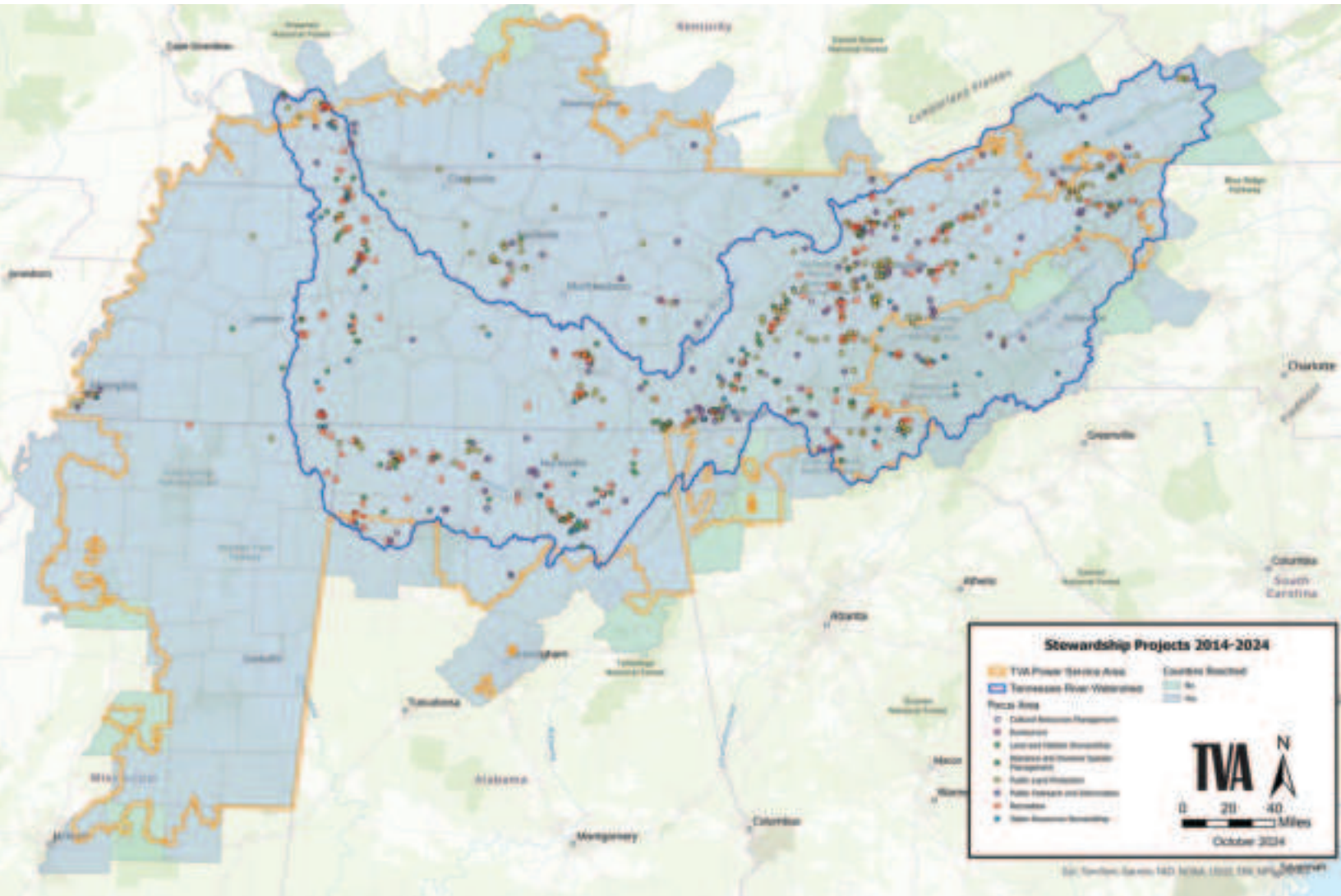


Building Tomorrow Together



TVA / Public Land
Management

10-YEAR IMPACT REPORT



Over the past 10 years, TVA Public Land Management has completed more than 3,100 projects and issued more than 17,400 Section 26a permits across 210 counties in the seven-state region.

Contents

Message from TVA's Public Land Management Director	1
Reservoir Lands Planning	2
Section 26a Permitting and Land Use Agreements	4
Public Land Protection	6
Land and Habitat Stewardship	8
Nuisance and Invasive Species Management	12
Cultural Resource Management	16
Water Resources Stewardship	18
Recreation	22
Ecotourism	24
Public Outreach and Information	28

Dear Partners and Community Members,

It is with great pride and gratitude that we present this 10-year Public Land Management Impact Report on behalf of the Tennessee Valley Authority. Over the past decade, we have remained steadfast in our commitment to protect, preserve and enhance the Valley region's natural resources.

