

Visual Guidelines for **BPA's Brand**

January 2011





Table of Contents

| | |
|--|----|
| Introduction | 1 |
| BPA brand overview | 2 |
| Inspiration values | 4 |
| Basic brand identity elements | 5 |
| Applying the elements | 6 |
| BPA's logo | 7 |
| Stretch header. | 9 |
| Color | 10 |
| Typography | 15 |
| The “notch” — optional design element. | 18 |
| Icons — optional design element | 19 |
| Photography. | 21 |
| Miscellaneous | 23 |
| [Publication approval, back cover print info & acknowledgements] | |
| Examples | 24 |



Introduction

Why have visual guidelines?

Visual design and visual continuity play a critical role in influencing BPA's brand perception with our customers, our employees and our constituents. While we have recognized the importance of "One BPA," we have not taken pause to articulate the elements that come together to make One BPA a reality — those core elements of design that, when used consistently, build a recognizable base for our communications and marketing collateral.

These guidelines articulate the background information that led to these design standards and provides guidance on how to visually support the BPA brand. BPA's visual identity, inclusive of color palette, typography and imagery was carefully selected to convey our organization's culture, personality and core brand values.

BPA's mission is one of service, stewardship and commitments. Our visual identity demonstrates what a vibrant, inspiring and important mission we serve.

Use these guidelines when creating BPA communications to achieve a high level of consistency. Anyone who represents BPA has a role in ensuring the integrity of BPA's presentation in all branded materials. They are not intended to limit creativity but to provide direction and structure.

Careful and comprehensive use of these guidelines will:

- Establish a consistent, professional identity of BPA in its communications.
- Ensure that BPA organizations and their print and electronic materials will be immediately identified with BPA.
- Enhance the credibility and confidence in BPA by producing publications, programs, events and activities that build on each other visually.

These guidelines are digital so they may be expanded or revised, as needed, as BPA's brand evolves.

BPA brand overview

We are stewards of the Pacific Northwest

For generations, the Bonneville Power Administration and its employees have been an integral part of life here in the Northwest.

BPA power nurtured whole towns and industries that sprang up out of this beautiful land, and now the men and women of BPA are working to help maintain that way of life.

We stand on the shoulders of those early, visionary BPA engineers who looked at the vastness of the Columbia River and its tributaries and saw in that great watershed the potential to bring light and warmth to millions. And the millions came. And they had needs.

Like every generation since, we live at the confluence of these rivers and these needs, and we strive to maintain a balance between what we can use now and what must be saved for the future. We weigh the needs of cities, farms, fish, animals and the generations to come. And we strive not just for the greatest efficiency in our existing system but to continue to develop key innovations and technologies that will better serve all of us.

It is our vision to be an engine of the Northwest's economic prosperity and environmental sustainability.

As stewards of the Northwest way of life, we are eager to work with a broad range of partners, from large companies down to consumers of electricity. In an industry with diverse perspectives and needs, we have built an enviable model of cooperation, and we are justifiably proud of it. We know we aren't going to get there alone. We know that together we can build a more efficient Northwest. And that benefits every one of us.

BPA Vision Statement

BPA will be an engine of the Northwest's economic prosperity and environmental sustainability. BPA's actions advance a Northwest power system that is a national leader in providing:

- High reliability;
- Low rates consistent with sound business principles;
- Responsible environmental stewardship; and
- Accountability to the region.

We deliver on these public responsibilities through a commercially successful business.

BPA core values

Trustworthy Stewardship: As stewards of the Federal Columbia River Power System, we are entrusted with the responsibility to manage resources of great value for the benefit of others. We are trusted when others believe in and are willing to rely upon our integrity and ability.

Collaborative Relationships: Trustworthiness grows out of a collaborative approach to relationships. Internally we must collaborate across organizational lines to maximize the value we bring to the region. Externally we work with many stakeholders who have conflicting needs and interests. Through collaboration we discover and implement the best possible long-term solutions.

Operational Excellence: Operational excellence is a cornerstone of delivering on the four pillars of our strategic objectives (system reliability, low rates, environmental stewardship and regional accountability), and it will place us among the best electric utilities in the nation.

Inspiration values

Brand personality attributes

BPA's brand personality attributes describe a unique brand look and tone that is distinctly ours.

Forward Thinking: A contemplative and visionary attitude.

Adept: A confident display of accomplishment, proficiency and knowledge.

Inspiring: An intriguing, thought-provoking manner.

Dedicated: A passionately committed, enthusiastically involved nature.

Experience values

Our experience values help us build the ideal experience through key emotions we want our customers to feel about BPA when they interact with our brand.

Altruistic: We are reminded of our larger purpose at hand in all that we do; we are stewards of the Northwest's resources and its way of life.

Collaborative: We work together in a joint effort to achieve more together as a whole, than as individual entities.

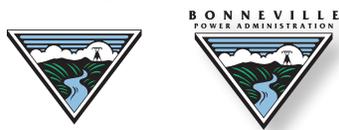
Insightful: Because of our regional reach, resources and expertise, we have the ability to identify opportunities on a broader scale and share this knowledge with all our stakeholders.

Proactive: We remain relevant by continually engaging with our audience in ways that help them succeed.

Basic brand identity elements

The BPA brand symbolizes the agency's commitments and aspirations and aligns with our core values. Basic identity elements are used to create a compelling, consistent and effectively managed visual identity. These elements have been selected to create a personality. Together they create a unique look for BPA. BPA's logo, the stretch header and lime green accent are required on all materials. Color and type also play an important role in BPA's visual identity.

1. BPA's logo



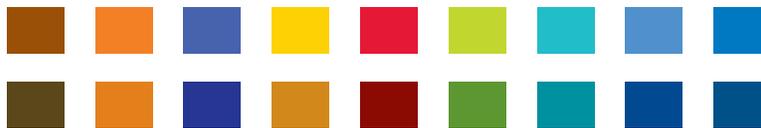
2. Stretch header

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

3. Required accent color — Pantone 382C



4. Color palette



5. Typography

Helvetica Neue

abc abc **abc abc**
ABC ABC **ABC ABC**

Versailles

abc abc **abc**
ABC ABC **ABC**

Applying the elements

The example below shows how the branding elements are applied to a page. Combined, these elements provide a structure for BPA's visual identity. The BPA logo, stretch header and the accent color should appear on the cover or first page of all communications (including, but not limited to, publications, marketing and promotional materials, PowerPoint presentations, Web sites, conference and event materials, and advertising).

The use of Helvetica Neue, BPA's primary font, is also mandatory. If spot color is used it should be one from the color palette.

Stretch header

Required accent color

Helvetica Neue font

Color from palette

Logo

BONNEVILLE POWER ADMINISTRATION

BPA

Committed to Northwest Values

The Columbia River has been called the "crown jewel" of the Pacific Northwest. There is no question it is among the region's greatest assets -- supplying low-cost clean hydropower, making deserts bloom thanks to irrigation and providing navigation, recreation and a home for many species of fish and wildlife.

The Bonneville Power Administration is proud to be a steward of this great resource. Our mission is to serve the people and environment of the Pacific Northwest. We sell wholesale power from Grand Coulee Dam and 30 other Northwest federal dams to Northwest utilities, including public utility districts, rural electric cooperatives and municipal utility departments, as well as investor-owned utilities. We operate three-fourths of the region's high-voltage transmission system that delivers that power.

But, as a federal agency, we are not just a power marketer. We have public responsibilities that include, among many, promoting energy efficiency, facilitating development of renewable power, protecting fish and wildlife affected by hydro development, honoring treaty obligations to tribes and promoting a reliable energy future through collaboration and partnerships. This document describes our responsibilities to citizens in the Pacific Northwest.

WHO WE ARE

Fulfilling a unique mission

We are the U.S. Department of Energy's power administration for the Northwest, responsible for

bringing the benefits of the Columbia River power system to the region's consumers, taxpayers and the environment. We are a self-financed agency and a not-for-profit utility. Ratepayers, not taxpayers, cover our costs through revenues from our power sales and transmission services. The people of the Northwest pay for their Columbia River power system in their electric bills.

We are committed to serving you well. Our job is to:

- provide an adequate, efficient, economical and reliable power supply,
- build and maintain a reliable transmission system,
- mitigate the impacts of the Northwest's federal power system, including those on fish and wildlife.

BPA programs bring value to the Pacific Northwest, value that is determined with input from Northwest citizens.

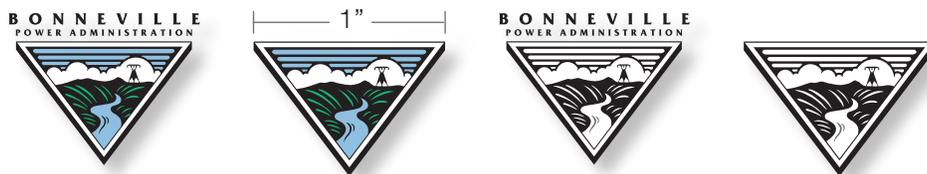
LOW RATES

Providing low-cost power

We sell power to Northwest utilities at the cost of generating and transmitting that power. There are no shareholders and no profit motive. Power at cost stimulates the region's economy. BPA's cost-based hydropower ensures that the Northwest has among the lowest electricity rates in the nation.

BPA's logo

The BPA logo may be used in either color or black and white, however color is used most often. The colors for BPA's logo are black, Pantone 284 (blue) and Pantone 346 (green). It has two forms — with and without the words. For print materials, the preferred form is without the words. This is because when used with the stretch header, the logo with the words on the same page is redundant. Logo images can be downloaded at www.bpa.gov/corporate/BPANews/Library/images/Logos/.



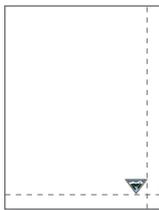
Using the logo with the words should be restricted to cases when the use of the stretch header is not practical or appropriate. For example, if BPA's logo is used with others as one of multiple sponsors.

Logo size

On an 8.5" x 11" page, the size of the BPA's logo should be a minimum of 1 inch across the top. It can be used slightly smaller on smaller page formats, but should never be used less than $\frac{3}{4}$ inch across.

Logo placement

The BPA logo, more often than not, is placed in the lower right-hand corner of a page. When used in this position, usually the right side of the logo touches the right margin and the bottom point of the logo touches the bottom margin.



The logo may also be used in other locations on the page for a balanced page layout. For instance, on a tri-fold brochure the logo may look better centered because of the narrow page width. Or, the logo may need to be included with a banner on the top of the page. We will leave logo placement to the discretion of the designer in keeping with good page layout.

Occasionally, there will be times when the logo works best reversed out or as a solid color. If a solid color is used it must be one of the colors in BPA's color palette.



Logo modification

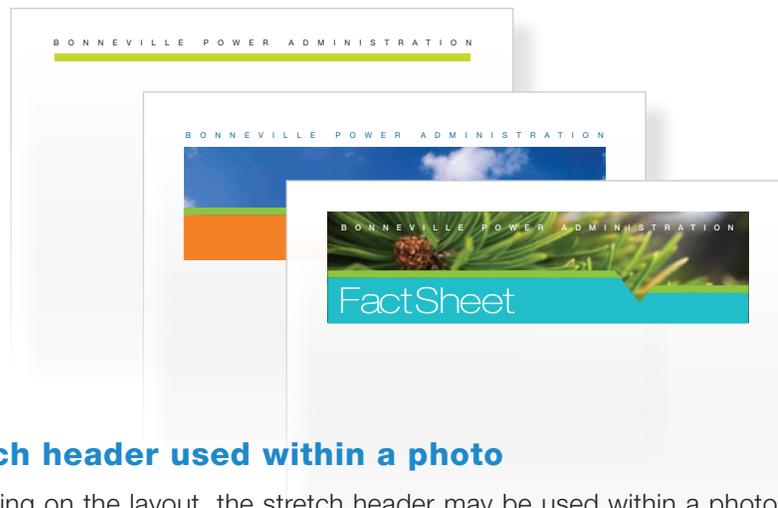
Never alter, stretch, distort, change the colors of, or add type to the BPA logo. The BPA logo is essential to BPA design and it is important to use it consistently as shown.

