



**Community Advisory Panel
Meeting Minutes for April 4, 2024**

Members attending the meeting:

Cheryl Ball, Isaac Collins, Ty Hall, Claudia Mata, Amy Midis, John Nolt, Stephen Smith, Yassin Terou, Janet Testerman, Keira Wyatt, Terry Ledford, Tiki Dixon

Others in attendance:

Facilitator: Erin Gill

TVA Representatives: Carrie Fogleman, Ray Knotts, Travis Reid, Robbie Ansary

KUB Staff: Mark Walker, Susan Edwards, Tiffany Martin, Chasity Hobby

KUB Commissioners: Dr. Craig Pickett, Jr.

New Business

The Community Advisory Panel met at 3:00 p.m. on Thursday, April 4th, 2024, at KUB's Hoskins Operations Center (4505 Middlebrook Pike).

Erin Gill, Vice President of Sustainability & Government Relations at KUB, introduced herself as facilitator for this meeting as Dawn Ford was absent.

Ms. Gill asked if there were any changes to the February meeting minutes. There were no corrections, and the panel approved the minutes.

Ms. Gill announced today's topic as TVA's energy efficiency and demand response programs, a topic the panel had expressed interest in. TVA representatives included Carrie Fogleman, Director of Energy Services & Programs, Ray Knotts, Director of Demand Response & Support, Travis Reid, Manager in TVA's Energy Services Group, and Robbie Ansary, Customer Service Manager. Ms. Gill mentioned the importance of the partnership between TVA and KUB to offer programs that save energy and money. She said TVA would give an overview of these programs and provide questions for group discussion. She then turned it over to Carrie Fogleman to begin the presentation.

Ms. Fogleman began the presentation by describing her position at TVA as the Director of Energy Services & Programs. She said this is a new role that brings energy efficiency initiatives for residential, businesses, and industry sectors together into one area. The goal is to help TVA look for opportunities to be efficient as possible with their resources and meet their goals.

Ms. Fogleman continued the presentation by discussing the region TVA serves and their mission. Their mission is “To serve the people of the Tennessee Valley to make life better.” They discussed the importance of energy efficiency to their mission. She said she is often asked why TVA wants to promote energy efficiency if this would cause them to sell less energy. She said TVA does this to reduce the cost of power for the people they serve, which fulfills their mission.

She continued by discussing how they deliver on their mission and focus on the “three E’s”. These represent energy, environment, and economic development. TVA focuses on providing affordable and reliable power, stewarding the Tennessee Valley’s natural resources, and being a partner for economic growth. To do this, TVA partners with 153 local power companies (LPCs) to serve 10 million people, 700,000 businesses, and 57 large industries and federal installations.

She continued the presentation by discussing how TVA operates in a multidirectional environment now. From their beginning, TVA operated in the supply side by controlling all energy generation and serving customers. The future now looks at the demand side resources including energy efficiency, demand response, energy services, and distributed generation. She said most of today’s meeting would be spent discussing the demand side of the equation.

She then shared TVA’s load growth forecast. She reflected on TVA’s growth before the Great Recession and how the environment is similar to what they are experiencing today in terms of energy generation. Following the Great Recession, there was a period of flat growth with efficiency programs scaled back. Efforts were focused on community programs and long-term financial planning. Since 2020, TVA is seeing the potential for record load growth. The demand side of the portfolio is expected to offset the forecast growth by up to 30% with increases in energy efficiency.

Keira Wyatt asked what the load growth could be contributed to and why there is a need to offset it. Ms. Fogleman said much of the growth they’ve seen came post-pandemic with an increase of industry insourcing back to the United States. There was also an increase of residential use with people moving to the Tennessee Valley area. TVA said demand for businesses and industries increased as they moved to the Tennessee Valley.

Dr. John Nolt asked if the load growth could be contributed to cryptocurrency mining operations. Ray Knotts said they don’t have a sense of the number of these operations in the Tennessee Valley, but he would address them later in the presentation in terms of their participation in demand response programs.