This report highlights the results of our initiatives and spotlights the collaborative efforts that have enabled us to serve as responsible stewards of the environment while meeting the evolving needs of the communities we support.

While our journey this past decade has been shaped by exciting opportunities and unique challenges, we have always held firm to our mission of service to the people of TVA's seven-state region – a mission that helps ensure the long-term sustainability of our natural resources.

Our work has improved the quality of land and water resources and enhanced biodiversity. We have expanded public access to recreational areas and introduced STEM education into classrooms.

With every initiative, every program and every action, we have carefully balanced the demands of ecological preservation and economic development, knowing that both are critical to the well-being of our region.

We extend our sincere appreciation to the many communities, individuals, partners and volunteers who have walked this path with us over the past 10 years. Without your collaboration and shared dedication, these achievements would not have been possible. The trust you place in TVA is both humbling and inspiring, motivating us to continue leading with integrity and purpose.

As we reflect on the progress made, we look toward the future with renewed energy.

This report is not just a summary of the past – it serves as a blueprint for what lies ahead. The challenges of the future require innovative solutions and collective action. Together, we will rise to meet these challenges, ensuring the Tennessee Valley region remains a place of natural beauty and environmental vitality for generations to come.

Thank you for your continued support and partnership. We look forward to building on this decade of progress and working together to create a more sustainable future.



Rebecca Hayden
Director, TVA Public Land Management

Reservoir Lands Planning

Reservoir land management plans help shape TVA's decisions about the use and management of public lands under its stewardship.

The process helps identify and evaluate suitable land uses at TVA reservoirs, assigning land-use allocation categories – zones – to parcels of public land. The information is provided to the public, ensuring residents and stakeholders are aware of happenings on parcels.

This careful process ultimately helps balance competing and sometimes conflicting uses, guiding TVA's management of natural resources and property administration.

Since 2014

10 reservoirs with updated plans, one underway

2017 – Eight reservoir plans updated

2021 – Watts Bar Reservoir plan amendment

2022 – Tellico Reservoir plan updated

Current – Tims Ford Reservoir plan underway

255 written public comments received

During a lands plan review, TVA teams also interact and gain land planning suggestions through phone calls, emails, public meetings and events. Technology continues to enable the expansion of outreach, with teams leveraging live webinars, virtual public meetings, social media and TVA's website to reach a larger audience over the past 10 years.

COMPREHENSIVE VALLEY-WIDE LAND PLAN ALLOCATION

Allocation	Definition	Current Percent	2017 Board Approved Range
Zone 2	Project Operations	8.65%	7-10%
Zone 3	Sensitive Resource Management	16.06%	14-18%
Zone 4	Natural Resource Conservation	60.00%	56-63%
Zone 5	Industrial	1.58%	1-3%
Zone 6	Developed Recreation	8.50%	8-10%
Zone 7	Shoreline Access	5.18%	5-6%



Land management online

Reservoir land management plans are [now accessible online](#). Information includes currently approved plans, environmental reviews, up-to-date interactive maps, downloadable copies of originally approved maps and information detailing the purpose of each allocation change. The [Comprehensive Valley-wide Land Plan](#) also helps guide resource management across the entire TVA reservoir system.

Section 26a Permitting and Land Use Agreements

Since 1933, the public has entrusted TVA to steward 41,000 square miles of watershed within the Valley region. This includes 293,000 acres of public land, 11,000 miles of shoreline and thousands of miles of rivers and streams.

The lands, rivers and shores of the Tennessee River watershed are special places. Section 26a of the TVA Act and TVA's land use processes help the enterprise keep them that way.

The people who live, work and play here depend on TVA's careful management of natural resources. The Section 26a process helps protect navigation, flood control and public land and water resources while also supporting access to the reservoirs.



ENHANCED ACCESS

TVA has enhanced the Section 26a permit webpage to feature updated application steps, FAQs and a permit tutorial video that guides stakeholders through the application process. The webpage also includes 175 updated drawings.

An online Section 26a application system went live in April 2023. Since then, about 51% of applications have been submitted online. That's more than 1,410 applications and counting.

11,000

Miles of shoreline managed

Since FY 2015

17,424

Section 26a permits issued, including a record number in FY 2021 during pandemic

791

Land use agreements

332

Special use agreements

225

Land disposal projects

85

Section 26a permits issued for floating cabins

Since FY 2023

5,870

Miles of reservoir shoreline inspected



Outreach efforts and floating cabins

TVA has grown its outreach efforts in the past 10 years by providing Section 26a and land use information at fishing tournaments, boat shows and other stakeholder events. A “Permit Us to Help You” campaign gives stakeholders valuable access to information about Section 26a applications and processes. The enterprise also launched a new workshop that provides Section 26a and Public Land Management information to realtors. TVA teams have presented the workshop to hundreds of realtors over the past 10 years.