Stretch header

The “stretch header” provides for a quick, easy identification of BPA materials and has become an important element of BPA’s visual look. BPA’s full name – Bonneville Power Administration – should be consistently present on all BPA collateral material. The stretch header appears at the top of the cover or first page. As its name implies, it should stretch from margin to margin. The font used for the stretch header is Helvetica Neue. The weight and size depends on the use. It should be visible, but not bulky. For an 8.5” x 11” sheet, we normally use 8 point Helvetica Neue Light. The spread is determined by the margins. For readability, it is sometimes necessary to increase the word spacing slightly.

Stretch header placement

When used in conjunction with a rule or banner, there should be approximately 4-10 points of leading between the stretch header and the rule or banner.



Stretch header used within a photo

Depending on the layout, the stretch header may be used within a photo. The font size and thickness may need to be increased slightly for readability. However, if too much adjustment is necessary, the photo choice should be reconsidered.

A little wiggle room

There may be a rare instance when the stretch header is not practical or does not work. In that case, the BPA logo with the words should be used.

Color

Required accent color

Color plays an important role in representing BPA's brand. The required accent color BPA has chosen is lime green (Pantone 382C) and should be present across all communications. It represents BPA's commitment to stewardship. When used consistently over time, this color will become directly associated with BPA. Because of its bold, vibrant nature, a little of this color goes a long way. That's why we have characterized it as an "accent color." While present in all communication materials, it will usually not be the dominant color.

How to use the accent color

The accent color is expressed and applied as a line rule. For many of our periodicals that have a banner, the accent color is a 9 point rule contained within the banner. For PowerPoint presentations, which are a different orientation, we proportionally use approximately a 12 point rule. There may be cases when a thicker or thinner rule is appropriate. A thicker "rule" could even be used as a band of color. When applying the required accent color, never use less than a 2 point rule.



Color palette

To complement BPA's lime green accent color, a broad color palette has been selected that consists of bright and dark colors. It was developed to bring BPA's personality to life as a vibrant, inspiring and forward-thinking organization. This broad palette ensures design flexibility across BPA.

All colors in the palette are intended to be paired with BPA's lime green accent color.



When printed on different types of paper, the same color can look very different. Therefore, we have based our color palette on “coated” Pantone colors — the primary paper used to print BPA materials. For use on uncoated paper, sometimes adjustments to the color are necessary to come as close as possible to the pure coated ink color.

The Pantone numbers, and CMYK, RGB and Hex formulas for all the colors are listed on the following page.

Bright Color Palette

| | Pantone (spot) | CMYK (print) | RGB (screen) | Hexadecimal (web) |
|--|----------------|--------------|--------------|-------------------|
|  | 382 C | 29 0 100 0 | 193 216 47 | C1D82F |
|  | 158 C | 0 61 97 0 | 245 128 37 | F58025 |
|  | 7517 C | 0 60 100 44 | 154 81 7 | 9A5107 |
|  | 116 C | 0 16 100 0 | 255 210 0 | FFD200 |
|  | 2726 C | 79 66 0 0 | 75 99 174 | 4B63AE |
|  | 186 C | 0 100 85 12 | 211 22 69 | D3162E |
|  | 7466 C | 70 0 23 0 | 28 190 202 | 1CBECA |
|  | 279 C | 68 34 0 0 | 80 145 205 | 5091CD |
|  | 300 C | 100 44 0 0 | 0 121 193 | 0079C1 |

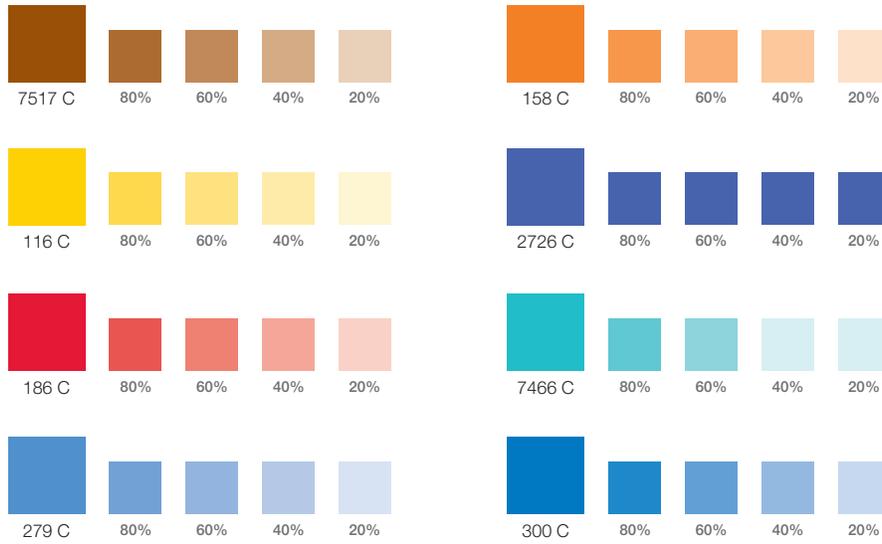
Deep Color Palette

| | Pantone (spot) | CMYK (print) | RGB (screen) | Hexadecimal (web) |
|---|----------------|--------------|--------------|-------------------|
|  | 462 C | 50 58 100 45 | 90 72 28 | 5A481C |
|  | 718 C | 0 56 100 8 | 227 127 28 | E37F1C |
|  | 723 C | 0 43 97 17 | 212 137 28 | D4891C |
|  | 2735 C | 100 95 0 3 | 39 54 145 | 273691 |
|  | 188 C | 0 97 100 50 | 139 14 4 | 8B0E04 |
|  | 370 C | 56 0 100 27 | 94 151 50 | 5E9732 |
|  | 7474 C | 90 0 28 22 | 0 146 159 | 00929F |
|  | 280 C | 100 72 0 18 | 0 73 144 | 004990 |
|  | 2955 C | 100 57 0 38 | 0 70 127 | 00467F |

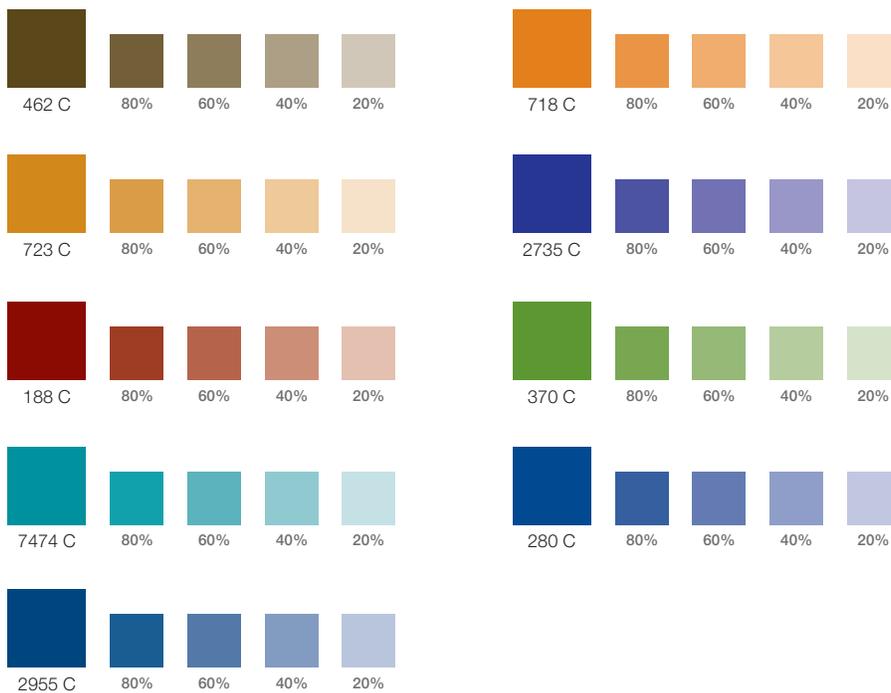
Tints

Illustrated below are examples of tints of the color palette.

Bright Color Palette



Deep Color Palette



A word about black & white materials

Keep BPA's master brand in mind when working in black and white. The mandatory use of a green rule may be replaced with a 30 to 60 percent gray rule or the stretch header may be reversed out of a solid black rule. At the very least, the stretch header and the logo must be used.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Opportunities at BPA

The Bonneville Power Administration is committed to diversity, employee growth and learning. We are an Affirmative Action/Equal Opportunity Employer. Join our nationally-recognized team and make a difference in the Pacific Northwest.



www.jobs.bpa.gov · 1-877-WRK-4BPA

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Power line replacement in your area

To maintain reliable transmission of electricity and ensure public safety along 19 miles of the Chehalis-Raymond corridor, the Bonneville Power Administration is scheduled to replace about 380 aging and deteriorating wooden power poles in July 2010.

Activities would take place primarily inside existing rights-of-way for the line and should not impact local power service. BPA will work to minimize interruptions to local traffic flows. You are welcome to attend an open-house meeting to learn more about this important project or call 800-622-4519 for more information.

Open House Meeting

2010 from 5 to 7 p.m.
Elementary School
3 Boisfort Road
Artis, WA 99538



B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Maintaining a safe distance

Landowners and other interested parties:

Over the next 120 days, you may notice increased activity in and around the Bonneville Power Administration transmission line rights-of-ways. Davey Resource Group, BPA's contractor, will be conducting a vegetation patrol and inventory to ensure reliability clearance objectives. Keeping vegetation away from high-voltage power lines is critical for public safety and guarantees a reliable source of electricity to our citizens and businesses of the Pacific Northwest. We appreciate your cooperation and understanding.

If you have further questions, please contact our Realty Office at 1-800-836-6619. Additional information is available at www.bpa.gov/corporate/pubs/Public_Service/Keeping_the_way_clear_brochure.pdf.



Typography

Typography can work together with other design elements to make communications more readable, consistent and visually appealing. BPA typefaces have been chosen with these purposes in mind and because of their adaptability to a wide range of materials. Helvetica Neue is our sans serif typeface and is mandatory in all print communications. To complement Helvetica Neue, we have chosen the serif font Versailles for a more traditional look. Versailles is an optional font. Both fonts have a relatively high “x” height, giving BPA products and materials a friendly, approachable feeling.

Helvetica Neue may be used for both headlines and body copy. It can be used alone or in conjunction with Versailles (for example, Helvetica Neue for headlines and Versailles for body copy). It is a very large font family which allows for ultimate flexibility. Helvetica Neue has nine different font weights from ultra light to extra black. Because of the numerous choices, take care to only use a moderate mixture of weights and sizes within the same piece. Too many variations will create a busy appearance.

Versailles may also be used for both headlines and body copy. However, it’s main use will be for body copy. If Versailles is used as a headline font it must be used in conjunction with Helvetica Neue (as the body copy, for example).

Because many agencywide products contain a banner, we have selected Helvetica Neue Roman or Light reversed out of a block of color from the color palette for these banners (see examples starting on page 24).

Alternate fonts of Arial and Palatino may be used for documents created in Microsoft Office applications where Helvetica Neue and Versailles are not available.

Note: An additional typeface, Fritz Quadrata, is used only in the BPA logo with the words. It should not be applied to any other text elements.

Font Families

Helvetica Neue LT Std

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Heavy Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Black Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Helvetica Neue also includes both extended and condensed versions in all of the weights listed above.

Versailles LT Std

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Black Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Using the color palette with type

Never use BPA's lime green accent color (Pantone 382) for type “knocked out” of a color from the palette. In fact, it’s probably best not to use text in any of the colors knocked out of another color. A better solution is to reverse white type out of a color, which we do often.

Reversed type

Reversed type

~~Green type~~

~~Green type~~

~~Colored type~~

~~Colored type~~

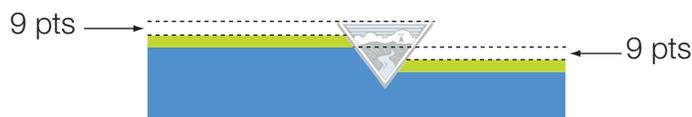
The “notch” [optional design element]

The “notch” is an echo of the shape of BPA’s logo and is an optional design element. Because of its specific requirements, the main use of the notch will be in banners to provide a unique and vibrant anchor for many of BPA primary communication materials such as fact sheets, the BPA Journal and presentations.

