

City of Memphis



TENNESSEE

A C WHARTON, JR.
MAYOR

April 25, 2011

The Honorable Harold Collins, Chairman
Personnel, Intergovernmental & Annexation Committee
City Hall - Room 514
Memphis, TN 38103

Dear Chairman Collins:

Subject to Council approval, it is my recommendation that:

G. Donald Siemer

be appointed to the Memphis Animal Shelter Advisory Board with a term expiring July 30, 2012.

I have attached biographical information.

Sincerely,

A C Wharton
Mayor

ACW/lar

c: Council Members



City of Memphis

BIOGRAPHICAL INFORMATION APPOINTMENT TO BOARD/COMMISSION

Memphis Animal Services Advisory Board.
BOARD/COMMISSION

Name: G. Donald Siemer Date of Birth: 10-17-31

Business Address: 201 Poplar Avenue-Suite 201 Phone: 901-545-5813

E-Mail Address: don.siemer@shelbycountyttn.gov

Profession/Employer: Attorney Public Defender Shelby County TN

Education: Graduate University of Mississippi Law School

Name of Spouse: Evonne Number of Children: 2

Home Address: 5549 Hinton Cove, Memphis TN Phone: 901-682-3143

City: Memphis State: Tn. Zip: 38119

I certify that I am a resident of the City of Memphis (Unincorporated areas and surrounding counties are not considered). Yes or No If yes, how long? 20 YEARS

Professional Organization/Associations: Tennessee Bar, Mississippi Bar

Other Organizations/Association: Optimist International

Other Interests: Religion, Missionary work, Baptist Children's House
Boys Rauche, Play writing and production

Signature G. Donald Siemer. Date 3-22-11

**Informal Resume
and Biographical Information
of
G. Donald Siemer**

The background of G. Donald Siemer is rich and varied.

He has served in the United States Navy, received a degree in Journalism from Temple University, been editor of 7 weekly newspapers, Public Information Officer for the Northeast region of the Internal Revenue Service, created and ran the Animal Humane Society of South Jersey which served as the animal law enforcement agency for 44 communities covering 4 Counties in New Jersey, and served as a member of the Memphis/Shelby County law enforcement community as Assistant Attorney General.

About 22 years ago he became an attorney, licensed in both Tennessee and Mississippi. For over 18 years, he served as prosecutor in the role of Shelby County Assistant District Attorney. In that position he helped set up the Drug Court and the Environmental Shelby County Court. The latter court has the distinction of having both criminal and civil power and has achieved national prominence. After retirement he volunteered to work on a special program for homeless/panhandlers in the Shelby County Public Defenders office. He is now working full time with the Public Defender's office handling Criminal misdemeanor cases in Division 15 and in the Environmental Court Division 14.

Don received his Juris Doctor from the Law School, University of Mississippi. He is a native of Philadelphia, Pennsylvania, where after serving 4 years in the U.S. Navy, he earned his undergraduate degree in Journalism from Philadelphia's Temple University. Prior to entering the world of law, he was editor of weekly newspapers for seven communities, Public Relations Director for the Pennsylvania Dairy Association, Public Relations Director of the Florida Dairy Products Association, created, planned and managed computer trade shows for RCA, served as Advertising and Marketing Vice President for several firms and owned and ran Animal Law Enforcement operation that served 44 communities in four counties and operated an animal shelter that annually handled 25,000 animals.

He became acquainted with the University of Mississippi when his Naval superior officer nominated him for officer training. He was told if he made it through officer training he would be sent to the officer's alma mater, the University of Mississippi. Don was not chosen for officer training, but he never lost his dream of going to "Ole Miss". So when he decided to enter the law profession, he journeyed south to the University of Mississippi, was accepted and there completed his legal training.

While in law school, he met and fell in love with Ms. Evonne Toland. The year he graduated from law school he married Evonne, went to South Africa on a honeymoon, passed both Mississippi and Tennessee bar exams, and began to practice law.

Don met Attorney General John Perotti at an Optimist Club function and the next day was hired as Assistant Attorney General.

After retirement from the office of the Attorney General, Don was asked if he would volunteer to work on a special program for homeless/panhandlers in the Shelby County Public Defenders office. He did so and the volunteer task developed into working full time with the Public Defender's office where he now handles Criminal misdemeanor cases in Division 15 and in the Environmental Court Division 14.

