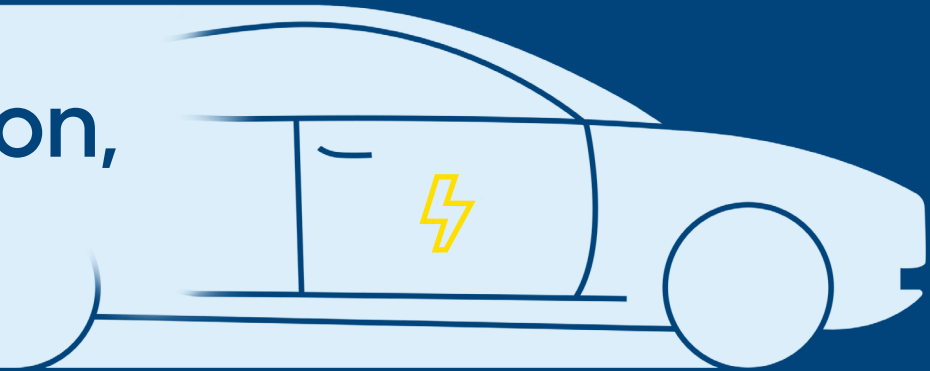


Electrifying transportation, accelerating innovation



Electrifying transportation can now spur the same innovative transformation that electrifying the Tennessee Valley did back when TVA was founded. TVA is joining forces with people and organizations from across the Valley with the shared goal to bring over 200,000 electric vehicles (EVs) to our region by 2028.

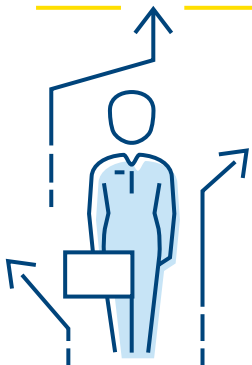
Our Vision:

Paving the way for over 200,000 EVs in the Tennessee Valley by 2028.

Breaking Barriers

We're committed to bringing the transformative power of EVs to the Tennessee Valley. That's why we're taking the lead in partnering with local power companies, governments, automakers and other stakeholders to make it easier for residents and businesses to make the switch to EVs.

Setting innovative and supportive policies



In November 2020, the **TVA Board approved the development of a new EV policy** with an optional EV rate. Together, the policy actions and rate option can spur the development of public charging infrastructure across the Valley.

Supporting those advocating for **local and regional policies** that encourage infrastructure development and EV adoption.

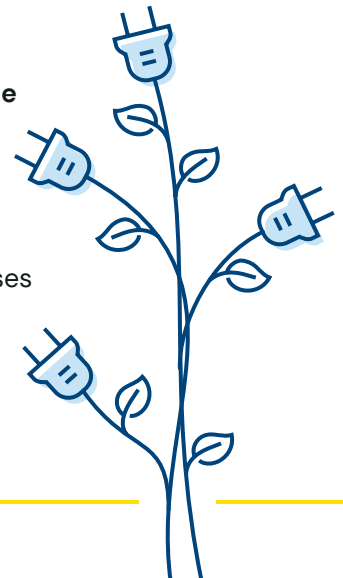
Expanding EV availability and offerings

Building a **coalition** of automakers, cities, transit agencies, rideshare companies and fleet operators committed to **bringing EVs and investment** to our region.

Creating an experiential **all-electric ride service** to entice potential buyers and provide environmentally friendly transportation for underserved communities.

Partnering with local governments and businesses to **help public and private fleet owners** make the switch to electric.

Starting at home by converting the TVA fleet to electric vehicles.



Increasing consumer awareness

Capturing people's imagination with a **video series**, eye-catching and **interactive charging stations** and other engaging and educational experiences. Making the choice easier with a robust **EV website** featuring unbiased resources and decision tools for consumers and dealerships. Activating the EV community with an **ambassador program** that rewards EV owners for sharing their passion and stories.

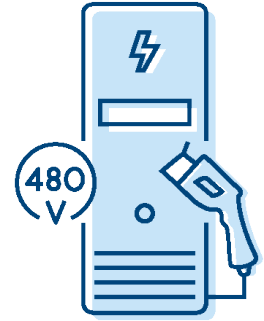
Building partnerships with regional EV advocates through our **EV Think Tank**. Amplifying our efforts by bringing stakeholders together to create initiatives such as **Drive Electric Tennessee** that share our goals.



Improving charging infrastructure availability

Brought stakeholders from across the region to create a Charging Assessment Needs Report **evaluating** our charging infrastructure and how to **strengthen charging options**.

Partnering with state agencies, local power companies and third-party charging developers to create a network of **public fast-charging stations along major routes** to enable long-distance travel, as well as communities where EV adoption is growing.



EV Goals

By addressing the barriers to EV adoption, the anticipated outcome is:

200,000 EVs
by 2028

\$200 million in
consumer fuel
savings per year

\$120 million per year
reinvested in the
local economy from
electric refueling

Almost 1 million
metric tons of CO2
saved per year

The power of going electric

Gas and diesel vehicles are our biggest sources of CO2 emissions, but the benefits of switching to EVs go way beyond the tailpipe.



Affordable energy

Charging at times of low energy use, like overnight, helps keep rates low



Local spending

EVs use locally produced fuel and support local power companies



Leading innovation

Driving sustainability and leading policies



Clean air

Reduce air pollutants and the largest sources of CO2 emissions



Economic development

Attracting EV producers and suppliers