Notch requirements and specifications

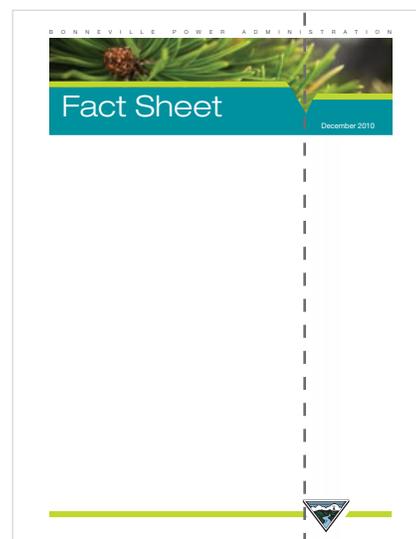
The notch should **always** be used with a photo behind it and a block of color underneath it, with a lime green rule separating the two. The notch, used with the color palette and photography style described in these guidelines, will create a highly recognizable BPA product.

In the example below, on an 8 1/2” x 11” sheet, there is a 9 point rule dividing the photo and the color block. Where the line breaks for the notch, it drops approximately 18 points and then continues on the right-hand side (with 9 points of space between the two green lines). For placement purposes, if the BPA logo were placed in the notch (which should never be done), it would rise above the lime green rule approximately 9 points.



Logo placement when using a banner with the notch

When the notch is used in a banner, the BPA logo at the bottom of the page should align just to the right of the notch in the banner.



Icons [optional design element]

BPA has a library of icons that may be used. These are also an optional design element. They can be used individually or in a small group. The icons represent concrete concepts (transmission tower) and abstract concepts (stewardship). Most often they are reversed out of a band of color. When used, they should be used small, not as a major design element on a page. If not reversed out, they can be used in any of the colors in the color palette.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N



SECTOR OVERVIEW
Agriculture and Energy Efficiency



Agriculture is big business in the Pacific Northwest, and it takes energy to fuel that business. The Bonneville Power Administration and your local public utility have incentives that can help you become more energy efficient and save electricity costs.

BPA and Northwest public utilities recognize that energy efficiency is the premier low-cost source of new energy, and work together to bring energy savings to the agriculture industry. By saving energy, farmers may be able to reduce costs, increase irrigation uniformity, decrease the amount of water and fertilizer required and, according to one study, even increase yield.¹

Through BPA-sponsored incentives, Northwest public electric utilities offer services and financial reimbursements to farmers for eligible energy efficiency measures. By contacting your local public utility, you may be eligible for incentives to increase your efficiency in the following areas.

Irrigation

With nearly seven million acres of irrigated agricultural land in Washington, Oregon and Idaho alone² energy-efficient pumps and irrigation techniques can mean big savings.

Scientific Irrigation Scheduling: Scientific Irrigation Scheduling (SIS) helps irrigators know exactly when and how much to irrigate crops through a system that monitors weather and soil moisture data. In addition to reducing energy costs for pumping water, SIS conserves water and reduces fertilizer use and run off. In determining when to irrigate, the system takes into account the specific type of crop planted in a monitored field. Annual energy and water savings can be more than 10 percent. Agricultural systems with less than 1,000 qualifying acres may benefit from SIS by participating in the streamlined BPA SIS Light program.

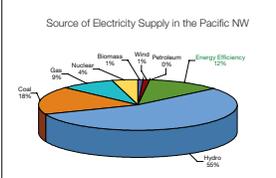
Pumps: An irrigation system analysis or pump testing may identify opportunities to increase the efficiency of a pumping plant and irrigation delivery system. These opportunities include low-pressure conversion for center pivots and laterals, reduction of friction losses in piping, and rebuilding pumps and trimming pump impellers.

Irrigation System Upgrades: Replacement or installation of high-efficiency irrigation equipment qualifies for incentives, including nozzles, brass sprinklers, gaskets, regulators, drop tubes and multi-trajectory sprays. Incentives are also available for repair of leaking hand lines, wheel lines and portable mainlines.

Variable Frequency Drives

In some applications, Variable Frequency Drives (VFD) save energy and increase the performance and life span of industrial grade motors. VFDs are like dimmers for

Source of Electricity Supply in the Pacific NW



¹ University of Idaho Canyon County Extension System (UCCESS), 2002
² United States Department of Agriculture, 2007 Census of Agriculture Report

energy efficiency capabilities in new and existing facilities, and energy education. Specific incentives are available for:

- from 25-50%, energy-efficient lighting frequently provides safety and morale, and positive reactions from customers touring
- lower energy bills, reduce maintenance and overall operating throughout your winery.
- turn on your investment within a few years. It can help maintain a of equipment saving considerable heating and cooling costs.
- ements that can not only provide energy savings, but can in in the system air, provide more consistent system pressure in components.
- life span of industrial grade motors, such as those found at rners for motors, providing soft starts and slow ramp up speeds. Motors using VFDs draw less power from the utility grid, your on the application and energy-savings potential.
- can impact quality in wine making. In storage facilities, frost and air flow through the evaporator coil. Chillers plagued with bed performance and put equipment at risk. Energy efficient ems and may save 15% to 20% on energy costs.
- key'll work with BPA to conduct an audit on your winery provider familiar with winery operations. Cost-effective by BPA and your utility for many installed measures.

EFFICIENCY RESOURCES

the Best Winery application was developed to help California wine sources. You can learn more and download an Oregon version of the in an online, interactive guide of business and viticulture topics created to determine and assess their current viticulture management more at www.winewise.org icon to help your winery become more energy efficient.

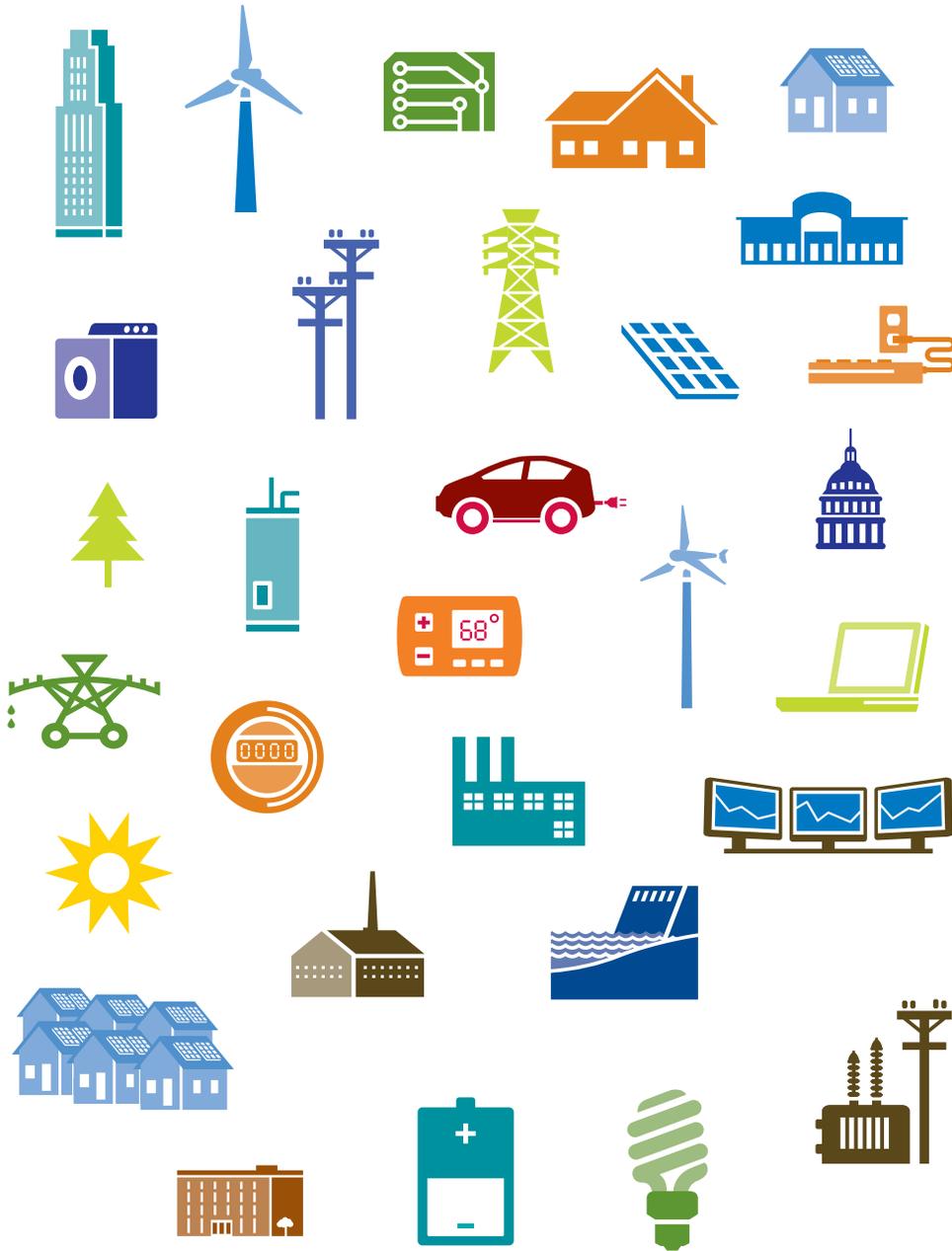
Sponsored by your local public utility and Bonneville Power Administration
For information about this and other energy efficiency programs, visit www.bpa.gov/energy



2

Icon Library

Here are some of the icons in library. Icons can be found at www.bpa.gov/go/style.



Photography

BPA will leverage photography across its design mix. When used with the other design elements, photos should be vibrant and colorful, mixing technology and nature. They should be textural, and sometimes abstract and close up. BPA will build a library of available photos, using employee talent. BPA will also license stock photography as appropriate.



Content photos

When applying a stroke, or keyline, around a content photo use a .25 point rule. This is intended to be a light confining border.

Keylines are not necessary for photos that hold their own — that do not have any white edges. However, within a publication all photos should be consistent — either with or without keylines. If one photo needs a keyline, they should all have them.



Keyline not necessary.



Keyline too heavy.



Keyline needed.



Miscellaneous

Publication approval

All publications must be approved by Public Affairs, both content and layout. Each BPA organization has a Public Affairs Liaison, or PAL, that you may work with if you are considering a publication. If you are unsure who your PAL is, contact Public Affairs, 503-230-5273.

Back cover print information

The back cover of every BPA publication contains the print information. This includes a BPA publication number (assigned by Public Affairs), the date when the publication was printed and the quantity (if known). This information is located on the back page, centered at the bottom of the page in about 8 point type. We separate the information with bullets and use Roman numerals for the quantity. Sometimes BPA's Web site, a recycled paper logo or soy ink logo is added if appropriate. Public Affairs keeps in close touch with the BPA Library, who uses the print information to track documents.

BONNEVILLE POWER ADMINISTRATION
DOE/BP-4085 • June 2010 • 2M

Acknowledgements

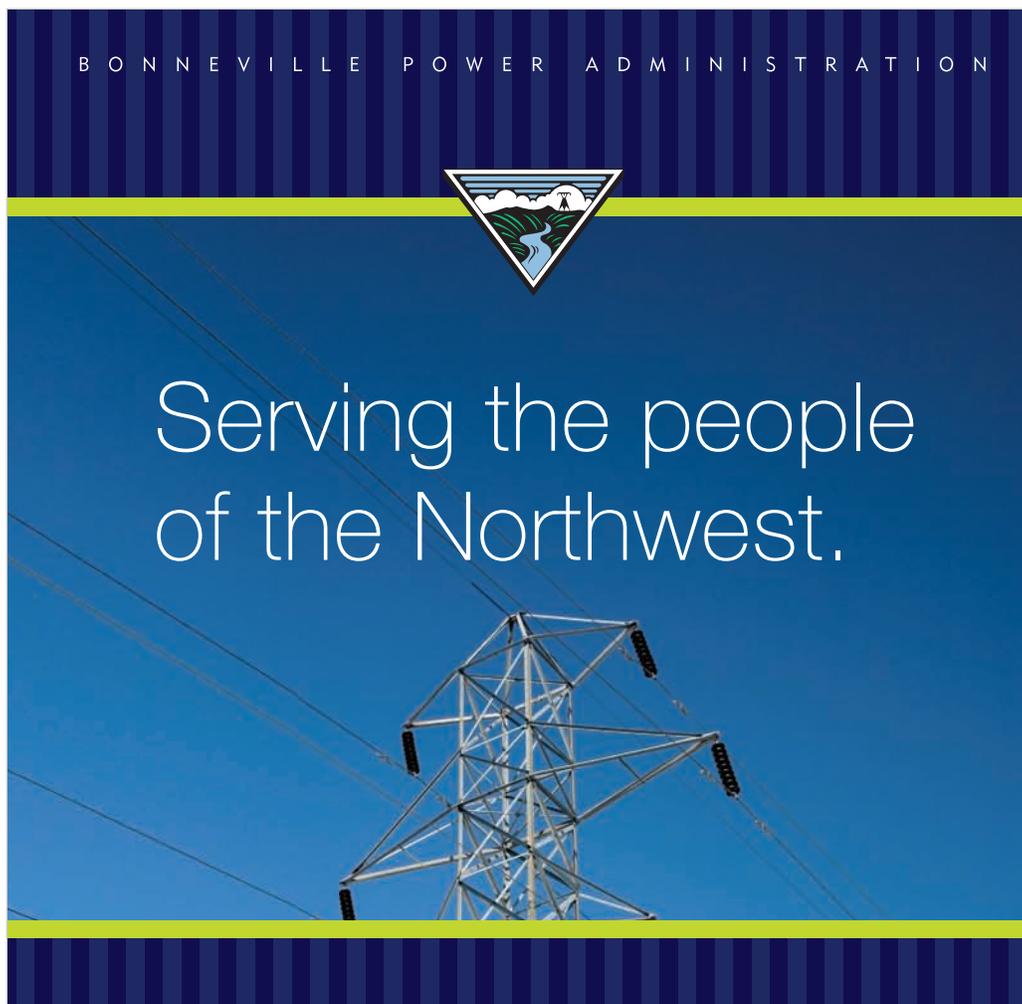
If a report or document has been done for BPA under contract, the name of the contractor may be listed on the title page of the report, not the cover. It should not include the company's logo (which could be misconstrued as an endorsement or advertisement).