Don is active in the community, serving on various boards such as the Metropolitan Opera Regional Auditions held in Memphis each year. Don has served on the board of the Germantown Community Theatre. He has also served as board member Memphis Chapter APTA; president Optimist Youth Foundation; president Airways Optimist Club; and board member of Victorian Village. He is active in the Cherokee Baptist Church where he has held numerous positions including president adult choir, member of the Recreation Committee, the Benevolence Committee, the Sports Prayer Team; and member of the Ministry Team at Cherokee Baptist. He presently is Sunday School Teacher of a couple's class.

Together with his wife Evonne, Don develops and implements reading rallies for children in MIFA projects. As a team they direct murder mystery plays in CLUE and APEX school classes, at the Tennessee Baptist Children's Home and as a fund raiser for many non-profit organizations.

He has served as a member of the Board of Directors, Optimist Youth Foundation Inc. and currently serves as Secretary/Treasurer of the Memphis and Shelby County Optimist Respect for Law Committee. He is a member of the Airways Optimist Club. Don has received the Law Enforcement Annual award from the Northeast Optimist Club. He has received an Optimist Respect For Law Volunteer of the Month Award.

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Memphis City Council Summary Sheet Instructions

Please provide a brief summary of the item, in bullet form, not to exceed one page:

1. Describe item (Resolution, Ordinance, etc.)
 - Item is to request the setting of a public hearing date for adopting an amendment to the Community Redevelopment Plan for the Uptown Area [June 7, 2011].
 - The Community Redevelopment Plan for the Uptown Area was adopted by Memphis City Council and Board of Commissioners of Shelby County in 2001.
 - The Community Redevelopment Plan for the Uptown Area was amended by Memphis City Council and Board of Commissioners of Shelby County in 2009.
 - This item is to request the setting of a public hearing date for adopting a second amendment to the Community Redevelopment Plan For The Uptown Area [June 7, 2011] to continue with further work for prevention and elimination of slum and blight in the area.

2. Identify initiating party (e.g., Public Works; at request of City Council, etc.)

Initiating party is Memphis and Shelby County Division of Planning and Development for the Memphis and Shelby County Community Redevelopment Agency Board. The Memphis and Shelby County Community Redevelopment Agency Board reviewed and approved the request for amendment to the Community Redevelopment Plan for the Uptown Area from Memphis Housing Authority. The Memphis Housing Authority has engaged The Uptown Partnership as developer for past, existing, and proposed redevelopment activity.

State whether this is a change to an existing ordinance or resolution, if applicable. State whether this requires a new contract, or amends an existing contract, if applicable. State whether this requires an expenditure of funds/requires a budget amendment. -----NA

RESOLUTION

A RESOLUTION ESTABLISHING A PUBLIC HEARING DATE FOR ADOPTING AN AMENDMENT TO THE COMMUNITY REDEVELOPMENT PLAN FOR THE UPTOWN AREA

WHEREAS, the Memphis City Council has endorsed the concept of inner-city physical and economic redevelopment; and

WHEREAS, there exists a need for physical and economic redevelopment in inner-city residential and commercial areas; and

WHEREAS, the General Assembly of the State of Tennessee passed House Bill No. 2297 and Senate Bill No. 2327 which enacted the Community Redevelopment Act of 1998, which applies only to Shelby County, Tennessee, and

WHEREAS, the City Council of the City of Memphis and The Shelby County Board of Commissioners by joint resolution and ordinance did establish the Memphis and Shelby County Community Redevelopment Agency, Bylaws, and Board of Directors; and

WHEREAS, the Memphis and Shelby County Community Redevelopment Agency, a joint city-county agency has all the necessary powers to plan, finance, and implement development and redevelopment activities; and

WHEREAS, the City Council of the City of Memphis and the Shelby County Board of Commissioners adopted the Community Redevelopment Plan for the Uptown Area in 2001 and amended the Plan in 2009; and

WHEREAS, the City Council of the City of Memphis have been apprised of the need for further amendments to the Community Redevelopment Plan for the Uptown Area; and

WHEREAS, the Community Redevelopment Act of 1998, requires that a fifteen day notice be given on any action to approve an amendment to a community redevelopment plan; and

WHEREAS, a public notice is to be placed in the Daily News newspaper by May 23, 2011 and a notice sent to each taxing authority by registered mail in accordance with the Community Redevelopment Act of 1998.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MEMPHIS, TENNESSEE, that a public hearing on "Adopting an amendment to the Community Redevelopment Plan for the Uptown Area" shall be a part of and be held during the June 7, 2011 Memphis Council Meeting.



