



Tennessee Valley Authority Demand Response Challenges

Butch Massey
TVA Demand Response

Presented to National Town Meeting
July 14, 2011

Our VISION



ONE OF THE NATION'S **LEADING** PROVIDERS OF LOW-COST
AND CLEANER ENERGY **BY 2020**



Low Rates



Cleaner Air



High Reliability



More Nuclear Generation

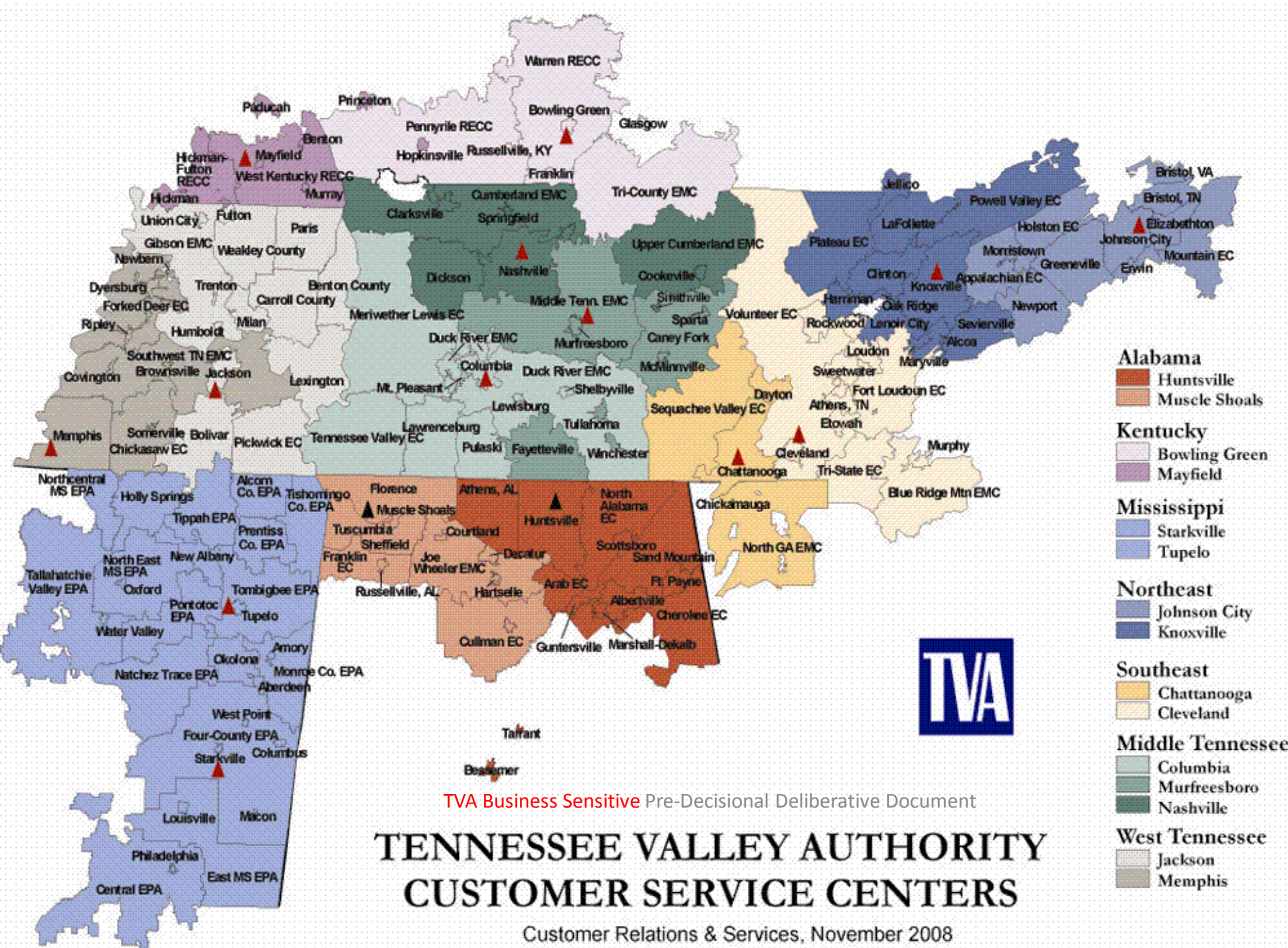


Responsibility



Greater Energy Efficiency

**Acting to meet the region's needs for the future,
while improving our core business today.**



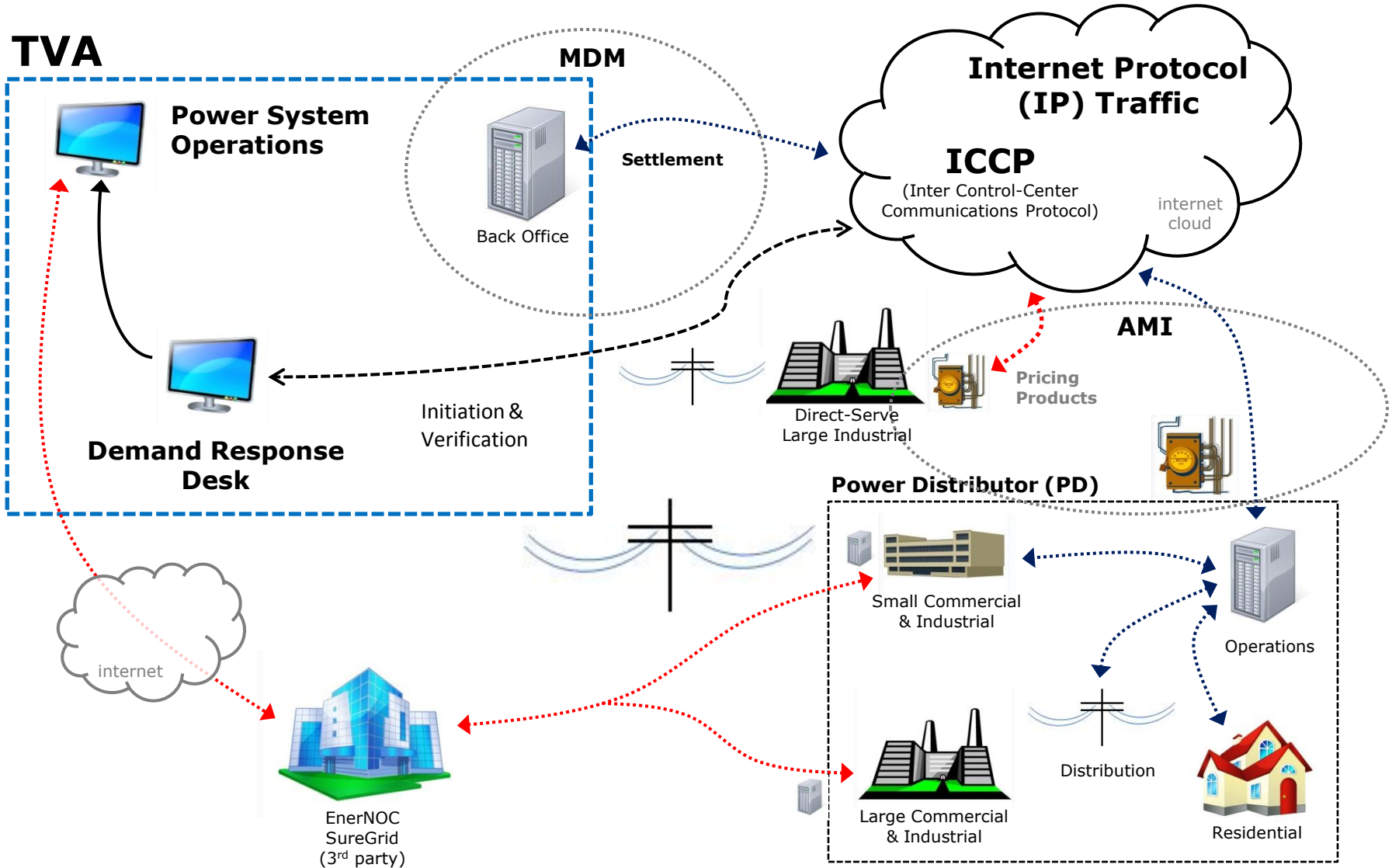
TVA Business Sensitive Pre-Decisional Deliberative Document