Prepared for
Bonneville Power Administration

Prepared by
[Name of contractor]

Examples [Bringing it all together]

Examples are sometimes more effective explaining a concept than lengthy text. The following examples show how BPA's visual guidelines have been applied to a variety of communications. As you will see, these guidelines are flexible enough to accommodate a wide range of visual products while maintaining a strong sense of continuity and projecting a single BPA brand image.





Journal

July 2010

Region pulls out all stops for fish

Following a dry winter, June's record-breaking rain led to heavy runoff in the Columbia. While some water spilling over the dams is good for young salmon migrating downstream (SEE "SUMMER SPILL STARTS," BELOW), too much spill can churn air into the water and lead to nitrogen saturation. This can cause a condition in fish similar to the bends in humans.

To avoid nitrogen saturation, BPA ran as much water as possible through federal hydropower turbines, which take water from below the surface, preventing contact with the air. To make that possible, utilities throughout the region and some in California shut down coal and natural gas power plants and used surplus hydropower. The Columbia Generating Station nuclear plant took its generation as low as 22 percent of normal output; the U.S. Army Corps of Engineers and Bureau of Reclamation coordinated filling reservoirs; and B.C. Hydro reduced Columbia River streamflows arriving from Canada.

For three days, BPA also reduced the amount of balancing reserve service it supplies to wind power plants. In this service, BPA reduces hydropower production when wind generation goes above its scheduled output, so reducing reserves helped keep spill at safe levels. Throughout the period, wind project operators continued their scheduled power sales and delivered between 1,500 megawatts and 2,500 megawatts to their customers.

Summer spill starts

The U.S. Army Corps of Engineers began summer spill June 21. Spill will continue at all eight federal dams on the lower Snake and Columbia through Aug. 31.

These spill operations, as well as fish passage improvements at the dams, have been a foundation of federal agencies' actions for listed fish for years. Under NOAA Fisheries' biological opinion for federal hydro system operation for endangered salmon, the amount of water spilled over dams for fish, as opposed to running through hydropower turbines, is equivalent to more than 10 percent of the annual average energy output of the federal hydro system.

This spill regime is distinct from operations on the hydro system during extremely high runoff, such as during mid-June when federal hydro operators balanced spill with sending water through turbines to avoid nitrogen saturation.

Because of spill and structural improvements at the dams, juvenile fish survival through all eight dams is as good as or better than in the 1960s, when there were four federal dams on the lower Columbia and Snake rivers.

Oregon lauds BPA stream program

They mean less work and lower costs for ranchers; they're a whole lot better for fish; and they just reaped BPA and its partners the Oregon State Land Board's 2009 Project Stream Award.

They're lay-flat stanchion dams, low-profile structures that divert stream water for agricultural purposes without degrading stream quality. Since 1999, BPA has funded installation of more than 100 of the fish-and-people friendly devices in Oregon's John Day River Basin through the Upper John Day Watershed Restoration Program, administered by the Grant County Soil and Water Conservation District.

The conservation district works with landowners in the John Day basin to open up habitat for spring chinook and summer steelhead by replacing "push-up" irrigation dams with the more fish-friendly structures. Push-up dams have been used since the 1880s to divert stream water for agricultural purposes. These dams require reconstruction with heavy equipment every season. This annual construction in and along streams can severely damage stream banks and degrade water quality.

Landowners who participate in the watershed restoration program receive assistance to instead install permanent lay-flat stanchion dams, which allow for fish passage and require little or no maintenance.

More than 70 push-up dams have been replaced in the program on the upper mainstem of the John Day River, opening up more than 50 miles of the river for salmon and steelhead. Dozens of additional replacements on





Journal

November 2010

Region weighs in on program spending

There's good news in the Integrated Program Review Final Close-Out that BPA has just released. Prior to the IPR process, program level impacts on power rates were thought to be in the neighborhood of 12 to 20 percent. They now appear in the neighborhood of 6 percent.

The Integrated Program Review, which took place over most of this past summer, is a public process that invites customers, interest groups, tribes and other stakeholders to meet with BPA and review program spending levels before these levels go into the 2012 rate case. The rate case kicks off in mid-November.

IPR participants were invited to comment on programs and suggest which programs could be scaled back, accelerated, deferred or dropped entirely. The goal was to reduce rate impacts to the extent possible, given the poor economy, without making cuts so drastic they would imperil a reliable electricity future for the region.

Participants offered many constructive suggestions and clarified their positions. As a result, overall cost reductions amounted to \$53 million for fiscal year 2011 and average cost savings of \$142 million annually for each of the two fiscal years, 2012 and 2013, in the next rate period.

Program levels, however, while significant, are just one factor affecting rates. Other factors include such things as how we deal with revenue losses in fiscal years 2009–2010, the Residential Exchange Program and the direct-service industries. Projected revenues from surplus power sales that substantially impact power rates also will be a factor.

The final information, including a letter signed by Administrator Steve Wright, is posted on BPA's website at www.bpa.gov/corporate/Finance/IBR/IPR/.

New agreement protects habitat

Oregon Gov. Ted Kulongoski and BPA Administrator Steve Wright signed a landmark agreement in late October to jointly protect nearly 20,000 acres of Willamette Basin wildlife habitat — more than twice the area of Oregon's largest state park.

The agreement dedicates stable funding from electric ratepayers for 15 years to cost-effectively safeguard

habitat for many native species such as Oregon's state bird, the Western meadowlark. It supports the governor's Willamette River Legacy and fulfills BPA's responsibility under the Northwest Power Act to offset the impacts of federal flood control and hydropower dams.

"This agreement marks a landmark partnership among federal, state and local governments and organizations," Gov. Kulongoski said. "This agreement allows us to not just maintain the crown jewel of the Willamette Valley — but to restore and enhance habitat for many future generations of Oregonians."

The agreement's signing provides for BPA funding of two major initial habitat acquisitions: purchase of 1,270 acres at the confluence of the Middle and Coast forks of the Willamette River southeast of Eugene by The Nature Conservancy, and a conservation easement on 1,310 acres of forest and other habitat owned by Our Lady of Guadalupe Trappist Abbey near Lafayette. Both should close by the end of October.

Monmouth gets mammoth makeover

Monmouth Power and Light is launching a campaign to help residential customers save energy, water and money. The entire community is getting energy efficiency products for their homes as trained experts install compact fluorescent light bulbs and energy-saving showerheads at no charge.

This program is part of BPA's Simple Steps, Smart Savings™ promotion and is funded through a partnership with BPA and MP&L. The project will contribute to BPA's other

Watch us work

BPA TEAMED UP WITH THE CONFEDERATED TRIBES OF THE WARM SPRINGS INDIAN RESERVATION AND THE CITY OF CASCADE LOCKS, ORE., to sponsor the Festival of Nations in late September. See how this celebration of Native American culture and heritage also raised awareness of salmon and river restoration. Go to www.bpa.gov/go/news, or visit our **Facebook** page and **YouTube** channel.





BPA's wind power efforts surge forward

As the nation seeks new sources of clean electricity, wind has emerged as the most mature and promising new resource. It is free of CO₂ emissions, relatively cost effective compared to other new generating resources and is, thus far, the most viable non-hydro renewable resource available on a large scale. Its assimilation into the U.S. and Pacific Northwest generation resource base is advancing rapidly, thanks to concerted efforts to meet and overcome challenges to dealing with wind's variability.

Others, primarily independent companies, are developing wind resources. The Bonneville Power Administration's major role is to provide the reliable transmission that delivers electricity from wind farms, often located in remote areas, to the region's communities. Bringing a variable and difficult to predict energy resource, such as wind, onto the power grid in large amounts is one of the great engineering and economic challenges in the power industry today. BPA is maintaining a remarkable pace of connecting wind power onto its transmission system and has among the highest levels of wind power in its transmission system compared to load of any grid balancing authority in the country.

Growth rate fuels progress

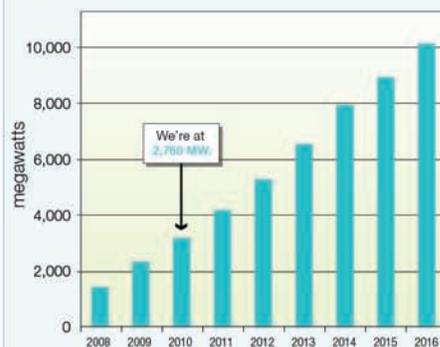
All but one of the states in BPA's service territory have enacted renewable electric generation standards for their retail utilities. These requirements, coupled with those of other Western states, have set off a "gold rush" of wind developers to the region.

The growth rate of wind interconnections is astounding. In 2009 alone, the amount of wind power integrated into BPA's transmission system went from 1,500 megawatts to more than 2,500 megawatts. It is now above 2,700 megawatts. In the next two years, BPA expects a near doubling of wind on its system. By 2013, BPA may have more than 6,000 MW of wind power on its system.

As wind power continues to grow, the energy industry faces dramatic change. This is an exciting time for the industry, and BPA is helping lead the nation into a new age of renewable power.

BPA and the region's wind community have been working aggressively to adapt to wind power's rapid growth. In 2009, the agency released an accelerated

Projected Wind Projects Connected to BPA Grid on Existing Queue and Recent Trends



Northwest wind power is growing fast.





Fact Sheet

HABITAT CONSERVATION – PUBLIC NOTICE

July 2010

Trimble Creek acquisition to preserve wildlife habitat

Location: Property is located approximately three miles northwest of Cusick, in Pend Oreille County, Wash. (SEE MAP).

Acres: 72.25

Purpose: The Bonneville Power Administration is partnering with the Kalispel Tribe to purchase the Trimble Creek property for the protection of wildlife habitat. BPA will acquire a conservation easement on the property, ensuring that this land will be protected in perpetuity in a as natural, open space. Purchasing this property will protect habitat for Canada geese, mallard, Savannah sparrow, Lincoln's sparrow, bobolink, white-tailed deer, elk, coyote and other fish and wildlife species. Funding this acquisition will partially mitigate for wildlife habitat losses due to the construction and inundation of Albeni Falls Dam. The agreement is expected to be finalized in August 2010.

Type of action: The purchase will be funded by BPA. The Kalispel Tribe will own the land, and BPA will receive a conservation easement on the property. Under the terms of the easement, development restrictions are placed both on the current landowner and on all subsequent landowners.

Land management: The land will be managed and protected by the Kalispel Tribe. Once the easement has been acquired, the Kalispel Tribe will lead the development of a management plan to

guide the protection and enhancement of resources on the property. The Kalispel Tribe will provide information about opportunities for public involvement during development of the property's management plan. Pending BPA approval of the management plan, no streamside development, grazing or other land management activities would occur other than maintenance and protection, such as weed control or fence maintenance.