Memphis City Council Summary Sheet Instructions

Please provide a brief summary of the item, in bullet form, not to exceed one page:

1. Describe item (Resolution, Ordinance, etc.)
 - Item is to request the setting of a public hearing date for authorizing the Community Redevelopment Agency to issue bonds or notes not to exceed \$32,000,000 to fund Uptown Redevelopment activity [June 7, 2011].
 - The Memphis and Shelby County Community Redevelopment Agency is authorized pursuant to the Community Redevelopment Act of 1998 to issue bonds to finance the undertaking of community redevelopment under the Act with approval of the municipality creating the Redevelopment Agency.
 - The Community Redevelopment Plan for the Uptown Area outlining redevelopment activity to be undertaken was adopted in 2001 and amended by Memphis City Council and Board of Commissioners of Shelby County in 2009. There is a companion item requesting the setting of public hearing date for a second amendment to the Community Redevelopment Plan For The Uptown Area [June 7, 2011] to continue with further work for prevention and elimination of slum and blight in the area.

2. Identify initiating party (e.g., Public Works; at request of City Council, etc.)

Initiating party is Memphis and Shelby County Division of Planning and Development for the Memphis and Shelby County Community Redevelopment Agency Board. The Memphis and Shelby County Community Redevelopment Agency Board reviewed and approved the existing and proposed redevelopment activity and proposed conceptual budget for the Community Redevelopment Plan for the Uptown Area from Memphis Housing Authority. The Memphis Housing Authority has engaged The Uptown Partnership as developer for past, existing, and proposed redevelopment activity.

State whether this is a change to an existing ordinance or resolution, if applicable. State whether this requires a new contract, or amends an existing contract, if applicable. State whether this requires an expenditure of funds/requires a budget amendment. -----NA

RESOLUTION

A RESOLUTION ESTABLISHING A PUBLIC HEARING DATE FOR AUTHORIZING THE MEMPHIS AND SHELBY COUNTY COMMUNITY REDEVELOPMENT AGENCY TO ISSUE NOT EXCEEDING IN AGGREGATE PRINCIPAL AMOUNT \$32,000,000.00 OF TAX INCREMENT BONDS OR NOTES OF THE AGENCY PURSUANT TO THE PROVISIONS OF THE COMMUNITY REDEVELOPMENT ACT OF 1998 TO FUND CERTAIN EXISTING DEBT AND/OR EXPENDITURES TO BE MADE WITH RESPECT TO LAND ACQUISITION, CONSTRUCTION AND REDEVELOPMENT ACTIVITIES IN CONNECTION WITH THAT CERTAIN COMMUNITY REDEVELOPMENT PLAN FOR THE UPTOWN AREA AS AMENDED; REDEVELOPMENT PROJECT ACTIVITIES TO BE LOCATED WITHIN THE COMMUNITY REDEVELOPMENT AREA AND FROM THE PROCEEDS OF IT NOT TO EXCEED \$32,000,000.00 TAX INCREMENT BONDS OR NOTES; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Memphis City Council has endorsed the concept of inner-city physical and economic redevelopment; and

WHEREAS, there exists a need for physical and economic redevelopment in inner-city residential and commercial areas; and

WHEREAS, the General Assembly of the State of Tennessee passed House Bill No. 2297 and Senate Bill No. 2327 which enacted the Community Redevelopment Act of 1998, which applies only to Shelby County, Tennessee; and

WHEREAS, the City Council of the City of Memphis and The Shelby County Board of Commissioners by joint resolution and ordinance did establish the Memphis and Shelby County Community Redevelopment Agency, Bylaws, and Board of Directors; and

WHEREAS, the Memphis and Shelby County Community Redevelopment Agency, a joint city-county agency has all the necessary powers to plan, finance, and implement development and redevelopment activities; and

WHEREAS, the City Council of the City of Memphis and the Shelby County Board of Commissioners adopted a Community Redevelopment Plan for the Uptown Area in 2001 to eliminate conditions of blight, and amended the Plan in 2009; and

WHEREAS, the City Council of the City of Memphis and the Shelby County Board of Commissioners will consider a resolution to further amend the Community Redevelopment Plan for the Uptown Area on June 7, 2011; and

