



Valley Landscape & TVAs Response

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Consumers Are Changing

- Today's consumers have a different view and expectation of utilities than older customers
- A growing number expect greener energy with the same reliability and low rates
- They are interested in new DER technologies that provide more energy options and ways to manage usage
- They expect targeted product offerings and real-time information on mobile devices



What we know

- The demand for DER is changing the traditional energy marketplace
- The impact of DER on TVA, like other electric utilities, is flat-to-declining load growth for the foreseeable future
- Our DER decisions, as with traditional generation, will continue to be based on TVA's least-cost planning mandate
- To be successful in this transitioning marketplace, it is critical that we maintain a diverse energy portfolio and update our pricing structure
- We will continue to collaborate and work closely with our local power company partners to lead the Valley in the new marketplace

distributed
energy
resources



partnerships
pricing
programs

Distributed Energy Resources Strategy

2017

2018

July

August

September

October

November

December

January

February

PRICING & CONTRACTS



Improve Energy & Demand Pricing
Improve Fixed Cost Recovery
Evaluate & Align Incremental Changes with Evolving DER Landscape

BUSINESS DEVELOPMENT & RENEWABLES



Renewable Education & Outreach
Solar Strategy
Fiber Strategy
Investment Strategy

ENERGYRIGHT SOLUTIONS



Energy Efficiency | Demand Response | Electrification Strategy
DER Program Offerings
Emerging Customer Needs

R&D AND INNOVATION



R&D Roadmap
Innovation Employee Resource Group
Enterprise-wide Research & Development
Stakeholder Relations



Meeting customer needs with a plan that is feasible and sustainable

