PROVIDING BALANCED INFORMATION FOR USING WATER AS A RENEWABLE ENERGY RESOURCE IN THE NORTHWEST
Target Audiences

• General Public / Utility Customers
• K-12 Education
• Key Stakeholders
• Elected Officials & Opinion Leaders
Following Nature’s Current 2020
A Call to Action

• Renewable, Reliable, Low-Cost, Clean

• Pathway to Zero-Carbon Future
IS HYDROPOWER RENEWABLE?

Northwest RiverPartners Survey, 2019
Positioning the Baseline Hydropower Renewable Message

Is it a faithful, comfortable, secure old sweatshirt?
Positioning the Baseline Hydropower Renewable Message

Is It A Classic Car Being Modernized?
Positioning the Baseline Hydropower Renewable Message

Or A Favorite, Reliable, Kind Uncle?
Baseline Renewable Messages

• Hydropower in the Northwest
  • Low cost, clean, renewable
• What makes the Northwest a unique hydropower source
• How hydropower works
• Hydropower and the environment
Positioning Hydropower for the Future (Creating the Messaging Playbook)

Climate Change = Moving to a Zero-Carbon Future

- Washington: Carbon neutral by 2030 and 100% carbon free by 2045
- California & New Mexico: 100% carbon free electricity by 2045
- Oregon: 50% renewable by 2040. RPS. Does note include installed hydro
Positioning Hydropower for the Future
(Creating the Messaging Playbook)

Climate Change Reality Check:
There is no Northwest zero carbon electricity generation future without hydropower providing the baseload.
Playing Nice with Others
Collaboration in a Competitive Environment
Recognize Market Dynamics

• Population Growth, Economic Development, Electrification of Vehicles and Buildings

• Phasing Out Fossil Fuels (Coal and Natural Gas)

• Intermittent vs. Firm Generation
  • It’s not as simple as replacing a megawatt with a megawatt
Recognize New Opportunities

- Pumped Storage and Battery Technology
- Grid Modernization
- West Coast and Flexible Trading
- Conservation and Efficiency Efforts
Valuing Hydropower in a Zero-Carbon Future

- Equally Reward Investment
- Equity in Pricing
- Equally Support R & D
An Example of Messaging