Mr. Knotts continued the presentation by discussing demand-side management objectives. He said that TVA still wanted to maintain the impactful energy equity programs, such as Home Uplift, that they supported during times of lower growth. They created a category they call Community Energy Efficiency to ensure they are meeting the needs and commitments for these programs. Most of the growth is seen in the Virtual Power Plant

(VPP) category. This refers to the work that TVA is doing to curb demand and produce savings through energy efficiency programs. The VPP focuses on balancing system needs by lowering costs, shaping energy usage, and improving TVA's capacity position. This would provide 2,200 GWh of energy savings and 2,200 MW of demand reduction by 2028.

Dr. Stephen Smith asked if the presentation would be made available to the panel after the meeting. TVA agreed the slides would be shared with panel following the meeting.

Dr. Smith then asked if the 2,200 GWh in energy savings was total or additional. TVA clarified this was total. Dr. Smith requested clarification on what is included in the 2,200 GWh figure. TVA clarified this figure includes 2,000 GWh from the Virtual Power Plant and 200 GWh from the Community Energy Efficiency program. The number reflects the entire portfolio. Dr. Smith explained he was wanting to find out more about what falls into the Virtual Power Plant category, as there were energy efficiency initiatives that may not fit into this category. Mr. Knotts said they would bring up spend on Home Uplift and other programs later in the presentation to discuss the commitment to all of these programs.

Keira Wyatt asked for more information on what a Virtual Power Plant is and what it's comprised of. Mr. Knotts continued the presentation with a description of a VPP and how it focuses on demand response and energy efficiency. He gave an example of energy efficiency as replacing a low efficiency heat pump with one that is more efficient. The savings are recognized throughout the time the heat pump is run. Demand response is when TVA and LPCs track the highest peaks and work to lower them. This improves reliability, improves power quality, and facilitates low rates for consumers. Ms. Wyatt asked if rolling blackouts were included in this. TVA said these blackouts are an emergency measure that energy efficiency would help to prevent in the future.

Mr. Knotts continued the presentation with an overview of TVA's FY24-28 portfolio investment and impact. Over five years TVA is investing \$1.5 billion in demand management. Of this, \$637 million would go to energy efficiency, and \$841 million would go to demand response. The remaining \$46 million would go to clean energy services & electric vehicles (EVs). He then described the programs that are in each area. For energy efficiency, residential programs include home energy rebates & financing, new homes incentives for builders, home energy assessments and evaluations, Home Uplift, and home energy workshops. Business and industrial programs include energy efficiency initiatives, strategic energy management, the Federal Energy Services Program, industrial energy assessments, School Uplift, and Small Business Uplift. Programs for the demand response section of the portfolio include interruptible power, peak power partners, voltage optimization, and piloting a bring your own thermostat program. Programs for the clean energy services and electric vehicles portion of the portfolio include a fast charge network, EV consumer awareness, and efficient electrification incentives.

Dr. Smith shared his appreciation of the EnergyRight informational brochure that was provided to the panel. He then asked about what research has been done on demand response for residential customers. He mentioned there are pilot programs available at some LPCs and asked what TVA's opinion is of these programs. He asked if this

information comes back to TVA and if there are possible incentives to customers. Ms. Gill clarified that there would be time during the discussion questions for those who have used KUB and TVA's programs to share their experiences. Mr. Knotts answered that TVA does system level demand response. LPCs may do things on their own that TVA does not track. TVA reiterated that they are interested in the residential market for demand response and working with the LPCs to see what they have learned.