TENNESSEE VALLEY AUTHORITY CUSTOMER SERVICE CENTERS

Customer Relations & Services, November 2008

Demand Response Operation Summary

Visual Overview of Programs & Products

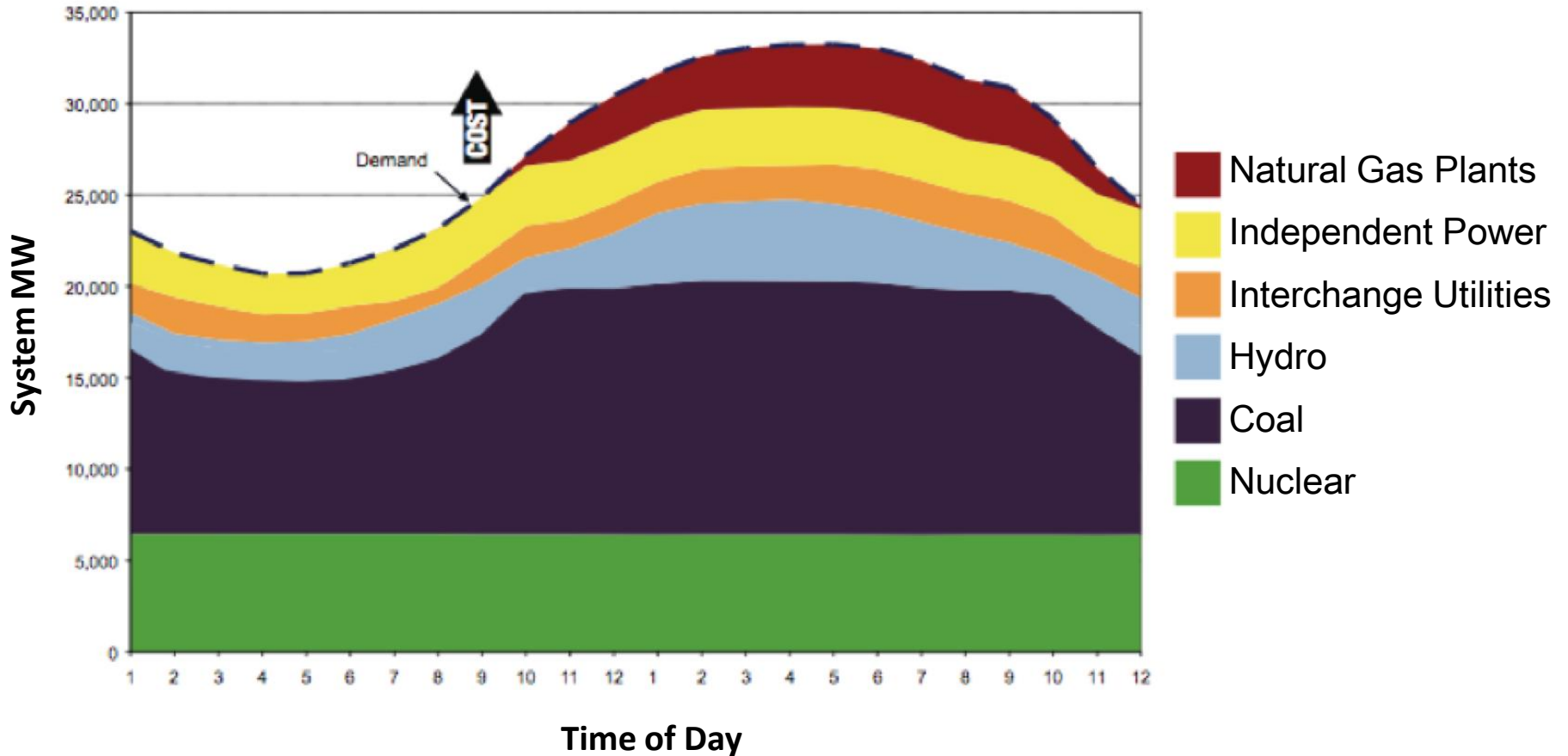


Demand Response Products

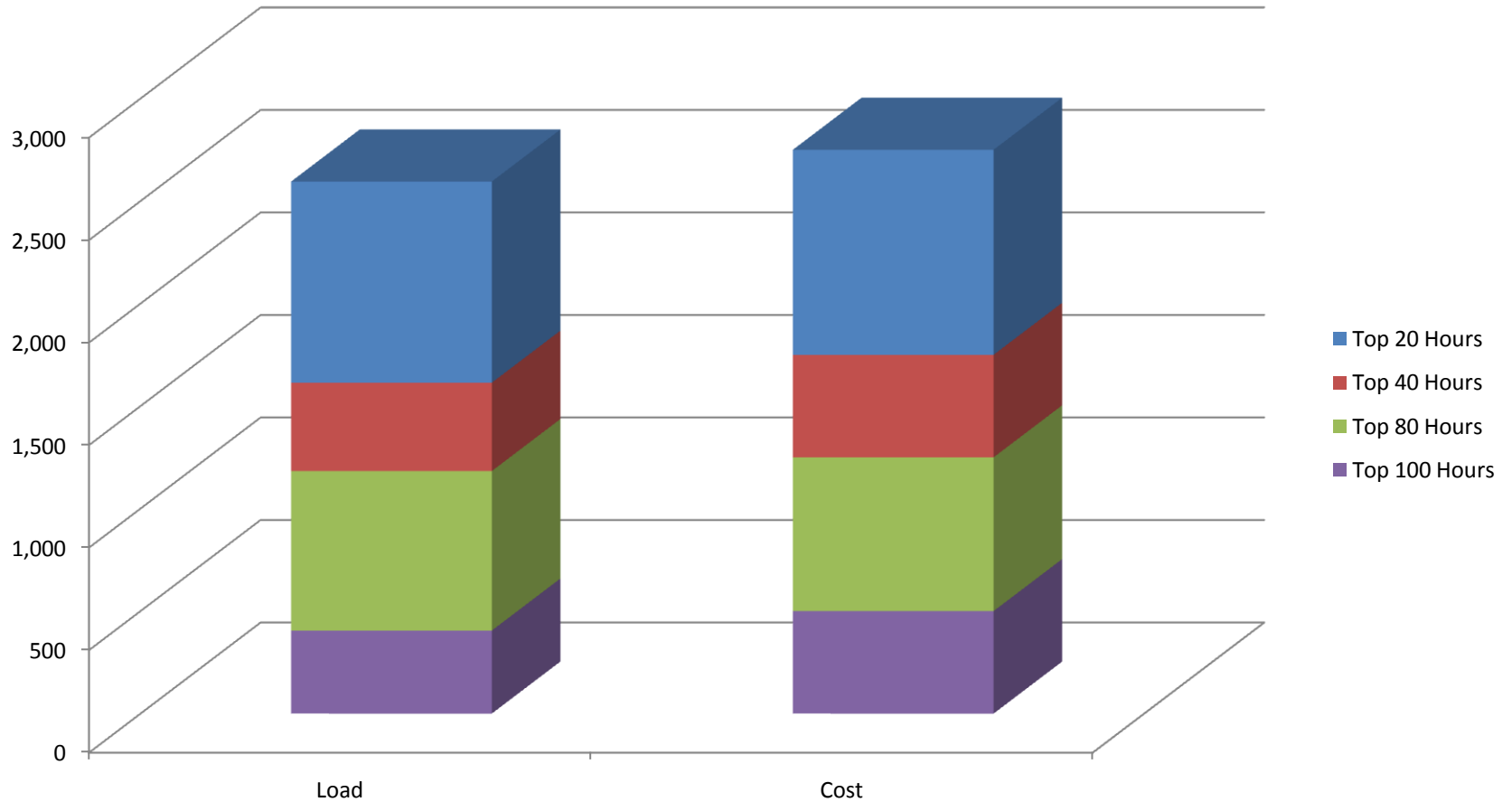
	Residential	Small C&I	Medium C&I	Large C&I	Direct Served
3rd Party DR: EnerNOC		◆	◆	◆	
Low-Impact Demand Response		◆	◆		
Smart Grid Pilot: Direct Load Control	◆				
Smart Grid Pilot: Critical Peak Pricing	◆				
Reservation Preservation				◆	◆
Instantaneous Response					◆
Residential Demand Response (RDR)	◆				
Direct Demand Response (VCA)		◆	◆		
Green Power Switch	◆	◆	◆	◆	◆
Cycle & Save	◆	◆			
Distribution-Level Products					
Smart Grid Pilot: Dynamic Voltage Regulation	◆	◆	◆	◆	
Conservation Voltage Regulation	◆	◆	◆	◆	
Distributor-Aggregated Demand Response	◆	◆	◆	◆	



Purpose of Demand Response



Supply Load or Maximize Revenue



Our VISION



ONE OF THE NATION'S **LEADING** PROVIDERS OF LOW-COST
AND CLEANER ENERGY **BY 2020**



Low Rates



Cleaner Air



High Reliability



More Nuclear Generation



Responsibility



Greater Energy Efficiency

**Acting to meet the region's needs for the future,
while improving our core business today.**