WHEREAS, The Memphis and Shelby County Community Redevelopment Agency (the "CRA") is authorized pursuant to the Community Redevelopment Act of 1998 (the "Act") to issue

bonds to finance the undertaking of community redevelopment under the Act; and

WHEREAS, the CRA may pledge tax increment revenues to the repayment of bonds issued pursuant to Section 20 of the Act; and

WHEREAS, The Board of Directors of the CRA (the "CRA Board") enacted a resolution declaring its intent to fund existing debt and/or expenditures to be made with respect to the acquisition, construction and redevelopment activity in connection with the Community Redevelopment Plan for the Uptown Area from the proceeds of it not to exceed \$32,000,000.00 Tax Increment Bonds or Notes to be issued by the Memphis and Shelby County Community Redevelopment Agency; and

WHEREAS, the Community Redevelopment Act of 1998, requires that a fifteen day notice be given on any action to issue bonds; and

WHEREAS, a public notice is to be placed in the Daily News newspaper by May 23, 2011 and a notice sent to each taxing authority by registered mail in accordance with the Community Redevelopment Act of 1998.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MEMPHIS, TENNESSEE, that a public hearing on "Authorizing The Memphis And Shelby County Community Redevelopment Agency (CRA) To Issue Not Exceeding In Aggregate Principal Amount \$32,000,000.00 Of Tax Increment Bonds Of The Agency Pursuant To The Provisions Of The Community Redevelopment Act Of 1998 to fund certain existing debt and/or expenditures to be made with respect to land acquisition, construction and redevelopment activities in connection with that certain Community Redevelopment Plan for the Uptown area as amended; redevelopment project activities to be located within the community redevelopment area and from the proceeds of it not to exceed \$32,000,000.00 tax increment bonds or notes; and providing an effective date shall be a part of and be held during the June 7, 2011 Memphis Council Meeting.

ORDINANCE NO. _____

AN ORDINANCE TO AMEND CHAPTER 33, OF THE CODE OF ORDINANCES SO AS TO
DECREASE THE SEWER FEE

WHEREAS, the Administration proposed a residential sanitary sewer fee increase from a maximum volume fee of \$18 to a maximum volume fee of \$50; and

WHEREAS, the fee increase commenced on July 1, 2010, at a time when Memphis was recording some of its highest daily temperatures resulting in increased water usage by water customers attempting to protect their landscapes; and

WHEREAS, the increased volumetric fee created an undue burden on our citizens who have been significantly impacted by the dire economic climate and have pleaded for relief from this fee increase.

SECTION 1. NOW THEREFORE, BE IT ORDAINED BY THE MEMPHIS CITY COUNCIL OF THE CITY OF MEMPHIS, That the residential maximum monthly volume fee of \$50 (fifty dollars) be reduced to a \$25 maximum monthly volume fee for residential customers.

SECTION 2. BE IT FURTHER ORDAINED, that the provisions of this Ordinance are hereby severable. If any of these sections, provisions, sentences, clauses, phrases, or parts are held unconstitutional or void, the remainder of this Ordinance shall continue in full force and effect.

SECTION 3. BE IT FURTHER ORDAINED BY THE COUNCIL OF THE CITY OF MEMPHIS, that this Ordinance shall take effect from and after the date it shall have been passed by the Council, signed by the Chairman of the Council, certified and delivered to the Office of Mayor in writing by the comptroller and become effective as otherwise provided by law.

Jim Strickland
Kemp Conrad
Reid Hedgepeth
Janis Fullilove
Bill Morrison
Harold Collins
Joe Brown
Wanda Halbert

Attest:

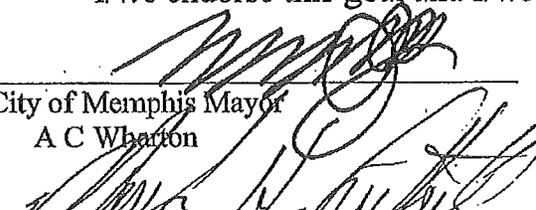
Patrice Thomas

If you proclaim it, we will make it happen!