For more information, contact

BONNEVILLE POWER ADMINISTRATION:
Lee Watts, project manager 800-622-4519 or 503-230-4625, vlwatts@bpa.gov

Jenna Peterson, environmental compliance lead 800-622-4519 or 503-230-3018, jepeterson@bpa.gov

ALBENI FALLS WILDLIFE MITIGATION PROGRAM:

Ray Entz, director of Wildlife and Terrestrial Resources 509-445-1147, rentz@knrd.org

BPA Fish and Wildlife Program

BPA's fish and wildlife program protects and preserves valuable fish and wildlife habitat throughout the Northwest. Since its inception in 1980, BPA has set aside more than 300,000 acres of land, protecting and preserving habitat for hundreds of species. The program protects habitat from development, either through outright purchase of land or by placing conservation easements on privately owned property. BPA works in partnership with conservation groups, local tribes, and state fish and wildlife management agencies.



Columbia River hatcheries: an evolving role

September 2010

Hatcheries are a major element of Columbia Basin salmon management efforts and have been for more than 100 years. In the last three decades, the role of hatcheries has changed and continues to change today.

Part of the Northwest salmon story

The first hatchery in the Northwest was built in 1877 on the Clackamas River south of Portland, Ore. More soon followed to restore salmon populations affected by booming harvests.

Today, there are 208 salmon and steelhead hatchery programs in the Columbia River Basin, and about 80 percent of the salmon and steelhead that return as adults were hatched and reared in hatcheries.

The Bonneville Power Administration financially supports about 40 percent of the basin's hatchery programs under three different mandates. In all cases, BPA funding fulfills the agency's responsibility to offset damage done by construction and operation of the region's federal dams for hydro power. BPA funds:

1. Hatcheries built and operated at the direction of Congress to offset the impacts of federal hydro power dams. BPA funds these mitigation hatchery programs through direct funding agreements with the U.S. Army Corps of Engineers, the U.S. Bureau of Reclamation and the U.S. Fish and Wildlife Service.
2. Hatcheries built and operated as part of the Northwest Power and Conservation Council's Columbia River Basin Fish and Wildlife Program.
3. Hatchery programs conducted as part of the federal effort to recover salmon, steelhead and other fish listed under the Endangered Species Act. Most of these hatcheries also are funded through the Council's Columbia Basin Fish and Wildlife Program.



Snake River sockeye released as fingerlings from a life-line hatchery into Redfish Lake, Idaho, spawn naturally on their return as adults. (Photo: Jeff A. Heindel, Idaho Department of Fish and Game)

BPA's annual funding for Columbia Basin hatcheries was \$86 million in 2009.

Evolving management techniques

Initially, hatcheries were designed to increase salmon runs for ocean and in-river harvest. They also bolstered numbers reduced by habitat degradation from logging, mining, agriculture and urbanization. Still, in the first half of the 20th century, Columbia River salmon runs declined significantly, leading government agencies to ban certain fishing techniques, such as horse seines and fish wheels.

Early hatcheries planted salmon fry directly in rivers as soon as they hatched. Over the decades, hatchery managers learned to produce better returns by growing fish until they were ready to migrate to sea. This approach significantly increased salmon returns in the 1960s–70s, and led to a boom in hatchery construction and a dramatic increase in the Oregon commercial fishing fleet from 2,500 in 1960 to 8,500 in 1978.



dfish Lake high in Idaho's

dily increasing with 650 adult
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10. In 2008, BPA signed a fish
commits funding for a new
hat will ensure propagation
ye smolts a year.

ry, the Northwest has used
salmon. Today, hatcheries are
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effort to protect and restore its
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expected to continue to play a
ecovery and harvest aspects of

formation

ne following websites:

s on Columbia River Basin
Hatchery Scientific Review
09. www.hatcheryreform.us

and Steelhead." 2008 Progress
.S. Army Corps of Engineers,
ation, BPA, December 2009.
www.fishbase.org/BiologicalOpinions/FCRPS/FCRPSImplementation2008.aspx

sin Fish and Wildlife Program,
" Northwest Power Planning
ouncil, June 2009. www.nwpcouncil.org

y/2009/2009-09/Default.asp
Administration — www.bpa.gov

n and Wildlife Program —

Predator control helps salmon

September 2010

Predation is part of the cycle of nature. However, several species, taking advantage of human changes to the environment, have become all too successful in preying on Columbia River salmon. The Bonneville Power Administration funds several programs to reduce the impact of key predators on salmon and steelhead in the Columbia River. These efforts are part of BPA's responsibility to mitigate impacts on fish and wildlife due to construction and operation of the hydroelectric Federal Columbia River Power System.

Northern pikeminnow

Since 1990, BPA has paid anglers to remove more than 3.5 million large northern pikeminnow from the Columbia and Snake rivers, reducing pikeminnow predation on young salmon by about 4 million to 6 million a year or an estimated 37 percent. The northern pikeminnow is indigenous to the Columbia River, but before the dams, it was not prevalent. Now pikeminnow thrive in the slack water reservoirs. BPA's sport-reward program brings the pikeminnow population back in balance. Harvested pikeminnow are used in liquid organic fertilizer for agriculture and fish meal for poultry and dairy cattle feed.

Anyone with a fishing license is welcome to participate each May through September. To find out how, go to www.pikeminnow.org.



Northern pikeminnow

Caspian terns

Caspian terns were first observed nesting in the Columbia River estuary in 1984. By 1998, about 17,000 terns were nesting on Rice Island in the estuary, making it the largest colony in the world. That year, terns devoured an estimated 12.4 million salmon smolts, 13 percent of the year's entire seaward migration. Salmon comprised 73 to 90 percent of the terns' diet.



Caspian tern

Rice Island was created by the U.S. Army Corps of Engineers from dredge spoils and had little vegetation, making it perfect tern nesting habitat. Terns are a protected species under the Migratory Bird Treaty Act and cannot be harmed.

Beginning in 1999, the Corps enticed the terns to move to East Sand Island, closer to the river's mouth, where their diet might be more varied. The effort succeeded. By 2003, all terns nesting in the Columbia River estuary used East Sand Island. Nevertheless, in 2007, the 9,000 pairs of Caspian terns nesting on East Sand Island consumed an estimated 4.8 million to 6.2 million salmon smolts, including stocks listed under the Endangered Species Act.



Working with federal and state agencies, BPA is encouraging the mammals to return to the river, using non-lethal deterrents such as cracker baits, rubber bullets, and acoustic deterrents. These techniques were effective in 2009, and sea lions returned.

Wildlife departments of several states received authorization to remove individuals through removal to zoos. Through 2009, 21 individual sea lions were removed below the dam.

Hook salmon began to return to the river, and state wildlife managers in California and Mexico identified and protected salmon and steelhead runs.

Early spring runs. The late spring, they leave California and Mexico.

Information

Website: www.bpa.gov

www.pikeminnow.org/

Program:



Committed to Northwest Values

The Columbia River has been called the "crown jewel" of the Pacific Northwest. There is no question it is among the region's greatest assets — supplying low-cost clean hydropower, making deserts bloom thanks to irrigation and providing navigation, recreation and a home for many species of fish and wildlife.

The Bonneville Power Administration is proud to be a steward of this great resource. Our mission is to serve the people and environment of the Pacific Northwest. We sell wholesale power from Grand Coulee Dam and 30 other Northwest federal dams to Northwest utilities, including public utility districts, rural electric cooperatives and municipal utility departments, as well as investor-owned utilities. We operate three-fourths of the region's high-voltage transmission system that delivers that power.

But, as a federal agency, we are not just a power marketer. We have public responsibilities that include, among many, promoting energy efficiency, facilitating development of renewable power, protecting fish and wildlife affected by hydro development, honoring treaty obligations to tribes and promoting a reliable energy future through collaboration and partnerships. This document describes our responsibilities to citizens in the Pacific Northwest.

WHO WE ARE Fulfilling a unique mission

We are the U.S. Department of Energy's power administration for the Northwest, responsible for

bringing the benefits of the Columbia River power system to the region's consumers, taxpayers and the environment. We are a self-financed agency and a not-for-profit utility. Ratepayers, not taxpayers, cover our costs through revenues from our power sales and transmission services. The people of the Northwest pay for their Columbia River power system in their electric bills.

We are committed to serving you well. Our job is to:

- provide an adequate, efficient, economical and reliable power supply,
- build and maintain a reliable transmission system,
- mitigate the impacts of the Northwest's federal power system, including those on fish and wildlife.

BPA programs bring value to the Pacific Northwest, value that is determined with input from Northwest citizens.

LOW RATES Providing low-cost power

We sell power to Northwest utilities at the cost of generating and transmitting that power. There are no shareholders and no profit motive. Power at cost stimulates the region's economy. BPA's cost-based hydropower ensures that the Northwest has among the lowest electricity rates in the nation.

Rearing salmon to smolt size and then releasing them of these hatcheries were designed to restore runs that

tribal as well as 28 percent of the budget goes for maintenance, and, including hatcheries, including hatcheries, Endangered Species Act.

Columbia Basin salmon under the Endangered Species Act, the federal hatchery programs to restore too few wild fish. Hatchery programs are in place, Snake River, Snake River chum and

runs, it raised questions about the Columbia River about both the hatchery and their effect are four key issues.

not reproduced as well as interbreeding between hatchery and wild stocks.

hatchery managers may compete with wild fish. If there's a big size difference, wild fish compete the smaller.

management originated in a hatchery to restore native runs, of salmon.

implementation spur naturally

Management

hatchery managers management practices" programs with the natural hatcheries' potential to restore their benefits.



B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

Hydropower

How the Federal Columbia River
Power System works for you



TRI-FOLD BROCHURE

In addition to relying on NIEHS and the Department of Energy, BPA also follows the latest EMF-related efforts of other groups such as the World Health Organization, the International Commission on Non-ionizing Radiation Protection, the Institute of Electrical and Electronic Engineers and the Electric Power Research Institute. BPA will continue to monitor the latest scientific EMF research and will communicate new information to interested parties, particularly as part of the public information on its transmission construction projects.

Where can I get more information about EMF?

Health issues are important to everyone. Electricity is an essential part of our lives, and it's important to get the facts on EMF to make informed decisions.

You can find more information about EMF at the National Institute of Environmental Health Sciences Web site at www.niehs.nih.gov/health/topics/agents/emf/, which includes the 1999 report to Congress and a comprehensive informational brochure by the Department of Energy called "Question and Answers About EMF – Electric and Magnetic Fields Associated with the Use of Electric Power."

Another excellent source for EMF information is the World Health Organization at www.who.int/pmh-emi/publications/en/.

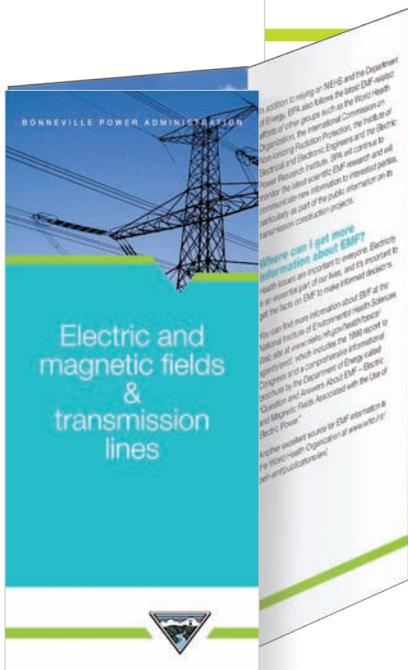
BONNEVILLE POWER ADMINISTRATION



Electric and magnetic fields & transmission lines

www.bpa.gov

BONNEVILLE POWER ADMINISTRATION
DOE/BP-4120 • Reprint January 2011 • 2M



Electricity is an essential part of our lives. It powers our appliances, office equipment and countless other devices that we use to make life safer, easier and more interesting. Use of electric power is something many of us take for granted. Some have wondered whether long-term public exposure to electric and magnetic fields produced through the generation, transmission and use of electric power might adversely affect our health. Over the last 25 years, numerous research studies and scientific reviews have been conducted to address this question.



What is EMF?

Electric fields are produced by voltage in a wire. For example, an electric field is present when an appliance is plugged into an outlet, even if it is not turned on. Electric fields can be blocked or shielded by objects such as buildings or trees. They are typically measured in volts per meter.

Magnetic fields are produced when electric current is flowing, so they are only present when an appliance is turned on. As the flow of electricity – the current – increases, the magnetic field increases. Magnetic fields pass through most objects and cannot be blocked as easily as electric fields. They are typically measured in milligauss.

