



Spring 2011

# New TVA rates will change how you use power

(Note: This is the last article in a three-part series examining TVA's plan to change its rate structure.)

Next month, the Tennessee Valley Authority (TVA) will begin billing its distributors for wholesale power under a new rate structure that is based on when electricity is used.

"It's important our customers understand that this rate change is revenue neutral for TVA," says Charlie Riggs, manager of customer accounting for Murfreesboro Electric Department (MED). It will bring no additional money to TVA. Rather, it will link the price charged for electricity with the hourly and seasonal

costs of generating power.

In an effort to ease into the transition toward a true 'time of use' rate structure, TVA's rate change is a 'nearly flat' model. "For example, where costs for the summer months are higher, TVA is lowering prices a bit," explains Riggs. "And where the costs for off-peak times are lower, TVA is raising them a bit."

The result is that, for now, the rates MED will pay for the wholesale power it distributes will be almost the same across a 12-month period as they were under the former rate structure.

MED is studying how to change its own rate structure to match the way it will be billed by TVA. When that change

is made, customers will begin to see how their monthly bills are impacted by the time of day they use energy.

"The price you pay for electricity will depend on when you use it," says Steve Sax, MED general manager. "If you'll take advantage of technology and adjust your habits, you could actually save money."

As an example, Sax says many new appliances — including washers and dishwashers — now come with time-delay features. These allow consumers to program their appliances for off-peak hours when power is less expensive.

This transition period will also encourage customers to develop new

*Please see TVA, back page*

# 10<sup>th</sup> ANNUAL EARTH DAY 2011

April 16 | 10 a.m. until 2 p.m. | MURFREESBORO'S HISTORIC DOWNTOWN SQUARE

Refreshments, Children's Activities and Live Entertainment.  
Environmental and educational booths on site. **FREE TO THE PUBLIC**

For more information and Rain Location, contact Amy Byers of Murfreesboro Electric Department at 494-0407.

**NEW LOCATION!**

Sponsored by:



# This Earth Day, remember that small things can have a big impact

**E**arth Day reminds us all that there are steps we can be taking to be more responsible, waste less and reduce our environmental impact.

There are many small, easy changes you can make around your house to reduce your waste and help keep pollution in check. Many of these changes can be made for little or no cost.

## Here are some tips for "going green":

### REDUCE, REUSE, RECYCLE

This phrase is at the heart of living in a greener world. Almost everything is recyclable — from newspapers to most plastics, metals and glass. In each of your daily purchases, ask yourself if there is a better solution.

Do you buy a bottle of water every day? Why not refill a durable water bottle and save all the wasted plastic (as well as money).

### SHOP DIFFERENTLY

Many people think going green is a marketing ploy. While in some cases that may be true, some great innovations have come from the desire to protect the environment. Batteries with longer lives, safer household chemicals, and new waste treatment standards are just a few things that have come from the green movement.

While buying the more environmentally friendly product does not always mean you will be helping your



household, sometimes it can make a difference. Do your research — buying green may be the best option when you're at the supermarket.

### REDUCE ENERGY CONSUMPTION

There are several ways to make your home more energy efficient. One simple step is making the change from incandescent light bulbs to compact fluorescent. They are more expensive than incandescent lights, but they save you

money in the long run by having a much longer lifespan, and by using less electricity.

If you find yourself in the market for a new water heater, refrigerator or other household appliance, pay special attention to the Energy Star efficiency rating. The better the rating, the lower your electric bill next month.

For this Earth Day, remember that small changes can make a big difference in the future of your home, your community and the planet. ♦

## TVA

*continued from front page*

energy use habits. "When people start shifting their high-energy activities to non-peak times, when the price to produce that energy is lower, they will start to see a difference in their power bill," says Sax.

For now, the rate change only affects how TVA charges MED for wholesale power. "Our residential customers will not see an immediate change in how they are billed," Sax explains. "But that change is coming, and our customers should start thinking about their energy use habits. We will keep them informed as we move, along with the rest of country, toward a true time of use model." ♦



### PLEASE NOTE:

Earth Day has changed locations this year to Murfreesboro Historic Downtown Square.



**To report a power outage, please call (615) 893-5515**

**Paying Your Bill:** You may pay your Murfreesboro Electric bill through the mail, at our office, by phone, or on our website at [www.MurfreesboroElectric.com](http://www.MurfreesboroElectric.com).

- ♦ **Phone** (for customer service) (615) 893-5514
- ♦ **Email** [customerservice@murfreesboroelectric.com](mailto:customerservice@murfreesboroelectric.com)
- ♦ **Mail** P.O. Box 9 Murfreesboro, TN 37133-0009
- ♦ **Walk-In or Drive-Thru** 205 North Walnut Street Murfreesboro, TN 37130