

# Integrated Resource Plan

TVA'S ENVIRONMENTAL AND ENERGY FUTURE



## ENERGY EFFICIENCY AND DEMAND RESPONSE

Using energy more efficiently will help reduce the amount of electricity TVA generates to meet the power needs of the nearly 9 million consumers in the TVA region. This benefits the environment and will help keep power costs lower for all TVA ratepayers.

TVA's energy efficiency and demand response program efforts are targeted to achieve the maximum reduction in energy use during the periods of highest power demand on the TVA system.

### New Program Development & Implementation

- TVA has been working with the 158 local distributors of TVA power over the past year to develop the delivery mechanisms needed to successfully offer new energy efficiency and demand response programs for residential, commercial and industrial customers, as well as education and outreach initiatives.
- A limited introduction of new product offerings will begin in select areas in 2009 and will expand across the TVA service area in 2010. This approach will allow TVA and participating distributors an opportunity to measure energy savings from the program tests to ensure effective results and make improvements prior to offering Valley-wide.
- Program offerings in 2009 include:
  - Commercial and Industrial Demand Response Pilot. Under this pilot, businesses receive payments in exchange for shifting energy intensive operations from periods of high power demand to period of low demand. This pilot is provided with assistance of a third-party contractor called EnerNOC.
  - Do-It-Yourself Home Energy Audit. After completing an online or print audit, homeowners receive an audit report and an energy efficiency starter kit.
  - In-home Energy Evaluation Program. This program will offer financing options and incentives to help homeowners make investments in significant energy efficiency improvements.
  - Efficiency Advice and Incentives Program for Commercial Customers. This program will offer businesses an opportunity to receive an energy assessment of their facilities to help them identify energy-saving opportunities. Financial incentives are also available for projects that help reduce power consumption during TVA's peak period.
- TVA continues to work with distributors on a new program to leverage the U.S. Department of Energy's Save Energy Now program for industrial customers.

You can participate in TVA's integrated resource planning by submitting comments about the scope of the planning TVA should consider. You may submit comments at one of the public meetings or online at [www.tva.gov/IRP](http://www.tva.gov/IRP).