TVA completed an Environmental Impact Statement (EIS) in 2016, assessing the environmental and socioeconomic impacts of different policies to govern existing non-navigable houseboats and floating houses – now called floating cabins – on the Tennessee River system. TVA created a webpage to provide stakeholders updated information on the enterprise’s policies, regulations, and other guidelines for owning, buying or selling floating cabins on the Tennessee River system.

Public Land Protection



4.66 million

Pounds of trash removed from public lands as a result of TVA-sponsored community cleanups

174,136

Acres managed for natural resources conservation

100,217

Acres assessed to prioritize management of assets and natural resources

A large portion of TVA land is undeveloped – that is, intentionally maintained in a natural state. These areas, and all of TVA’s public lands, need protection and investment to preserve natural and cultural resources. This ensures rewarding experiences for the people who use these lands.

TVA’s Public Land Management group works year-round to monitor and maintain public land for people to enjoy. They also work closely with many partners who are vital to the enterprise’s continued success in:

- Protecting and preserving public lands for future generations, while balancing competing demands.
- Applying consistent enforcement of TVA’s rules, regulations, policies and applicable local, state and federal laws.
- Assessing and inventorying TVA public lands and related assets to maintain the highest quality of resources.
- Engaging the public by providing clear expectations for sustainable use of public lands.

The Public Land Protection Policy, approved by the TVA Board in August 2018, demonstrates how TVA protects public lands through the establishment and enforcement of rules and regulations. TVA manages a set of rules, published externally, that provides information about allowable uses of TVA public lands.



1,037

Miles of boundary remarked or reestablished on 32 reservoirs in six states

792

Access control measures maintained across the Valley region to protect public lands and resources

15

Litter and other maintenance agreements established

Taking inventory

In 2018, TVA's Public Land Management team began a two-year pilot project designed to inventory all existing assets. The project provided a geospatial reference for each asset and identified its condition. The team used mobile technology to input data into an ArcGIS platform, capturing valuable data on each asset. Since the creation of the database, TVA has documented 6,262 assets and completed more than 21,000 asset inspections. Additionally, TVA created an all-inclusive boundary GIS database in 2018. TVA has a total of 6,180 miles of reservoir property boundary, with Public Land Management responsible for managing 4,080 miles.



Land and Habitat Stewardship

TVA's management of forestlands, grasslands, wetlands and wildlife habitat is vital to protecting the region's diverse natural resources. Healthy ecosystems ensure a healthy environment, allowing for quality fishing, hunting, camping, hiking, biking, photography and wildlife watching.

To ensure the continued success of stewardship goals that serve all stakeholders, TVA teams conduct monitoring and research that helps guide important decisions about the maintenance and improvement of the region's natural areas. Partners in this work include researchers from universities, state and federal agencies, nongovernment organizations, nonprofits and more.

Public lands are green spaces that residents and visitors alike can turn to in all seasons for relaxation and recreation. These lands are the legacy that we leave for future generations – and it's through partnerships that this legacy thrives.





Bat conservation

TVA leads research, monitoring and conservation projects that help ensure the vitality of bat species throughout the Valley region. At nine locations, TVA teams installed 51 artificial bat roosts, with several species establishing occupancy. Mist net surveys and tracking of endangered Indiana and gray bats collect meaningful data for TVA and state and federal partners. Research on tri-colored bat roosting and foraging behavior has aided in effective habitat management of this declining species affected by white-nose syndrome and other factors. Data from these and other critical programs helps TVA and its partners make informed decisions about habitat enhancements and land management actions, aiding in proactive conservation.

- **5 bat conservation projects**
- **2 million bats counted at 219 monitoring locations**
- **4 cave gates installed – and three repaired – to protect bats from human disturbance**
- **356 artificial bat roosts monitored**
- **51 artificial bat roost habitats installed at nine locations**





- **More than 380** assessments of 150 TVA natural areas
- **3,000** acres managed by prescribed fire
- **5,000** native tree seedlings planted
- **46** research projects with universities, nongovernmental organizations and state and federal partners
- **29** conservation planning projects with universities and state and federal partners
- **542** hazard tree licenses issued
- **More than 530** field surveys
- **45** grass and agricultural land management projects
- **20** dewatering unit projects and regular management and maintenance of levees, pumphouses, motors and pumps
- **51** projects associated with threatened and endangered species habitat
- **12** wetland monitoring and improvement projects
- **5,500** wetland sites mapped
- **230** projects supporting TVA's Natural Heritage Database



Ruth's golden aster

TVA partnered with University of Tennessee researchers and others to reintroduce and establish Ruth's golden aster into suitable habitat. This federally endangered flower grows only on exposed boulders along small sections of the Hiwassee and Ocoee rivers in Polk County, Tennessee. The recovery plan identifies methods for establishing the flower on unoccupied suitable habitat. TVA scientists and their partners continue to refine reintroduction techniques for increased efficacy.