Together, electro-magnetic fields are known as EMF.

EMF is found everywhere there is electricity, including household wiring, electric appliances and power lines. Both electric and magnetic fields are strongest at the electrical source and diminish quickly with distance. A large majority of the scientific studies and reviews performed over the last 25 years have focused primarily on magnetic field exposure, so the term "EMF" usually refers to magnetic fields.

What do scientific studies say about EMF?

One of the largest evaluations of EMF to date was led by two U.S. government institutions, the National Institute of Environmental Health Sciences of the National Institutes of Health and the U.S. Department of Energy. The agencies received input from a wide range of public and private agencies. This six-year project was designed to provide scientific evidence

to determine whether exposure to power-frequency EMF involves a potential risk to human health. The agencies also developed materials to inform the public about EMF.

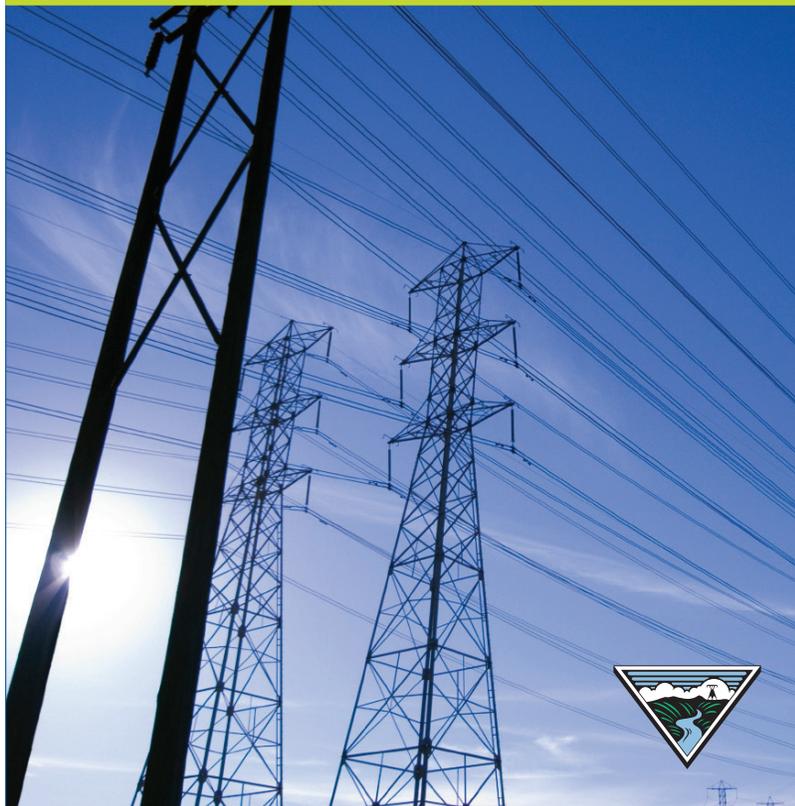
In 1999, the National Institute of Environmental Health Sciences (NIEHS) reported to the U.S. Congress that the overall scientific evidence for human health risk from EMF exposure was determined to be weak and that aggressive regulatory action was not warranted. However, the agency also concluded that EMF exposure could not yet be recognized as entirely safe because of weak scientific evidence that exposure may pose a small risk related to childhood leukemia. As such, NIEHS recommended a more passive approach with emphasis on additional scientific research and continued public/regulatory education. The last 10 years of additional EMF research and investigations have not yet prompted any significant change to this position.

How does EMF affect the siting of transmission lines?

As a federal agency, the Bonneville Power Administration relies on NIEHS and the U.S. Department of Energy findings and conclusions for guidance and direction when addressing EMF exposure for new transmission facilities. BPA often performs EMF assessments as part of the environmental process when designing and siting new transmission lines. EMF assessment is one of many important factors that BPA considers when determining and selecting preferred project alternatives.

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

How BPA addresses EMF



B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

2010
Annual Report



2009 BPA facts

Unless otherwise noted, information is for fiscal year 2009.

Profile

The Bonneville Power Administration is a federal nonprofit agency based in the Pacific Northwest. Although BPA is part of the U.S. Department of Energy, it is self-funding and covers its costs by selling its products and services at cost. BPA markets wholesale electrical power from 31 federal hydro projects in the Columbia River Basin, one nonfederal nuclear plant and several other small nonfederal power plants. The dams are operated by the U.S. Army Corps of Engineers and the Bureau of Reclamation. About one-third of the electric power used in the Northwest comes from BPA.

BPA also operates and maintains about three-fourths of the high-voltage transmission in its service territory. BPA's service territory includes Idaho, Oregon, Washington, western Montana and small parts of eastern Montana, California, Nevada, Utah and Wyoming.

As part of its responsibilities, BPA promotes energy efficiency, renewable resources and new technologies. The agency also funds regional efforts to protect and rebuild fish and wildlife populations affected by hydropower development in the Columbia River Basin.

BPA is committed to providing public service and seeks to make its decisions in a manner that provides opportunities for input from all stakeholders. In its vision statement, BPA dedicates itself to providing high system reliability, low rates consistent with sound business principles, environmental stewardship and accountability.

General Information

| | |
|-----------------------------------|------------|
| BPA established | 1937 |
| Service area size (square miles) | 300,000 |
| Pacific Northwest population | 12,434,934 |
| Transmission line (circuit miles) | 15,212 |



BPA Vision

BPA will be an engine of the Northwest's economic prosperity and environmental sustainability. BPA's actions advance a Northwest power system that is a national leader in providing:

- high reliability;
- low rates consistent with sound business principles;
- responsible environmental stewardship; and
- accountability to the region.

We deliver on these public responsibilities through a commercially successful business.



BPA Mission

The Bonneville Power Administration's mission as a public service organization is to create and deliver the best value for our customers and constituents as we act in concert with others to assure the Pacific Northwest:

- an adequate, efficient, economical and reliable power supply;
- a transmission system that is adequate to the task of integrating and transmitting power from federal and nonfederal generating units, providing service to BPA's customers, providing interregional interconnections, and maintaining electrical reliability and stability; and
- mitigation of the Federal Columbia River Power System's impacts on fish and wildlife.

BPA is committed to cost-based rates and public and regional preference in its marketing of power. BPA will set its rates as low as possible consistent with sound business principles and the full recovery of all of its costs, including timely repayment of the federal investment in the system.

BPA Vision

BPA will be an engine of the Northwest's economic prosperity and environmental sustainability. BPA's actions advance a Northwest power system that is a national leader in providing:

- high reliability;
- low rates consistent with sound business principles;
- responsible environmental stewardship; and
- accountability to the region.

We deliver on these public responsibilities through a commercially successful business.

1/ Our public responsibilities are defined by the four characteristics listed above.

Rates

Wholesale power rates^{2/} (10/1/09-9/30/10)

| | |
|-------------------------|---|
| Non-Slice Priority Firm | 2.88 cents/kWh (average, ^{3/} undelivered) |
| Priority Firm Exchange | 4.87 cents/kWh (average, undelivered) |
| New Resources | 6.87 cents/kWh (flat, undelivered) |

2/ The rates shown do not include the cost of transmission. They also do not include the application of the Conservation Rate Credit.

3/ The actual rate paid by an individual customer will vary according to the shape of the load and the products and services purchased.

Transmission rates^{4/} (FYs 2010-2011)

| | |
|---------------------------------|----------------|
| Network rates: | |
| Firm | \$15.576/kW/yr |
| Nonfirm | .374 cents/kWh |
| Southern intertie rates: | |
| Firm | \$15.516/kW/yr |
| Nonfirm | .372 cents/kWh |

4/ Reflects the rates for point-to-point transmission service. All short-term firm and nonfirm rates are downwardly flexible.

2009 Financial Highlights

For the Federal Columbia River Power System (\$ in thousands)

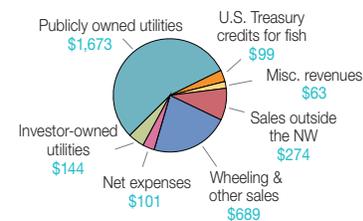
| | |
|--|-------------|
| Total operating revenues ^{5/} | \$2,870,284 |
| Total operating expenses | 2,752,905 |
| Net operating revenues | 117,379 |
| Net interest expense | 218,429 |
| Net expenses | (101,050) |
| Derivative instruments | \$ 34,677 |
| Nonfederal debt management actions | (120,853) |
| Modified net expenses ^{6/} | \$(187,226) |

5/ Includes both power and transmission revenues.

6/ Management has determined that modified net revenues (expenses) are a better representation of the outcomes of normal operations during periods of debt management actions and fluctuations in derivative market prices. See BPA's 2009 Annual Report for more information.

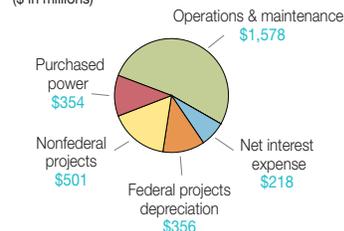
Sources of revenue^{7/ 8/}

(\$ in millions)



Disposition of revenue^{6/}

(\$ in millions)



7/ Does not reflect bookouts of -\$37 million.

8/ Does not reflect derivative instruments of -\$35 million.

Transmission System

| Operating voltage | Circuit miles |
|-------------------|-------------------|
| 1,000 kV | 264 ^{9/} |
| 500 kV | 4,734 |
| 345 kV | 570 |
| 287 kV | 227 |
| 230 kV | 5,319 |
| 161 kV | 119 |
| 138 kV | 50 |
| 115 kV | 3,556 |
| below 115 kV | 373 |
| Total | 15,212 |

9/ BPA's portion of the PNW/PSW direct-current intertie. The total length of this line from The Dalles, Ore., to Los Angeles is 846 miles.



I-5 Corridor Reinforcement Project

October 2010

Project Update



Updates the way you want them

Landowners whose property could be affected by the I-5 Corridor Reinforcement Project, elected officials and other stakeholders have asked BPA to provide regular project updates. A survey of landowners who attended recent project meetings indicates a preference to receive updates via regular mail or e-mail.

This occasional newsletter responds to these requests. This is the first periodic I-5 Corridor Reinforcement Project Update we are sending to landowners and others who want to keep abreast of the latest project developments. The updates also will be used to clarify issues and correct the record when necessary.

These updates are also available online at www.bpa.gov/go/i-5. If you received this update in the mail or by e-mail, you will receive future updates the same way automatically. If you received this update by mail and prefer to receive updates electronically, you can sign up for our e-mail list by clicking "**Sign up for Project Updates**" on the project website www.bpa.gov/go/i-5. ■

What happens on the I-5 Project next?

BPA expects to identify proposed rights-of-way, center lines and tower locations for each potential route segment in November. We expect to have that information available online, and we are exploring other methods to ensure everyone can access the information. Because we were not able to access every piece of property in the identified notification corridors, we may be unaware of important factors that could influence a proposed path's use. We will be seeking input from people who live on or near the proposed center lines and towers. This will help us ensure we find the best location possible for this proposed line. ■

Correction to landowners notification list

Some attendees at our recent meetings questioned BPA statements about how the number of people affected by the project has changed as we have added and dropped segments.

(continued on page 2)

The I-5 Corridor Project is a 500-kilovolt transmission line that the Bonneville Power Administration proposes to build to reinforce the high-voltage power grid in southwest Washington.



Wineries

With nearly 1,000 wineries and vineyards in the Pacific Northwest, wineries are the fastest growing segment within the agricultural community. Many processing applications

For more information about how you can become more energy efficient, contact your local public utility:

- Benton PUD, 509-582-2175
- Benton PEA, 509-788-2913

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N



Agriculture and Energy Efficiency

Agriculture is big business in the Pacific Northwest, and it takes energy to fuel that business. The Bonneville Power Administration and your local public utility have incentives that can help you become more energy efficient and save electricity costs.

BPA and Northwest public utilities recognize that energy efficiency is the premier low-cost source of new energy, and work together to bring energy savings to the agriculture industry. By saving energy, farmers may be able to reduce costs, increase irrigation uniformity, decrease the amount of water and fertilizer required and, according to one study, even increase yield.¹

Through BPA-sponsored incentives, Northwest public electric utilities offer services and financial reimbursements to farmers for eligible energy efficiency measures. By contacting your local public utility, you may be eligible for incentives to increase your efficiency in the following areas.

