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promoting regional energy awareness

Crucial Investments by Utilities Bring Opportunities and Costs

Population growth and new technologies that rely on electric power are expected to significantly increase the need for electricity in the Pacific Northwest.

Despite increased demand, utilities will continue to reliably deliver increasingly clean energy, while rigorously managing cost. There are many unknowns and challenges ahead, but utilities have always come through for their customers and will continue to do so.

In addition to upgrading and improving traditional resources – hydropower, coal and natural gas – utilities have been intensifying conservation efforts and will do even more to develop additional renewable resources such as wind and solar power projects.

Utilities will also make substantial investments in new power plants and transmission systems that deliver electricity, as well as energy efficiency to effectively meet growing needs.

These crucial investments will create the expanded infrastructure needed to integrate renewables; expand overtaxed transmission systems and provide funds to develop and test new technologies and help utilities and customers increase energy efficiency.

Major investments by utilities create new opportunities for increasing the supply of electricity while protecting our environment, but they do come at a cost. Utilities will continue to work hard to control costs and partner with customers to improve energy efficiency to keep their power costs as low as possible.

These investments will enable utilities to serve their growing communities, ensure reliability and address current and potential environmental regulations and issues.

Check out the ***Plan Today Power Tomorrow*** regional energy project, www.pnucc.org

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