Native plant research

TVA and University of Tennessee researchers measured plant response from the seedbank and resulting habitat quality for various wildlife species after eradicating tall fescue in fields across Alabama, Tennessee and Kentucky. They uncovered insights on pollinator possibilities associated with native plant communities.

Motus wildlife tracking

TVA contributes to the Motus Wildlife Tracking System, which uses automated radiotelemetry to help researchers precisely track movements of radio-tagged birds, bats and insects. The network of automated receiving stations throughout the Americas and Europe serves as an important tool in migratory animal research.

Paleoenvironmental wetland research

Since 2018, TVA and university partners have conducted first-of-its-kind soil research at wetlands near Paris, Tennessee, and Norris Reservoir. Their findings have provided important insights on past vegetation, fire history, hydrological indicators and climate shifts.

Norris Dam seed orchards

In partnership with the University of Tennessee's Tree Improvement Program, this initiative reestablishes Norris-area seed orchards to produce locally adapted tree seedlings for planting and reforestation in the Valley region. This phased project propagates and plants seedlings near Norris Dam reservation, with more sites to come.



Nuisance and Invasive Species Management

As a longtime regional partner in the prevention and management of nuisance and invasive species, TVA regularly adapts its programs and processes to meet new challenges and address legacy issues. A changing climate, global transportation trends and increased recreational activities all contribute to the encroachment of non-native species.

The Valley region's unique natural resources require a careful balance to thrive. Aggressive removal of invasive species, for instance, can be just as undesirable as doing nothing. TVA works closely with state and local governments, universities, homeowners associations, the public and other stakeholders to monitor and control nuisance and invasive species. Over the past 10 years, TVA and its partners have fine-tuned tried-and-true methods that help mitigate these threats.

More than

30,000

Acres of aquatic plants treated

250,000

Cubic yards of eelgrass debris removed to support programs and recreation

1,500

Acres of newly introduced aquatic invasive species treated

23

Acres of invasive and exotic terrestrial plants treated at six public access sites



Aquatic plant management

TVA works closely with partners to manage aquatic plants along developed, public shorelines at reservoirs. Working with [My Lake Guntersville](#), TVA treats about 1,500 acres of aquatic plants each year at Guntersville Reservoir, spotlighting the importance of community collaboration and sustainable management. TVA contractors use harvesters or EPA-approved herbicides to control overgrowth on an as-needed basis, with [treatment schedules](#) published online. New aquatic herbicides and the introduction of grass carp at multiple locations have served as efficient, environmentally friendly solutions. TVA has also increased efforts to manage aquatic plants at [Watts Bar](#), [Mellon Hill](#), [Fort Loudoun](#) and other reservoirs, and partnerships with universities have aided in plant DNA identification, leading to new management practices for an eelgrass hybrid at several reservoirs.





Cormorants, ospreys and vultures

TVA partnered with Mississippi State University, Alabama Department of Conservation and Natural Resources, Tennessee Wildlife Resources Agency and the U.S. Department of Agriculture Wildlife Services to study nuisance issues and develop solutions in the management of double-crested cormorants, vultures and ospreys. Double-crested cormorant colonies affect soil chemistry, vegetation structure and avian diversity, and their breeding activity has increased in the Southeast over the past 15 to 20 years. Research into these bird populations – particularly at Gunter'sville Reservoir – led to techniques that helped manage local numbers. Research on black vultures and ospreys – birds whose nesting habits can affect power infrastructure and public lands – continues to help shape effective solutions. The relocation of osprey nests, for example, has proven successful in keeping the birds from affecting assets.



Outreach and Education

TVA's many educational resources and programs have been instrumental in promoting greater understanding of nuisance and invasive species. This includes:

PLANT CAMP

Educators can acquire continuing education credits through a two-day camp hosted at multiple locations throughout the Valley region. The camp began in 2016 and was paused during the pandemic, but it returns in summer 2025.

AQUATIC PLANT ID WORKSHOPS AND DISPLAYS

Multiple Aquatic Plant ID workshops are provided to state agencies, educational groups and others, and Aquatic Plant ID booths and displays are presented at public events such as bass tournaments and the Gunterville Hydrofest.

AQUATIC PLANT ID WEBPAGE

The [Aquatic Plant ID](#) webpage helps stakeholders identify aquatic plants found in Valley-region reservoirs. The up-to-date information helps fishermen, property owners, boaters and others make informed decisions about recreation, navigation and resource management.

BOAT CLEANING STATIONS

In partnership with My Lake Gunterville, TVA Public Land Management provided two CD3 boat cleaning stations for public use at Gunterville Reservoir. The stations provide equipment that cleans invasive species off boats and trailers, helping prevent the spread of aquatic invasive species.

