



Plan today. Power tomorrow.

a regional energy awareness project



Fact: Our Industry is in Transition

We have been living better electrically for decades, using electric appliances – from toothbrushes to TVs – to improve our lives and add convenience. Today electricity powers our existence in ways that would have read like science fiction just 20 years ago. We spend our days in front of laptops, make friends around the globe through online networks, and power up to entertain ourselves with video games and virtual worlds. We work and play over the Internet.

Simply put, we are becoming ever more dependent upon electricity. It provides the power for the way we live.

Our need for electricity is growing, but so is our concern about the planet. Electricity customers envision a world in which electricity production takes advantage of new technologies and has little impact on the environment. Utilities share these goals and are investing in making that happen.

We are transforming our industry, calling upon a variety of clean, unconventional resources that weren't available a few years ago. And we are upgrading our systems to reap the benefits of a digital world. Our vision for the future includes using new technologies to collaborate with our customers on efficient ways to use energy.

As this transition moves forward, utilities will take advantage of new opportunities to innovate and put technology to work for the benefit of our customers. At the same time, we will keep our eye on the ball: maintaining reliable performance on the system and an affordable supply of electricity.

Check out the **Plan Today Power Tomorrow** regional energy project
www.PlanTodayPowerTomorrow.com