Irrigation

With nearly seven million acres of irrigated agricultural land in Washington, Oregon and Idaho alone² energy-efficient pumps and irrigation techniques can mean big savings.

Scientific Irrigation Scheduling: Scientific Irrigation Scheduling (SIS) helps irrigators know exactly when and how much to irrigate crops through a system that monitors weather and soil moisture data. In addition to reducing energy costs for pumping water, SIS conserves water and reduces fertilizer use and run off. In determining when to irrigate, the system takes into account the specific type of crop planted in a monitored field. Annual energy and water savings can be more than 10 percent. Agricultural systems with less than 1,000 qualifying acres may benefit from SIS by participating in the streamlined BPA SIS Light program.

Pumps: An irrigation system analysis or pump testing may identify opportunities to increase the efficiency of a pumping plant and irrigation delivery system. These opportunities include low-pressure conversion for center pivots and laterals, reduction of friction losses in piping, and rebuilding pumps and trimming pump impellers.

Irrigation System Upgrades: Replacement or installation of high-efficiency irrigation equipment qualifies for incentives, including nozzles, brass sprinklers, gaskets, regulators, drop tubes and multi-trajectory sprays. Incentives are also available for repair of leaking hand lines, wheel lines and portable mainlines.

Variable Frequency Drives

In some applications, Variable Frequency Drives (VFD) save energy and increase the performance and life span of industrial grade motors. VFDs are like dimmers for motors, providing soft starts and slow ramp-up speeds that extend the life of the motor. VFD applications include turbine pumps, onion and potato shed fans, dairy vacuum pumps and air compressors in wineries.

Lighting upgrades

In addition to energy cost savings between 25 to 50 percent, energy-efficient lighting upgrades can increase visual acuity and lighting equipment life; improve security; and improve worker safety, productivity and quality of work.

Dairies

BPA supports utility incentives in dairies that include barn and area lighting, flat plate chiller improvements and variable frequency drive applications on vacuum pumps.

¹ University of Idaho Canyon County Extension System (IJCCE), 2002
² United States Department of Agriculture, 2007 Census of Agriculture Report



erative, 509-659-1700
Cooperative, 541-676-9146
-4041
5904
-766-2512
ght & Power, 541-938-8237
operative, 541-524-2822
s, 509-942-7432
ative Assn., 541-564-4357
-7697

TECHNICAL REPORT COVER (IN WORD)

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

2010 Pacific Northwest Loads and Resources Study

August 2010



REPORT FORMAT

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N

September 2010

Columbia River high-water operations [June 1–14, 2010]

The Federal Columbia River Power System is operated for multiple public purposes, including flood control, irrigation, power production, navigation, recreation and municipal water supply. The system is also operated to protect the river's fish, including salmon, steelhead, sturgeon and bull trout listed as threatened or endangered under the Endangered Species Act. The U.S. Army Corps of Engineers and Bureau of Reclamation, which own the federal dams, operate them within constraints established to assure the requirements of all the multiple purposes are met.

The Bonneville Power Administration markets power from the federal dams within the constraints and requirements for other river purposes. Flood control, protection of fish listed under the Endangered Species Act, compliance with the Clean Water Act and other requirements take precedence over power production.

As part of its mission to market federal hydropower, BPA is the primary high-voltage transmission provider in the Columbia River Basin. Consistent with Federal Energy Regulatory Commission policies for open-access, non-discriminatory high-voltage transmission, BPA integrates new power sources into its transmission grid that request such service.¹ In the past few years, there has been remarkable growth in wind power projects interconnecting to BPA's transmission grid, driven by renewable portfolio standards in Washington and Oregon and increasingly by California's 33 percent renewable portfolio standard.² As a result, generating capacity is being developed in the Northwest far in advance of regional power demand.

¹ For details, see www.bpa.gov/corporate/pubs/fact_sheets/09fs/factsheet_-_Investing_in_the_NW_transmission_system.pdf.

² For details, go to www.bpa.gov/go/wind.

Due to the wide seasonal and annual variations in Columbia River streamflows and the high variability of wind power output, BPA has been aware for some time that a combination of high streamflows and high wind could pose new challenges for Columbia River system operations. This expectation was fulfilled when high streamflows emerged for a short period this June in an otherwise low-water year. The June high-water event was likely a preview of situations BPA and the region will face again and for longer periods, particularly during years of heavy snowpack.

This paper describes how system operators managed through this first coincidence of high wind and high streamflows. In addition to actions within the hydro system itself, these steps included reducing nuclear plant output, storing water in Canadian reservoirs, providing power at little or no cost to utilities to displace operation of their thermal power plants, and temporarily reducing amounts of balancing reserves provided to wind power projects.

Many parties are involved in some aspect of these operations, but few see the actions of all. This overview is intended to provide a common context for regional conversations on additional approaches BPA and others might take to respond to future high-water events as the multiple demands on the river evolve and the region's wind generating capacity grows.

The Endangered Species Act, Clean Water Act and Biological Opinion on FCRPS operations are binding constraints on federal power production. With the growing imbalance in Northwest power supply and demand, new protocols, policies and tools may be needed to assure reliable and equitable power operation within the physical limits of this highly interdependent system.



BPA's Strategic Direction 2010–2016

BPA increasingly finds itself in the center of a complex range of new energy industry issues and environmental challenges. In 2009, BPA executives confirmed BPA's fundamental mission, vision and values and adjusted our strategy to recognize the rapidly changing energy industry. Executives defined 23 strategic objectives that best enable BPA to navigate the changing landscape. The strategic objectives describe what BPA intends to achieve

between 2010 and 2016 and are arranged on the Agency Strategy Map in four perspectives – Stakeholder, Financial, Internal Operations and People & Culture. Progress toward achieving strategic objectives is measured through Key Agency Targets and related business unit balanced scorecard targets. The targets also link to the performance contracts of the management team to align our efforts across the agency.

Our Mission

The Bonneville Power Administration's mission as a public service organization is to create and deliver the best value for our customers and constituents as we act in concert with others to assure the Pacific Northwest:

- An adequate, efficient, economical and reliable power supply;
- A transmission system that is adequate to the task of integrating and transmitting power from federal and nonfederal generating units, providing service to BPA's customers, providing interregional interconnections and maintaining electrical reliability and stability; and
- Mitigation of the Federal Columbia River Power System's impacts on fish and wildlife.

BPA is committed to cost-based rates and public and regional preference in its marketing of power. BPA will set its rates as low as possible consistent with sound business principles and the full recovery of all of its costs, including timely repayment of the federal investment in the system.

Our Vision

BPA will be an engine of the Northwest's economic prosperity and environmental sustainability. BPA's actions advance a Northwest power and transmission system that is a national leader in providing:

- High reliability;
- Low rates consistent with sound business principles;
- Responsible environmental stewardship; and
- Accountability to the region.

We deliver on these public responsibilities through a commercially successful business.

Our Values

Trustworthy Stewardship

As stewards of the FCRPS, we are entrusted with the responsibility to manage resources of great value for the benefit of others. We are trusted when others believe in and are willing to rely upon our integrity and ability.

Collaborative Relationships

Trustworthiness grows out of a collaborative approach to relationships. Internally we must collaborate across organizational lines to maximize the value we bring to the region. Externally we work with many stakeholders who have conflicting needs and interests. Through collaboration we discover and implement the best possible long-term solutions.

Operational Excellence

Operational excellence is continuously improving the way we do business to produce more efficient and effective ways of delivering on BPA's mission and vision. Achieving operational excellence will place us among the best electric utilities in the nation.





Letter to the region

May 11, 2010

To BPA customers, tribes, constituents and interested parties:

The Bonneville Power Administration kicked off its Integrated Program Review with a public meeting in Portland on May 10.

The intent of this review is to give our customers and other interested parties an opportunity to participate in a rigorous evaluation of our programs, their value and their associated spending levels before we begin the joint Power Services and Transmission Services rate case for fiscal years 2012-2013.

BPA developed the IPR prior to the last rate case as a way to consolidate discussion of all the agency's program levels and costs in one forum. We believe that evaluating the benefits and costs of these programs together will lead to a clearer understanding of the value these programs provide to the region.

Program levels are the starting point for rate setting. The final rates for the 2012–2013 fiscal years will not be set for another 15 months or so. Much can happen between now and then that will affect these rates. But, in the meantime, we are beginning the discussion with this IPR and related processes. Depending on the outcome of fiscal 2011, there will be more or less discussion next year on rate levels and the tradeoffs that may be necessary.

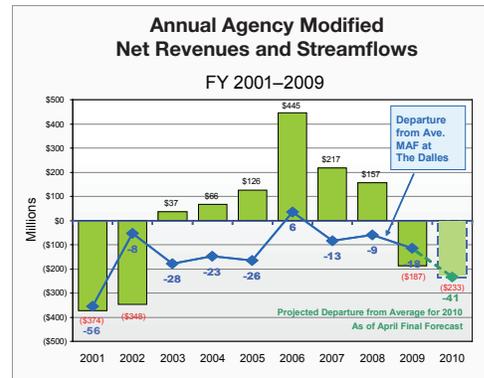
Context

The Pacific Northwest has been particularly hard hit by the global recession. While the regional economy is showing signs of recovery, it is far from fully recovered. Such signs are of little comfort to those who are still

out of work, who have taken lower paying jobs or are experiencing other financial difficulties. In addition, many businesses remain closed. As BPA plans its program expenses for the upcoming rate period, we are mindful of these conditions and the impact our expenses have on rates.

This year is proving difficult financially for BPA. Being in the hydropower business is much like being a farmer — we never stop worrying about the weather, and this year the weather has given us a lot to worry about with runoff expected to be 65 percent of average. Our current expectation is that this will be the fifth lowest runoff since 1929 when recordkeeping began and the tenth below-average water year in the last 11 years. As you may know, we use revenues from the sale of surplus power to keep rates to Pacific Northwest customers low. Without the water inventory, we have less secondary energy to sell, and our revenues have suffered substantially.

The picture below shows the relationship between water and our modified net revenues.



POWERPOINT TEMPLATES

BONNEVILLE POWER ADMINISTRATION

Water Year Runoff – Historical Distribution

Water Year Runoff (Oct-Sep) at The Dalles
1929-2010*

Average = 135 maf (1929-1999)
*WY 2010 based on April Mid Month forecast

67%
2010

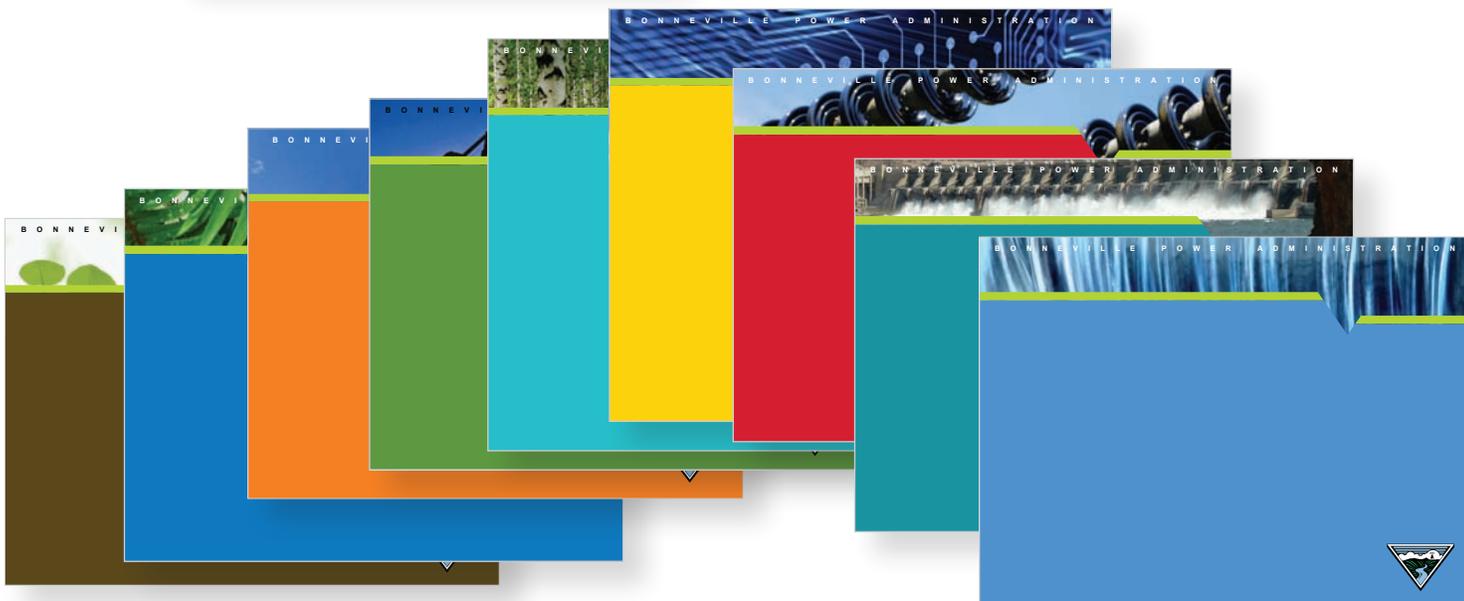
2

FY 2010 Financial Update and Upcoming IPR

PPC Executive Committee

Steve Wright
Administrator, BPA

May 6, 2010



BONNEVILLE POWER ADMINISTRATION

About BPA

...s about a third of region's electricity
...000 miles of high-voltage
...ssion lines.