INVASIVE SPECIES PRIORITY SITES

A land-based Invasive Species Priority Sites stewardship project has targeted six sites in Tennessee and Alabama over the last 10 years. The project has led to the treatment of about 23 acres.

U.S. DEPARTMENT OF AGRICULTURE WILDLIFE SERVICES CONTRACT

This cooperative service agreement provides wildlife damage management services in Alabama, Georgia, Kentucky, Mississippi, North Carolina and Tennessee. It identifies important methods of reducing wildlife damage on TVA property, assets or infrastructure, such as alteration of habitat or behavioral modification.



Cultural Resource Management

TVA's public lands are renowned worldwide for their bountiful natural resources, but they're also celebrated for their rich histories. From Native American Tribal lands to Civil War skirmish sites, heritage and history are fundamental to the Valley region's identity.

For more than nine decades, TVA has worked with partners to protect cultural and archaeological resources from overdevelopment, erosion and even looting. Archaeologists and historians in TVA's Cultural Resources group help identify and preserve these resources, including more than 12,500 known archaeological sites on TVA lands. Thirty structures on TVA property are listed in the National Register of Historic Places – including all 29 hydroelectric dams – and Wilson Dam is a National Historic Landmark. Twenty other structures are eligible for listing on the National Register.

ARCHAEOLOGICAL SITE STABILIZATION

TVA stabilizes shoreline along reservoirs to protect archaeological sites from erosion and looting. Sites where sensitive or intact deposits are exposed are prioritized for stabilization, with each project undergoing environmental and other reviews. This includes application of permits and consultation with State Historic Preservation Offices and federally recognized Tribes.

SURVEY AND MONITORING

Annual identification surveys of historic properties on TVA lands are guided by Section 110 of the National Historic Preservation Act. Sites are chosen based on high probability of archaeological significance, as well as risks of erosion, development or looting. TVA's Section 110 data provides an inventory of sites the enterprise must manage and protect to maintain site integrity.



38,000

Linear feet of shoreline stabilized to protect cultural resources

11,300

Project reviews since 2016, under Section 106 of the National Historic Preservation Act

More than

6,200

Acres surveyed for cultural resources


1,700

Consultations with State Historic Preservation Offices since 2018, under Section 106

Repatriation and Tribal collaboration

TVA works with Tribal partners to properly and respectfully repatriate and protect cultural items on federal property, and to provide land and support for the reburial of Ancestors. Cultural Resource management includes compliance with the [Native American Graves Protection and Repatriation Act](#).

TVA and Native American Tribes have built lasting partnerships to [manage and protect](#) Native American artifacts and resources. The enterprise hosts annual meetings about important topics in cultural resource management and works closely with 23 federally recognized Native American Tribes that call the Tennessee Valley region their ancestral home.

- 
- 1,164 historic structures inventoried
 - 123 outreach events since 2019
 - 60 volunteer site stewards trained
 - 34 permits issued under the Archaeological Resources Protection Act since 2019
 - 8 volunteer workshops through TVA's [Thousand Eyes](#) programs

Water Resources Stewardship

TVA works with federal, state and local agencies to protect water quality and aquatic life in the Tennessee River system, one of the most biodiverse ecosystems in the world. Water resources stewardship – an integral part of TVA’s Natural Resource Plan – requires technical knowledge, strong partnerships and public outreach for continued success. With an in-depth understanding of the river system’s ever-changing conditions, the TVA Public Land Management team provides leadership, technical support, water quality data, funding and other critical resources that guide the enterprise and its stakeholders in the successful stewardship of the region’s water resources.

Since 2014, TVA has worked with more than 30 partners to protect six of the most diverse and vulnerable Tennessee River watersheds: the Duck, Elk, Clinch/Powell, Little Tennessee, Paint Rock and Bear Creek. This gave rise to hundreds of stewardship projects, including streambank restoration, riparian buffer establishment, aquatic barrier removal, propagation and reintroduction of endangered species, conservation easements, assessments of fish and aquatic macroinvertebrate communities and more.

More than

\$20 million

Leveraged through hundreds of partnerships to enhance water quality and resources

About

300,000

People attended Public Land Management outreach events

1,000

Stream sites assessed across the Valley region, providing stream health data to guide TVA and partners on resource management decisions

16,911

Feet of streambank stabilization and restoration completed

47

Clean Marinas, up from 35 in 2014

About

270

Acres of stream riparian buffers established through Shade Your Stream initiative and Tennessee Riparian Buffer Initiative



AQUATIC HABITAT

Employees and volunteers from TVA and the Tennessee Wildlife Resources Agency placed artificial reef ball fish attractors at 453 sites at Watauga, Boone, South Holston, Fort Patrick Henry, Cherokee, Douglas, Norris, Melton Hill, Fort Loudoun and Tellico reservoirs. They also placed 1,100 artificial fish habitat structures at Watts Bar Reservoir. The reef balls and the structures mimic natural habitat for fish and microscopic organisms at the base of the food chain, providing ideal spots for fish to feed, hide, ambush and spawn. The projects are monitored and, based on outcomes, may be expanded to additional locations. Many of the structures and their locations at reservoirs are marked on interactive GIS maps that people can explore online.



