

RRSC September 22, 2021 Meeting Advice Statement :

The RRSC has reviewed the proposed Biodiversity Policy and is in support of the adoption and implementation of the Policy. The RRSC appreciates that this policy supports the mission of TVA especially as it is a proactive policy not reactive. TVA should be a leader in this effort nationally as well as regionally. If we all do not take care of our natural assets all aspects of TVA's mission and reputation will suffer. TVA's clear expertise already in this area should be used to build local, state, regional and national partnerships that should be highlighted and shared with companies being recruited to the region.

TVA has a vested interest in monitoring for, recognizing and responding to threats to biodiversity that come from sources such as invasive species, climate change, human activities outside of TVA activities which emphasize the need for this policy.

To improve upon the proposed policy it would be beneficial to see what metrics are being used to measure success for TVA overall and examples of how various business units will also measure their success in protecting and promoting Biodiversity. This can be shared in an annual report for external audiences.

TVA can set the standard for other businesses to follow and provide Best Practices. One of those is that TVA is bringing together all of its business units to play a role and be responsible for Biodiversity successes. This makes TVA stronger internally and thus makes it stronger externally which is critical to our region's overall health.

As TVA implements the Policy, the RRSC recommends taking these things into consideration:

- Biodiversity goes beyond power companies.
- Build partnerships with like-minded groups such as Tribes, businesses with large rights-of-ways, universities, new businesses coming to the area and help those businesses to implement their own biodiversity plan, etc.
- Work with entities like National Geographic and others lets TVA's expertise Biodiversity standards travel outside our area.
- Bridging the age gap is imperative to involve younger generations. Speak to them where they get their information, i.e.,
 - Primary info is YouTube for these young people/Create campaign for this platform;

- Target social media influencers to highlight Biodiversity and great opportunities of ecotourism in region;
- Get them invested by ...creation of curriculum for teachers in region...i.e. Scholastic Magazine “Get off your screen;”
- First Lego League partnership that creates projects students can execute on with deliberate outcomes;
- Hire expert in Social Media platforms that specializes in program development and measurement;
- Partner with LPCs on these types of programs;
- Opportunity for high school students looking for careers...show biodiversity kits, bring in LPCs to career days; curriculum for HS as well as grade school;
- Demonstrate through clear communications on how the different indicators show healthy streams; what do they do?

How can we communicate positive impact on region?

Create a podcast... if not your own team up with Radio Lab or others/ Ted talks / Dirtbag Diaries Materials for campgrounds and marinas;

Create the right sound bite...how do fish show good health i.e. Short statements;

Create and share best practices for new and existing businesses in our region such as;

- Pollinator-designated city program;
- Ecotourism is important;
- Working with state Economic Development Departments;
- Work with local and state tourism groups;
- Use video as marketing tool;
- Make sure we tie how it impacts individual... “1 in 3 bites of food comes from pollination.”

If operations will negatively impact biodiversity in the area:

- We suggest working with neighbors and community leaders by asking them for suggestions on what would be appropriate trade offs;
- We often get good news but want to hear bad or tough news...give me straight up information;
- Be open and transparent, be prepared to answer how you will address it;
- Outward facing approach. This is an opportunity to build trust and buy-in.