Dr. Nolt shared his concerns with the influx of cryptocurrency mining companies and the amount of power they use. He is concerned this large demand would cause TVA to build more power generation. He asked how big the problem is and what the interactions have been with these companies. Mr. Knotts answered that TVA is not actively recruiting cryptocurrency mining companies. These companies come to the area because of the low rates. Mr. Knotts said once they are in the area, their job is to make sure they are as efficient as possible and if they can contribute to peak load management. While he does not have the total number of these companies that are in the area, a number of them have enrolled in demand response programs. Dr. Nolt asked exactly what programs these companies participate in. Mr. Knotts confirmed this was the interruptible power program. Dr. Nolt said that these companies are receiving benefits from TVA if the power is interrupted. He went on to say that he sees that as a problem because they are receiving an incentive. Mr. Knotts reiterated that they are not recruited to this area, and these companies are needed to be part of the load management program. Dr. Smith asked how many cryptocurrency mining companies are part of TVA's demand response program. Mr. Knotts answered almost 20 are enrolled.

Isaac Collins asked if these companies could negotiate a discounted rate to operate at night through KUB. Tiffany Martin, KUB Senior Vice President and Chief Customer Officer, said they do participate in the interruptible power program, which creates a different rate structure, but it is not a double incentive with what TVA offers.

Tiki Dixon asked which programs were working and what isn't working in terms of the programs. Ms. Gill said the upcoming discussion would illustrate what's working from a customer perspective but asked if TVA wanted to offer any insight in terms of savings and technical impact. Ms. Fogleman said TVA has been out of the market for a while with energy efficiency programs and admits they are working to get their message out in the market. They then said they are interested in a discussion on how to communicate these programs to the community. She continued by explaining how TVA is working to increase incentives and rebates through government funding. Mr. Dixon suggested including metrics to show what programs are working and which need to be adjusted.

Janet Testerman asked how KUB and TVA are working together to determine what is most beneficial with the amount of programs that are available. Ms. Gill answered that KUB works to amplify the TVA programs. For example, KUB supports TVA's Home Uplift and then locally supports weatherization through the CAC. Chasity Hobby, KUB Manager of Environmental Stewardship, said Round It Up and Home Uplift are great examples of how KUB and TVA work together to assist customers. She mentioned the importance of TVA as a partner to make these programs possible. Mr. Knotts agreed that there would be more

expense if every LPC put together these programs on their own. TVA provides scale and partnership while the LPC knows the community and can implement the programs.

Ms. Gill said there are representatives on the panel from the residential, business, and industrial markets that have experience with TVA's programs. TVA asked if they could share their experiences.

Ms. Wyatt said she was approached about having her nonprofit's facility upgraded with energy efficient equipment. She said they were able to use the support from KUB and TVA so they could use their resources to support their nonprofit and community. She shared her appreciation for what these programs do for the community.

Claudia Mata shared her experience with the Home Uplift program and what it's done for the Hispanic community in the area. She said everyone is very happy and appreciative of what these programs do for the community.

Terry Ledford shared his experience with The University of Tennessee. He shared that UT upgraded to LED lighting using rebates and saw savings in less than a year.

Ty Hall thanked TVA for their response over the past two years during the weather events the area experienced. He said they appreciate rates being lower and stable which helps their business's flexibility. He suggests TVA hearing more feedback on interruptible power designs implemented by other power providers.

Isaac Collins shared that these experiences helped him see that people in his community would be supported by these programs. Ms. Hobby said she appreciates input and support to reach customers in Union County with these programs

Travis Reid asked what they could do to help spread the word of these available programs. Ms. Wyatt shared that her organization's partnerships would allow them to share information through brochures to homeowners. Ms. Mata shared that she found connecting with her clients and showing trust in these programs is very beneficial to having people participate. Yassin Terou shared that the programs feel too good to be true to people based on what they provide. He agrees that community leaders and representatives sharing that they trust the program would help market the resources.

Ms. Mata commented that she was impressed by the way TVA explained power distribution at the Oak Ridge Children's Museum. She said having something that could be shared with children that demonstrates this would be appreciated. Ms. Fogleman mentioned TVA's School Uplift program. Mr. Terou mentioned a private school that could benefit from the program.

Ms. Gill mentioned that the representatives from TVA would be available for discussion after the meeting.

No members of the public addressed the panel during the public forum.

The meeting was adjourned at 4:30 p.m.