SICKLEFIN REDHORSE CONSERVATION

State and federal agencies, Tribal groups and TVA are working together to expand sicklefin redhorse populations and habitat in western North Carolina and northern Georgia. Migration barriers and other factors have contributed to the sicklefin redhorse being considered for the endangered species list. There are only two known populations – one in the Hiwassee River system and one in Little Tennessee River system. TVA's large-scale restoration efforts, dating back to 2007, will continue until these fish have reached a population that swims, spawns and thrives in these waters. Through conservation and careful management, TVA and its partners are working to help ensure the success of this species.

Stream site assessments

TVA monitors the health of fish and benthic macroinvertebrate communities across the Tennessee River watershed. Currently, 528 active sites are assessed on a five-year rotation, with about 100 sites monitored each year. Project data guides watershed management decisions and tracks long-term biological trends.

Streambank stabilization and restoration

TVA works regularly with partners and landowners on streambank stabilization projects and the establishment of riparian buffers to reduce nutrient and sediment loads, improve aquatic habitat, prevent erosion and help maintain stream temperatures.

Freshwater mussels recovery

Working with Alabama Aquatic Biodiversity Center, TVA has helped lead the recovery and reintroduction of freshwater mussels in the Bear Creek watershed in northwest Alabama. Over the past 10 years, thousands of endangered mussels have been raised and placed back into streams. TVA also monitors mussel diversity in places like the Elk River, one of the most biodiverse rivers in the world. Throughout the Valley region, TVA's Public Land Management group and its partners have propagated and released thousands of endangered freshwater mussels.



'Hidden Rivers'

TVA partnered with Freshwaters Illustrated to produce a 56-minute documentary, "Hidden Rivers," about the unique biodiversity of the Southern Appalachian region. The film targeted public television, museums and aquariums, community events and K-12 classrooms. Thousands have attended screenings since its 2019 release.



Tennessee River Basin Network

The TVA-established Tennessee River Basin Network celebrated its 10-year anniversary in August 2024 at the Tennessee Aquarium in Chattanooga, where more than 135 conservationists gathered to support the aquatic life and habitats of the Tennessee River system.

The network's annual meeting brings together a diverse coalition of state and federal agencies, national and local conservation organizations, citizen-based watershed associations, municipalities, community groups and universities. The two-day event is an opportunity to strengthen partnerships, share important information and leverage resources that advance conservation efforts throughout the Valley region.



Recreation

TVA's earliest leaders understood that as the lands around Valley region reservoirs were developed, recreation would come to serve as a direct link to the social and economic advancement of surrounding areas. In a 1936 report to Congress, the TVA Board wrote, "The Tennessee River possesses a great variety of scenery. If this beauty is preserved, the river system will become one of the favorite recreation areas of the United States."

About nine decades later, that vision has held true. TVA's public lands and waters are celebrated not just nationwide but worldwide for their unparalleled beauty and the vast recreational opportunities they provide in every season. From hiking trails to swim beaches to picnic areas and more, TVA and its partners manage a vast array of offerings that make the Tennessee River watershed the nation's best place to live, work and play.

220,000

Acres of public land
available for dispersed
recreation

865

Trail management tasks

190

Miles of trails

149

Agreements creating
camping and boating
opportunities

141

Recreation capital projects
completed

59

Camp-Right Campgrounds
certified and maintained

6

TVA campgrounds with
concessionaire agreements



Catalyst Sports partnership

Catalyst Sports is a nonprofit that provides people with physical disabilities access to the life-changing impact of outdoor adventure, all within a supportive and inclusive community. It operates 12 locations across the Southeast. TVA has provided resources to help the organization provide more programming to more people with disabilities in the Valley region. Celebrating this partnership, TVA made Trotter Bluff Trail improvements for beginner adaptive mountain bikers.



TRAILBLAZERS

As part of its Natural Resource Plan, TVA carefully mapped out processes, protocols, maintenance schedules, inventories and other features of an active trails program. At its core, the program needed to serve the recreational needs of all Valley-region residents and visitors. While early iterations of this process mapped out 140 miles of trails, TVA's Public Land Management teams have since added 50 miles of trails across the region, for a total of 190 miles. Through constant rehabilitation and maintenance of existing assets – and the frequent addition of new ones – TVA works with partners and volunteers to continue growing a world-class network of trails enjoyed by scores of hikers, runners, cyclists and outdoor enthusiasts. Eager visitors can plan ahead by checking out the trail maps at [TVA.com](https://www.tva.com).

