

## TVA Strategic Plan Comments

### **Reduce the need for electricity by at least 2% each year until TVA is the most energy efficient region of the U.S.**

- Develop a transparent process to identify the true costs and benefits of power generation and conservation / efficiency. This costs should include environmental and cultural costs as well as costs currently being pushed upon property owners.
- Learn from what other utilities are doing to avoid new plant and transmission line construction.
- Partner with customers, universities, and citizens in developing new projections for declining demand.
- Set energy conservation and efficiency goals to achieve the electricity demand reduction through encouraging energy efficiency in building design, land use, efficient technologies, and expanded cogeneration
- Set renewable energy goals of 5% by 2013 and 10% by 2018 to displace the demand for electricity
- Expand TVA's comprehensive consumer education.
- Offer incentives to residential, commercial, industrial, and transportation sectors to reduce energy use. Sell energy efficiency as money saved.
- Use smart technologies valley-wide to encourage consumers to reduce energy consumption during peak periods.
- Alter the rate structure to encourage less consumption.
- Focus on reduction of electricity transmission losses.

### **Comprehensive process for citizen involvement in TVA planning and decision-making and increased TVA accountability to ratepayers**

- Develop a planning process that involves citizens in determining the cost-benefit of proposed policies, programs, and infrastructure projects.
- Consider all residents in their coverage area their customers—not just their distributors.
- Establish an accountability system for TVA and its distributors.