



Plan today. Power tomorrow.

a regional energy awareness project



Fact: Customer Opinions Count

Our industry has a long history of listening to customers and consulting them about major actions. The Plan Today, Power Tomorrow project is grounded in a comprehensive survey that began with asking our customers what they knew about their electricity service and what they wanted from their energy providers.

Information we have gathered from our customers tells us that they are concerned about the environment and want to make a difference in reducing the demand for electricity. Customer sentiment is one of the major reasons utilities intend to focus so much attention and so many resources on conservation programs in the coming decade.

If we are to take full advantage of new technologies, like the Smart Grid, customers will need to have a more active role in directing their energy consumption. Smart electric meters, for example, allow utilities and customers to exchange information on mutually beneficial ways to modify their consumption in times of peak power use. When widespread use of plug-in vehicles becomes a reality, we envision opportunities to match our customers' car-charging needs with other elements in power system operations and performance.

As we see it, the future of the Northwest's power supply depends on consumer participation and innovative new technologies working in tandem to meet growing demand. Utilities are reaching out more than ever to engage their customers in issues and help them rethink how they use electricity and how they can participate and affect their own energy consumption.

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