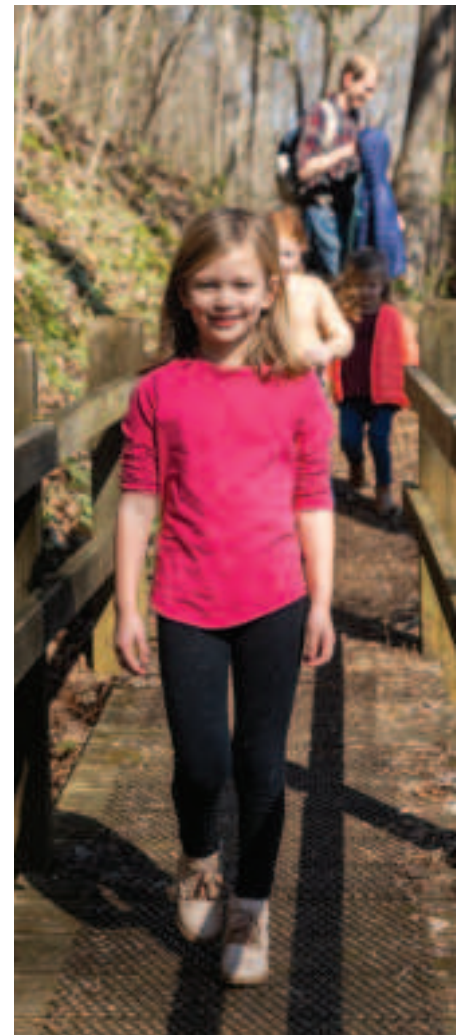


Ecotourism

Given the Valley region's bountiful natural resources, it's little surprise that ecotourism continues to serve as a leading driver of economic activity in TVA's seven-state service area. Public lands and shores across the Tennessee River watershed have always supported outdoor adventure and sustainable, nature-based tourism.

Water-based recreation on TVA's reservoir system contributes an estimated \$11.9 billion a year to the region's economy. Ecotourism combines outdoor recreation experiences with conservation-based work that contributes to local economies, job creation and private investment.

TVA's ecotourism program is designed to complement community, regional and state travel and tourism efforts, aligning with the enterprise's broader mission of promoting economic growth throughout the region. Over the past decade, TVA has grown its existing ecotourism assets while working with partners to continue creating new and exciting opportunities that bolster economic growth.





Tennessee RiverLine

TVA is a principal partner in Tennessee RiverLine, which is working to develop a 652-mile water trail along the Tennessee River that connects Knoxville, Tennessee, to Paducah, Kentucky. The trail will use existing facilities when available, and planners will work with communities to determine the feasibility and benefits of creating new facilities such as river access, pavilions, trails and camping areas on public lands to create a continuous system.

- 21 communities engaged in RiverTowns
- 268 recreation and stewardship events
- 11,225 event participants
- 74 community planning events
- 4,536 residents in planning process

Tennessee River Valley Geotourism MapGuide

TVA has worked with partners throughout the seven-state region to enhance and maintain the Tennessee River Valley Geotourism MapGuide. The website, launched in 2011, showcases the beauty and wonder of the Valley region's natural resources and heritage while also promoting recreation and ecotourism.

- **About 300,000** website visits annually
- **Millions** of organic Google impressions annually
- **5,258** contributors and growing
- Marketed to **163** countries and every U.S. state

OCOEE RIVER

The Ocoee River is a premier destination for whitewater recreation. TVA has worked alongside many partners, agencies and business owners to ensure this beautiful river remains a top spot for paddling and aquatic adventure. The Ocoee is consistently among the top three commercially rafted rivers, delivering economic impact to Polk County, Tennessee, year after year.



Loyston Point Trail System

Inspired by the partnerships and popularity of the Raccoon Mountain trails, TVA's Public Land Management and recreation teams have led a multiyear expansion of the Loyston Point Trail system at Norris Reservoir. This work has led to 23.4 miles of trails that have received regional and national acclaim. TVA partners with the Appalachian Mountain Bike Club on maintenance of this popular site.



Dam Explore program

TVA's dams are among its most recognizable assets. Over the past 10 years, the Public Land Management group has worked strategically to make improvements to dam reservations, including new playgrounds, trails, bathrooms, picnic areas and other recreational amenities. In partnership with communities and others, TVA continues to develop these areas. In 2024 TVA launched a pilot Dam Reservation Strategic Plan Initiative at Norris Reservoir, unveiling a process for data collection and analysis, amenity review and future potential recreation opportunities. This process will help guide similar projects at other locations.

