



**Plan today.
Power tomorrow.**
promoting regional energy awareness

Utilities Respond to Growing Need for Electricity

There's no doubt that the call for energy in the Pacific Northwest will be increasing.

Our region's population is growing and so are new technologies that rely on electricity as a power source. The demand for electricity is expected to increase significantly in the next decade.

Many utilities have added renewable power sources and are exploring others in response to environmental goals mandated by recent legislation. Greater energy demand, resources and other issues, plus new environmental requirements will all influence the utilities' plans for providing reliable, affordable power in the future.

Utilities engage in long-term planning and regularly assess the risks and benefits of various energy resources, new technologies and energy-efficiency methods to meet future electricity needs. Customers count on them to provide reliable electricity at the most reasonable price possible, while protecting the environment

To meet the need for more electricity in a fiscally and environmentally responsible way, utilities will partner with consumers to intensify energy efficiency efforts. At the same time, utilities will explore and support new technology development, invest in infrastructure upgrades and integrate additional renewable resources to keep pace with the growing power demand.

There are still many unknowns and utilities face complex challenges regarding electricity resources and demand. However utilities are working, independently and as a team, with regional energy partners to inform customers and policymakers so that we all can be part of the solution.

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

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