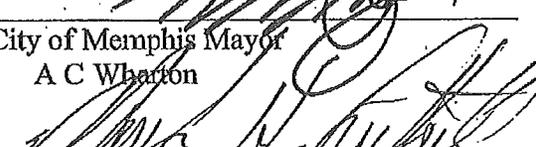
A CORNERSTONE FOR E.D.G.E.
Especially the Office of Small Business

**MEMPHIS
&
SHELBY COUNTY
GREEN GROWTH GOAL
800 MEGAWATTS
OF
RENEWABLE ENERGY
AND
200 MEGAWATTS
OF
ENERGY EFFICIENCY
BY
2020**

I/we endorse this goal and I/we pledge our talents to make it happen.



City of Memphis Mayor
A C Wharton



County of Shelby Mayor
Mark Luttrell

Memphis City Council Chairman
Myron Lowery

Shelby County Commission Chairman
Sidney Chism

TENNESSEE VALLEY AUTHORITY

Commitment to Tennessee Solar Institute Installation Grants

Prepared by: Lynn Strickland

Applicant		System Cost	Grant Amount	System Size (DC Watts)	TVA Gen Part Annual Pay \$0.20
East Tennessee Other Counties	26	\$4,168,884	\$1,263,560	683,630	\$199,051
East Tennessee - Knoxville	12	\$4,853,020	\$1,315,695	801,445	\$233,355
East Tennessee - Total	38	\$9,021,904	\$2,579,255	1,485,075	\$432,406
Middle Tennessee Other Counties	25	\$6,112,881	\$1,903,816	1,039,943	\$302,798
350 Corporate Place LLC		\$1,042,000	\$242,400	197,400	\$57,477
6301 Enterprise Park Drive LLC		\$1,042,000	\$242,400	197,400	\$57,477
650 Wauhatchie Pike LLC		\$1,042,000	\$242,400	197,400	\$57,477
900 Wauhatchie Pike LLC		\$1,042,000	\$242,400	197,400	\$57,477
960 Wauhatchie Pike LLC		\$1,042,000	\$242,400	197,400	\$57,477
Top Flight Inc.		\$1,042,000	\$242,400	197,400	\$57,477
Middle Tennessee - Chattanooga	10	\$7,147,000	\$1,761,630	1,350,420	\$393,199
Middle Tennessee - Nashville	14	\$3,454,880	\$915,568	535,252	\$155,848
Middle Tennessee - Total	49	\$16,714,761	\$4,581,014	2,925,615	\$851,845
West Tennessee Other Counties	3	\$495,413	\$154,120	78,960	\$22,991
West Tennessee - Memphis	10	\$6,831,757	\$1,725,886	\$1,336,124	\$389,036
West Tennessee - Total	13	\$7,327,170	\$1,880,006	\$1,415,084	\$412,027
West Tennessee - Memphis DENIED TVA Generation Partners	5	\$4,172,996	\$1,084,376	\$859,584	\$250,283
Net TSI Grants that could be exercise	8	\$3,154,174	\$795,630	\$555,500	\$161,744
Total TSI Installation Grants		\$33,063,835	\$9,040,275	5,825,774	\$1,696,278

IN ORDER TO
Lift the spirits of the people
AND
Renew faith and trust in government by the people
AND
Create a cornerstone in the Economic Development Growth Engine Strategy
THE MEMPHIS CITY COUNCIL
**Adopt the dramatic and ambitious goal of installing 800 megawatts of renewable energy
production and 200 negawatts of energy efficiency in Memphis and the Mid-South by
2020.**

Installing 800 megawatts of renewable energy and 200 negawatts of energy efficiency over the next 10 years will:

- Inject about \$4,000,000,000 in the Memphis area economy for renewable energy
- About 50% can be invested in Memphis manufactured solar modules especially from Sharp.
- About 2,000 green jobs for Memphis area residents to manufacture and install the renewable energy
- About 50% of the revenue is from Federal tax incentives
- About 25% of the revenue will be from TVA Generation Partners or Renewable Energy Certificates
- Attract multiple entrepreneurs and businesses that want a share of the investment dollars.
- The balance will be from investors that realize the long term return from a 20 year warranty product.
- Inject about \$30,000,000 in the Memphis area economy for energy efficiency retrofit.
- Continue the employment of 100s of contractors and employees that are currently engaged in the home energy efficiency process. This increases disposable income for all participants.
- Send notice to the world and especially Nashville and TVA that Memphis intends to become the leader in Tennessee and the Mid-South for renewable energy and energy efficiency.

There is \$0.00 required from the Memphis City and Shelby County budget. Reaching the goal should generate \$100,000,000 of sales, property and payroll taxes.

