25%	130	0.01%
Nashville Electric Service (NES)	313,572	16.51%	66	0.01%
EPB	127,697	6.72%	43	0.01%
Memphis Light, Gas & Water Division	58,162	3.06%	39	0.00%
West Kentucky Rural Electric Cooperative Corporation	2,422	0.13%	1	0.00%
Program Total	1,899,415		279	

HOME ENERGY WORKSHOPS

Top LPC Performers	KWH	% of FY Program Total	Total Participants	% of Saving vs. Sales
EPB	428,823	28.55%	477	0.02%
Knoxville Utilities Board (KUB)	348,812	23.22%	388	0.01%
Duck River Electric Membership Corporation	210,366	14.00%	233	0.02%
Memphis Light, Gas & Water Division	166,315	11.07%	185	0.00%
Volunteer Energy Cooperative	89,900	5.98%	100	0.01%
Program Total	1,502,229		1,796	

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)	12,255,920	27.65%	11	0.22%
EPB	6,430,031	14.50%	19	0.30%
Tallahatchie Valley Electric Power Association	3,635,315	8.20%	3	1.94%
Memphis Light, Gas & Water Division	3,582,319	8.08%	9	0.06%
Sparta Electric & Public Works	2,243,470	5.06%	1	5.01%
Program Total	44,332,873		136	

TVA ENERGYRIGHT FOR INDUSTRY (SMART ENERGY TECHNOLOGIES)

Top LPC Performers	KWH	% of FY Program Total	Total Participants	Added % of Sales
EPB	29,422,312	45.73%	10	2.69%
North Georgia Electric Membership Corporation	14,678,495	22.81%	1	4.63%
Knoxville Utilities Board (KUB)	3,906,334	6.07%	1	0.54%
New Albany Light, Gas & Water	2,899,267	4.51%	1	2.98%
Albertville Municipal Utilities Board	2,691,331	4.18%	1	0.88%
Program Total	64,340,160		72	

APPENDIX

Top Performers by Program

GREEN SWITCH

Top LPC Performers

	MWh	% of FY Program Total
Knoxville Utilities Board	9,262	16.30%
Nashville Electric Service	9,189	16.17%
Memphis Light, Gas and Water	6,116	10.76%
Huntsville Utilities	4,055	7.14%
EPB	3,384	5.96%
Program Total	56,819	

GPS ranking is based on MWh sold in FY20.

GREEN POWER PROVIDERS

Top LPC Performers

	MWac	% of FY Program Total
Blue Ridge Mountain Electric Membership Corporation	12.10	12.72%
Nashville Electric Service	5.57	5.86%
EPB	4.97	5.22%
Fayetteville Public Utilities	4.49	4.72%
Middle Tennessee Electric Membership Corporation	4.37	4.59%
Program Total	95.12	

GPP ranking is based on operating MW – AC nameplate capacity program to date.

APPENDIX

Description of Programs

TVA ENERGYRIGHT FOR THE HOME

Residential Services Program

The Residential Services Program is designed to meet residents where they are along their energy saving journey. At EnergyRight.com, they can find smart energy advice, take the DIY Home Energy Assessment, and schedule a virtual or in-person Home Energy Evaluation to understand their home’s energy use and uncover opportunities to save energy. When they’re ready to get a home energy project done, they can access a network of specially trained and approved contractors through our Quality Contractor Network (QCN), request a free inspection on any work performed, and have the assurance that the job will be done right. Financing is available in most areas to help homeowners make upgrades.

Home Uplift

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

Financing

Most customers who get a home energy upgrade done through the QCN have access to third-party financing as part of the program. On-bill financing is made available to customers through the local power company and Regions Bank. Off-bill financing is made available to customers through Vanderbilt Mortgage and Finance Inc. Local power companies choose the option that will be made available to their customers.

New Homes Program

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 are offered for single family homes, duplexes and multifamily homes. The New Homes Program incentives help builders purchase technologies that are known for their efficiency, effectiveness and longevity, making these new homes more marketable.

DIY Home Energy Assessment

This do-it-yourself online evaluation allows residential customers to input information about their home and receive a personalized report with energy efficiency recommendations. First-time participants also receive an energy efficiency starter kit.

TVA ENERGYRIGHT FOR BUSINESS & INDUSTRY

TVA’s portfolio of Business & Industry programs, offered through 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.

Community Centered Growth

TVA’s 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

TVA’s School Uplift offers Valley schools 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 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

RENEWABLE ENERGY SOLUTIONS

Green Connect

Helps residential customers who are ready to commit to a solar generation system (with or without battery storage) connect with quality installers. Customers will have access to objective information and a network of quality installers, as well as receive installation verifications to ensure their systems are installed to TVA Green Connect standards.

Green Flex

Enables businesses with high energy consumption to quickly meet their sustainability goals at a lower cost through purchase of RECs to reduce the impact of electricity consumption, support renewable energy and become a leader in sustainability. In FY21, product pricing is set at \$1.50 per MWh, which is made up of 100% wind RECs generated at locations outside of the Valley, then delivered to the Valley.

Green Invest

Green Invest is a proven, award-winning model that offers business and industry an effective, timely, and cost-competitive solution to aggressively meet their sustainability goals. The program matches customer-driven commitments for renewable energy with new-to-the-world, in-Valley renewable projects by leveraging a competitive procurement process.

Green Switch

Provides the easiest solution for customers to power their homes or businesses through 100% renewable energy. For as low as \$2 per month, customers can match some or all of their current electricity use with a mix of solar, wind and biomass generation sources located in the Valley. (In FY21 approximately 70% solar, 20% wind and 10% biomass sources.)

Green Power ProvidersSM

Green Power Providers is no longer offered by TVA as of December 31, 2019. However, TVA is launching Green Connect, a new solution for residential on-site solar, at the beginning of 2021.

Renewable Standard Offer

Renewable Standard Offer is no longer offered by TVA as of December 31, 2015. In 2020, TVA launched the Partner Flexibility option, which allows LPCs to generate up to 5% of their own energy.

Solar Solutions Initiative

Solar Solutions Initiative is no longer offered by TVA as of December 31, 2015.

Distributed Solar Solutions

Distributed Solar Solutions is no longer offered by TVA as of December 31, 2017.

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 are demand response programs 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.

