



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

## Northwest Power Industry Story Being Told

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The “Plan Today. Power Tomorrow.” energy awareness project has launched a new website. An independent site, loaded with articles and information on the future of the Northwest power system, is now available at [www.plantodaypowertomorrow.com](http://www.plantodaypowertomorrow.com).

“The Northwest electricity industry is experiencing dramatic changes, and we want to provide a resource that helps policymakers stay informed,” according to Dick Adams, Executive Director of the Pacific Northwest Utilities Conference Committee (PNUCC). The new website will have regularly updated material about issues that affect the cost and supply of electricity in the Northwest, as well as the reliability of the delivery system, he said.

According to PNUCC’s forecasts, the region’s electricity load is expected to grow in the coming years. There are key issues for the industry and policymakers to address about the types of resource options available, how much they will cost and how to mesh an existing system with new technologies and 21<sup>st</sup> century concerns about climate change and the environment.

The “Plan Today. Power Tomorrow.” provides non-technical articles and fact sheets, along with reports from some of the region’s utilities about how they are keeping customers informed about the transition in the industry.

We invite you to explore the site and let us know if you have questions or comments. We value your suggestions for content and issues you want to learn more about.

The Plan Today. Power Tomorrow. project was created and is being carried out by PNUCC on behalf of its members. It is one way electric utilities are coming together to educate people in the Northwest about the realities of future energy challenges.

The screenshot shows the website's homepage with a blue and green color scheme. At the top left is the logo. To its right is the title "Plan today. Power tomorrow." and the subtitle "a regional energy awareness project". A search bar is located in the top right corner. Below the title is a navigation menu with tabs for "INFORMATION", "ARTICLES", "TOOLS", and "ABOUT US". The main content area is divided into two columns. The left column features a section titled "WHAT IS PLAN TODAY, POWER TOMORROW?" with a brief description of the project and its goals. Below this is an "OVERVIEW" section with a paragraph of text and a bulleted list of key points. The right column features a photograph of wind turbines in a field. Below the photo is a section titled "CURRENT ARTICLES AND RESOURCES" which lists several articles with "NEW!" tags and "download" links. At the bottom of the right column is a section titled "ADDITIONAL MATERIALS" with links to "Public Opinion Research Findings" and "Beyond the Light Switch".