Recall the May 25, 1961 announcement by President John Kennedy before a special joint session of Congress the dramatic and ambitious goal of sending an American safely to the moon before the end of the decade as inspiration for the 800/200 megawatt goal. Further stating that President Kennedy did not delay announcing the goal until NASA prepared a chapter on how to bring 3 astronauts back alive if an oxygen tank exploded in route to the moon as assurance that the means to attain the 800/200 megawatt goal will be produced when and as required.

THE POWER OF ENERGY EFFICIENCY

www.cumberlandsustainable.org The Learning Community

January 2010

Southern Discomfort: The rapid growth of energy consumption in the South, coupled with a concern for dependable, affordable, and climate-friendly energy in the future, has led policymakers to ask how much energy waste can be eliminated by investing in energy-efficient technologies. Utilities in the South have "bought the market" for demand-side management programs to reduce its peak power requirements. However, the South has been one of the last regions in the country to embrace energy efficiency programs and to develop an energy-efficiency culture of consumer behavior.

- The South (a 16 state region) has 37% of the population but consumes 44% of US energy. 77% of its energy comes from fossil fuels.
- The South has the lowest rates of market penetration of *Energy Star* appliances.
- The South's per capita spending on electric utility energy efficiency programs is just one-fifth the national average

Reduction in State Electricity Intensity: Electricity intensity is measured by total electricity consumption use per dollar of state GDP, per capita. Tennessee would need to reduce its electricity intensity by 66% to match the current intensity in California and New York, the national EE leaders. TN ranks 40th in population and 24th in per capita energy efficiency expenditures.

EE Can Meet and Exceed Demand Growth: A large reservoir of cost-effective energy savings exists in the South, sufficient to largely offset the projected growth in energy consumption over the next decade. The full deployment of energy efficient technologies could bring energy consumption in 2020 down nine percent below projected levels, completely offsetting the need to expand electricity generation capacity in the South through the year 2020. With vigorous policies, it is possible to reduce energy consumption in the South by one percent per year, which would more than eliminate the projected growth in energy demand in the region. This level of energy savings generally means negative load growth, but the region will still need to replace aging power plants.

Negative load growth happens when energy efficiency improvements shrink power use faster than demand can grow. At least 10 states and the Northwest have targeted energy use reductions of 1.5 percent to 2.5 percent over the coming years. Others states are in a resource planning process or have open public service commission dockets. The result is a long-term trend of shrinking, rather than growing, electricity demand.

Current Drivers in Ending Electricity Growth

Recession Downturn: The recession has reduced the consumption of electricity. Prior to the recession, electricity growth had been increasing 5 percent annually. Net power generation in the U.S. dropped by 7.6 percent in July 2009 from July 2008, along with a drop in industrial production of 13 percent.

Slow Recovery: Many utility executives say that traditionally, electricity use recovers within a year or two after a recession, but they believe that this recession's recovery will not follow the pattern because of advances in energy efficiency.

No More Increase to Base-Load: In April 2009, chair of the Federal Energy Regulatory Commission, said that because of the combination of renewable energy and energy efficiency, the US might not need to build any coal or nuclear plants to meet the base-load. However, aging generation units approach, and in some cases, exceed their retirement, and the challenge will then to replace their capacity with the most forgiving electricity sources. Renewable energy sources are indeed the energy supply option of choice.

Obama Transformation of US Energy Base: The Obama administration's seriousness in pursuing its energy efficiency transformation goals became clear with the unveiling of the American Recovery and Reinvestment Act, appropriating \$97 billion in energy efficiency-related funding and aims to mobilize roughly \$100 billion more in private capital. The unprecedented speed and scale of the government's commitment to technologies that use or generate energy efficiently, with minimal impact on the environment, will dislocate strategies and disrupt market

shares in the energy sector for years to come. ARRA's goal is to create or retain roughly 300,000 jobs through the energy-related elements of the stimulus package. Some of the longer-term consequences include,

- Energy efficiency technology learning curves will accelerate
- Innovative new players should gain a measure of strength
- Successful programs sustained by future government support are likely to emerge.

Utility Barriers

Utility Financial Challenges: TVA and its distributors make money strictly on how much power they sell and how much they can recover in increased rates from the capital investments of building new generation sources. The single largest barrier to unrolling energy efficiency in our region is how to ensure that the TVA and its distributors can cover their costs as power sales decline.