Bill Dance Signature Lakes

TVA has partnered with the Bill Dance Signature Lakes initiative, which connects the world's most-loved angler with some of Tennessee's greatest natural resources — its lakes. Already known for its premier fishing spots, this program makes Tennessee a best-in-class destination for anglers worldwide — beginners, experts and every skill level in between. The effort will no doubt have a significant economic impact on its communities.



Norris Lake Trail connectivity

TVA partnered with the Norris Lake Project, Tennessee State Parks, Anderson County and the city of Norris to connect regional trails, including Norris Watershed, Big Ridge State Park, Norris Dam State Park, Loyston Recreation Area and Anderson County Park. The study united partners to create a large ecotourism destination: the Norris Area Trail System, now one of the region's most popular trail systems.



Public Outreach and Information

Through guided nature tours, volunteer trail and reservoir cleanups, classroom science lessons and a host of other programs hosted year-round throughout the Valley region, TVA's Public Land Management group holds public outreach at the center of its mission.

Open communication, educational initiatives and vibrant community partnerships empower stakeholders by connecting them to a wealth of knowledge about the TVA programs that help protect, enhance and conserve this region's natural and cultural resources.

TVA's work over the past 10 years shows the future of resource management will always depend on the strength of connections with the public. The Public Land Management team continues to prioritize communication and collaboration, ensuring all voices are heard as new challenges and opportunities arise.

The goal is not just to inform, but to inspire.

Inspire active participation. A shared sense of responsibility for the region's environmental well-being. And, most importantly, meaningful connections that ensure TVA and its many partners can continue protecting and preserving the Valley region's abundant resources.

\$6 million

Leveraged each year, on average, through partnerships to support natural resource stewardship

1,462

Positive media mentions of TVA's stewardship work since 2017

100

Combined Community Outreach and Reservoir Cleanups grants issued

337

Retailers and visitor centers received Get Out and Play paddle maps, window displays or other promotional materials



WATER MONITORING LAB

TVA’s [Water Monitoring Lab](#) engages elementary students in science by providing water monitoring kits to schools and delivering in-class and virtual educational programs. Teachers can enhance the experience by using TVA’s online educational resources, which include [project-based lesson plans](#) for all grade levels. Through a citizen science database, students and teachers can also log their classroom data and see how other children from around the world are using the program.

LAB CONNECTIONS – FY 2014 TO FY 2024

States	Counties (220 Total)	Schools visited/ Classroom kits provided*	Program Days	Teachers Trained	Presentations delivered	Students Reached
7	210	912	1,100	2,188	3,194	68,814

*A classroom set of kits is 10 kits with 100 chemicals



DISCOVER LIFE IN AMERICA – BIOBLITZ

The BioBlitz partnership with Discover Life in America uses expert naturalists and biologists to train citizen volunteers to conduct biological inventories on TVA public lands. TVA hosts family-friendly events on public lands, providing opportunities to learn about plants and animals in their natural habitats. These events help increase awareness of TVA public lands and natural resources. TVA typically hosts two events each year at locations around the Valley region.

Natural Resource Plan

The TVA Board of Directors adopted changes to the Natural Resource Plan in 2020 to support a more strategic, flexible and comprehensive management approach to TVA's natural and cultural resource stewardship work. The plan defines objectives and programs for each focus area and provides a flexible approach for long-term planning, which helps TVA prioritize funding plans in support of the enterprise's mission of service to the people of the Valley region.

TVA undeveloped recreation map

The undeveloped recreation map shows all TVA public lands available for recreation and has grown increasingly popular each year, especially around hunting season. In 2024 the webpage had a record 70,870 visits, or about 193 per day.

Keep Tennessee River Beautiful

TVA is thrilled to partner with Keep the Tennessee River Beautiful a 501(c)(3) nonprofit that serves as the first Keep America Beautiful affiliate in the nation to focus solely on a river system. They host river cleanups to remove trash from the river. In the last 10 years, they have removed 904,678 pounds from the Tennessee River system.

CONNECTING WITH THE PUBLIC

- **107,024** public inquiries handled by the Public Land Information Center
- **98,072** public inquiries answered
- **68,814** students engaged in environmental education
- **7,600** volunteers for Earth Day, Trails Day and Public Lands Day at 262 events
- **4,250** outreach events since FY 2016
- **2,188** teachers trained in Water Monitoring Lab
- **1,277** volunteer hours on trails
- **210** counties engaged in seven-state region
- **59** Camp-Right partners
- **47** Clean Marina partners
- **49** Adopt-A-Spot trail volunteers







Explore more at tva.com/environment



TENNESSEE
VALLEY
AUTHORITY

400 W. Summit Hill Drive
Knoxville, TN 37902

 | tva.com

2025-39102 0625