"We Don't Want to Discourage Use of Electricity." Since TVA got into the power generation business, its mission has been to increase use of electricity to spur economic development. Neither TVA nor its distributors seemingly have the ability to get beyond that creed to transform themselves into a modern electricity system that sees energy efficiency as an energy resource that will save money, create jobs, and benefit everyone. This lack of vision keeps the TN Valley locked out of the world that is rapidly learning how to smartly use energy efficiently and distributively.

Renewable Energies

The Myth vs. Reality: TVA and other southeastern utilities have stated that the Southeast will face significant cost and difficulty meeting a national renewable energy standard due to scarce access to renewable energy resources. Repeated studies have shown that the Southeast can meet a national renewable energy standard of at least 15% by 2015, 20% by 2020, and 25% by 2025 with today's technology. Major near term potential renewable energy resources include our current hydro-generation, onshore wind, and solar.

Tennessee Potential:

- TN can produce 30% of its current electricity demand from rooftop solar (covering .58% of its land area.)
- TN can produce 2% of its current electricity from wind power

Least Cost Option

Saving Money: One of TVA's primary mandates is to provide power at the lowest cost. Energy efficiency is enormously less expensive than nuclear energy by any measure. TVA customers can billions off their future electric bills. While these savings will require substantial investments, they cost less than the projected cost of electricity from conventional sources. Money saved from energy efficiency increases consumer purchasing power, adding to expand the TN economy.

Making Sense: Energy efficiency is by far the least costly energy resource options available for utility resource portfolios. Saving a kWh through energy efficiency improvements is easily one-third or less the cost of any new source of electricity supply, whether nuclear or renewable energy source.

Reducing GHG

Reducing demand for electricity with efficiency and renewables will reduce emissions from TVA fossil fuels at its coal units, offering the Valley a more sustainable environmental future at an affordable cost.

Every watt not used reduces the amount of CO₂ generated by coal-fired generating units. Because energy efficiency eventually pays for itself in lower electric bills, it truly is the lowest hanging fruit. Appliance standards, demand side management programs, high performance building (residential, commercial, and public), and building codes have the highest potential in reducing GHG the most.

Green Jobs

The Valley's economy can be revitalized through energy efficiency and renewable programs. Energy efficiency and renewables are labor rather than capital intensive. Through an aggressive EE/DR and renewable utility programs, TVA will put the Valley back to work. The Pew Charitable Trust identified Tennessee as one of the top 3 potential leaders in clean energy jobs.

Any other policy threatens to starve the Valley economy in the global competition for economic development, particularly considering what's happening in nearby states. Ignoring the enormous waste of energy within the present system disadvantages the Valley in the transforming economy.

Residential Energy Savings

Building Policies: Because buildings consume 60% of electricity, the importance of building-related electric loads, improved building energy codes and advanced-building policies could contribute 12% toward total EE savings.

Building Codes:

- Retail and office buildings constructed to 2009 IECC standards can be 30-40% more energy efficient than typical buildings not constructed to meet the energy code.
- Through updating its building code to the 2009 IECC, TN will save an estimated \$164 million by 2020.
- Through updating its building code to the 2009 IECC, Tennessee will avoid 49.5 trillion Btu of primary annual energy use and annual emissions of 5.5 million metric tons of CO₂ by 2030.

Zero Energy Homes: The DOE has a 2020 goal of seeing "cost-competitive" homes that are "zero energy buildings," capable of generating more power than they consume. DOE has set a 2025 goal to see the same for zero-energy commercial buildings.

Residential Energy Savings:

TVA's residential sector consumed 55,000 GWh, about 32% of the Valley's electricity use. There is a large potential for cost-effective electricity savings in the Valley from energy efficiency improvement in both existing and new homes.

New Homes Savings:

- A high level of adoption of new efficiency measures in buildings is achievable through modern building codes
- New homes that achieve 50% savings of heating and cooling energy (about 25% of total home energy use) are achievable at a levelized cost of \$0.03 per kWh saved when tax credits are used.
- A more aggressive package of measures for new homes can reach 40% total energy savings at a cost of about \$0.06 - 0.07 per kWh.

Existing Homes Savings:

- Existing homes can achieve up to 35% energy savings through more efficient air conditioners, insulation, improvements, and more efficient lighting and appliances and at a cost of \$0.065 or less per kWh saved.
- Up to 50% electricity savings per home can be achieved through all the above measures and including replacement of old refrigerators with an *Energy Star* unit, *Energy Star* ceiling fans, the replacement of a standard roof with a cool roof, high -efficiency windows, and white walls at a cost of less than \$0.06 per kWh saved.

Energy Performance: The federal government is working to develop an energy performance label for existing homes and encourage its use as a common national standard.

- *Energy Star* New Homes - 20-30% savings over average *Energy Star* Retrofit Homes - 20% savings
- *Energy Star* New Commercial - 35-40% savings *Energy Star* Retrofit Commercial - 10-30% savings.

Commercial and Industrial Energy Savings

Commercial Efficiency: The economic efficiency potential for the commercial sector (which includes public buildings) is nearly 30% by 2023. The majority of the savings come from energy efficiency improvements in existing buildings. Energy efficiency improvements include T-8 lighting retrofits and occupancy sensors, window film retrofit, cool roof retrofit, variable speed drive blowers, and energy efficient air conditioner replacements. Significant additional savings can be achieved through advanced design for new buildings.

Industrial Efficiency: Other states have potential industrial energy savings of up to 25%. The largest savings come from improvements in pipe insulation, electric supply, motor design, lighting, compressed air, and pumps.

Combined Heat and Power Systems (CHP), also known as cogeneration, involves co-production of two or more usable energy outputs (e.g., electricity and steam) from a single fuel unit. By harnessing much of the energy normally wasted in power-only generation, significant improvements in efficiency can be realized relative to

separate production of power and thermal energy. Although the potential for CHP is great, the lack of net metering and uniform interconnection standards for CHP makes for a particularly harsh environment for the development of this important resource.

New Financing Models to Accelerate Energy Efficiency

Barrier: Because homebuyers lack information about the payoffs associated with increasing a home's energy efficiency and because the industry does not properly incentivize retrofits that pay-off over long periods of time, homeowners often do not recoup the actual value of their energy efficiency investments when they sell.

Property Assessed Clean Energy Financing (PACE): Some municipalities permit property owners to request financing for energy retrofits or renewable energy systems secured by a special tax assessment on the property. These mechanisms tie the retrofitting loan to the property instead of the individual, permitting the energy retrofit assessment to be paid off in annual installments as part of the property's usual property tax bill. PACE overcomes several barriers that might dissuade property owners from making energy investments: limited access to capital, high transactions costs, lack of information on the part of homebuyers that leads them to undervalue efficiency investments, and potential downstream home sale. Federal agencies are establishing standardized criteria and safeguards to protect consumers and minimize financial risks to homeowners and mortgage lenders.

Energy Efficient Mortgages allow homebuyers and homeowners refinancing their properties to add energy efficiency upgrades and improvements to their properties as part of the underlying mortgage financing transaction. This permits the energy retrofits to be financed over a longer period of time with lower monthly payments.

Expand State Revolving Loan Funds: RLF is a funding mechanism that enables loans to be proved to pay for an energy retrofit project's upfront capital costs. Once the retrofit is completed, the principal and interest on the loan, along with any financed transactions costs are paid from the energy savings generated from the project. As energy retrofit loans are paid off, the funds are paid back and then reinvested. RLFs for energy efficiency already exist in 16 states. Federal agencies are working to standardize RLFs and linking them to Energy Star home performance standards.

Conclusions

- Energy efficiency resource policies can offset the projected load growth in the Valley over the next 15 years.
- Expanded development of renewable energy resources would further reduce future needs for conventional generation.
- Combined, these policies can serve over 25% of projected needs for electricity in 15 years, deferring the need for many new electric power generation projects in the Valley.
- The economic savings from the recommended polices can dramatically cut consumer's electricity bills. While these savings will require substantial investments, they cost less than the projected cost of electricity from conventional sources.
- Reducing demand for electricity with efficiency and renewables will reduce emissions from combustion of fossil fuels at utility power plants, offering the Valley a more sustainable environmental future at an affordable cost.

The Valley faces important decisions on its energy future. The current course calls for investments in new nuclear generation to make sure the system has enough electricity to sustain economic prosperity. Energy efficiency and renewable energy resources offer a lower cost, cleaner and less risky course, without sacrificing the Valley's quality of life.

Louise Gorenflo prepared this fact sheet to encourage civic involvement in community problem solving. Contributions made to The Learning Community are tax deductible. You may send your contributions to or request information from The Learning Community at 184 Hood Drive, Crossville TN 38555 (484-2633.)

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