...rs costs by selling and transmitting
...ty generated
...ederal hydro projects, 1 state nuclear
...d 7 private wind projects

2

Reinforcing the I-5 transmission highway

What is the I-5 Corridor Reinforcement Project & why is it needed now?

TABLE-TOP DISPLAY

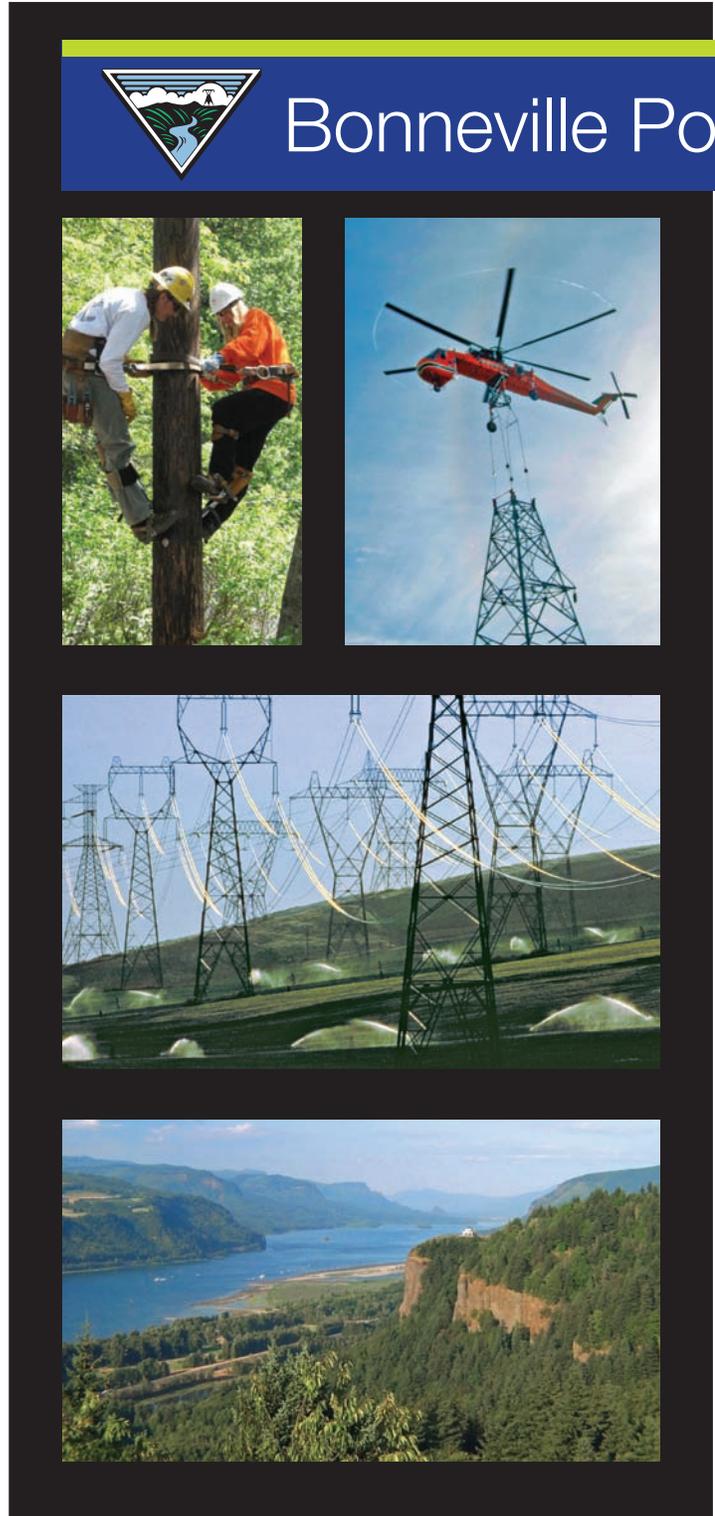
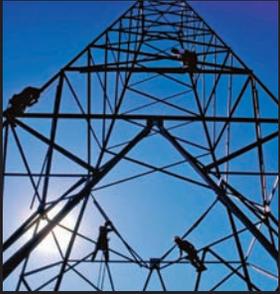


TABLE-TOP DISPLAY

Power Administration



Bonneville Power Administration's Energy Efficiency Fast-Tracking Emerging Technology Development

ABSTRACT

To address the challenges of increasingly ambitious energy savings and climate change mitigation goals, the Bonneville Power Administration (BPA) and partner organizations developed the Energy Efficiency Emerging Technologies (E3T) program, a streamlined approach to identify and assess promising new measures for Pacific Northwest energy efficiency (EE) programs.

The E3T program team leads BPA's efforts to qualify new, viable EE technologies for BPA and Regional Technical Forum (RTF) approval and measure deployment. The goal of E3T is to provide a robust pipeline of EE offerings to BPA's customers, creating a substantive contribution toward the region's energy savings targets. This effort, coupled with those of BPA's Technology Innovation Office (TIO), provides emerging

technologies and R&D thought leadership to meet near-term and future EE challenges.

The E3T framework consists of five stages with decision points for efficiently moving potential measures from detection to utility adoption by conservation programs. Framework stages include:

1. Measure Identification
2. Measure Benefits
3. Measure Potential
4. Action Plan and Assessment
5. New Offer

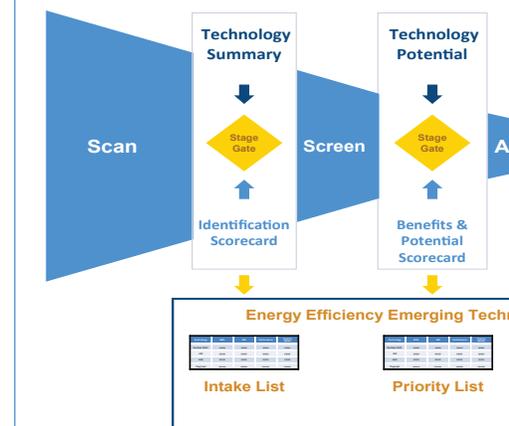
The framework also includes "off-ramps" at each decision point for measures currently lacking key information or attributes for success. Specific next steps are identified for measures that fail at decision points to provide necessary data on the technology, business model, and/or market requirements. The E3T framework builds in part upon best practices from other emerging technologies programs. This visual presentation and the associated paper illustrate the E3T framework, using examples of technologies in various stages of the E3T process.



DRIVERS FOR DEVELOPMENT OF PROCESS

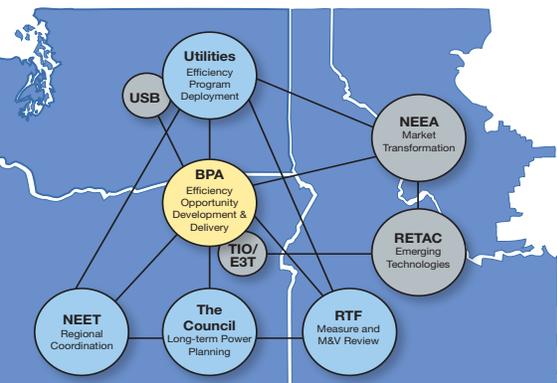
| Need | Constraint / Issue | Solution / Element |
|---|---|---|
| Address the broad range of EE technologies identified in the Northwest Power and Conservation Council's 6th Power Plan. | Limited staff and budget. | Structured screening process |
| | Limits to in-house expertise and market knowledge. | Technical Advisory Groups |
| | Individual technologies need widely different actions. | Decision Tree |
| | Emerging technology development is often non-linear and discontinuous. | Stage-gate approach |
| Develop and assess technologies in accordance with BPA Energy Efficiency program needs. | Failure to deliver desired results if R&D not closely aligned with Energy Efficiency program needs. | Action Plan |
| Meet BPA and RTF requirements for Energy Efficiency measures. | New Offer Documentation process requires detailed documentation and specific actions at specific times. | Multi-stage structured information collection |

TECHNOLOGY IDENTIFICATION



Efficiency Emerging Technology Framework Development in the Pacific Northwest

REGIONAL COLLABORATION



Bonneville Power Administration • NEEA – Northwest Energy Efficiency Alliance • NEET – Northwest Energy Efficiency Taskforce
Regional Technical Advisory Committee • RTF – Regional Technical Forum • The Council – Northwest Power and Conservation Council
TIO – BPA's Technology Innovation Office • USB – Utility Sounding Board • E3T – Energy Efficiency Emerging Technologies

This diagram illustrates connections key Pacific Northwest stakeholders use to work together in facilitating regional energy efficiency acquisition.

TECHNICAL ADVISORY GROUPS

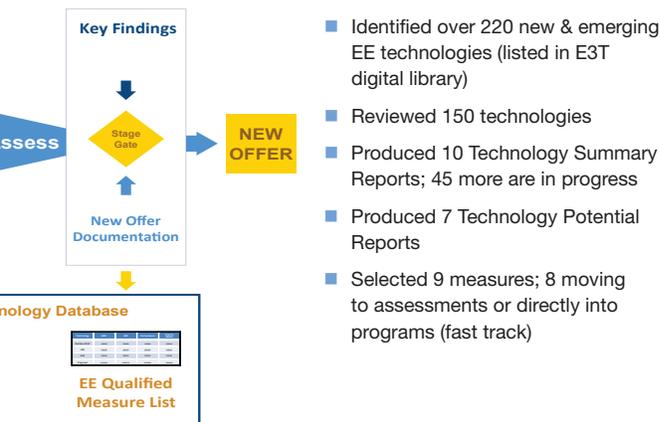
- Lighting
- HVAC
- Energy Management
- Computer/Electronics
- Commercial Bldgs.
- Residential Bldgs.
- Industrial/Ag/Municipal
- Consumer Products
- Enabling Technologies
- Crosscutting

Lighting TAG 2010:
Ashland, NWPC, E Source, Lighting Design Lab, LEI, CLTC, Lighting Research Center, WSU Energy Program, e2co

HVAC TAG 2010:
EWEB, NEEA, NYSERDA, SMUD, Davis Energy Group, NBI, MacDonald Miller, PSE, PAE, LBNL, SCE, SCL, AHRI, BC Hydro, PG&E

Energy Management TAG:
Planned for 2011.

ASSESSMENT AND SELECTION PROCESS



TECHNOLOGIES UNDER ASSESSMENT



Ductless Heat Pump



LED Demo



PTHP with Occupancy Control



Heat Pump Water Heater

Also:

- Demand Controlled Ventilation
- VRF Systems
- Be-Level Office Lighting Control
- Web-enabled T-stats
- Smart Plug Strips

The pictures and items listed above represent the technologies included in BPA's 2010 Emerging Technology Assessment Portfolio.

Emerging Technology Partners:



INTERNAL POSTERS

BONNEVILLE POWER ADMINISTRATION



SOMETHING
You ought
to nose

TAKE THE
2010
Employee Survey
JULY 20 TO AUGUST 10

HOW ARE THINGS GOING
ON YOUR WORK TEAM?

Take **BPA'S 2010 EMPLOYEE SURVEY** and let us know.

- Takes five minutes tops.
- It's totally confidential.
- Results are shared to improve your work team.

Questions? Call **HR HELP** at 503-230-3230.



BONNEVILLE POWER ADMINISTRATION

2011
Administrator's Excellence Awards

Nominate a co-worker now.
It's not too early!

[Go to "AEA Nominations" under tool links on BPA Connection]



Building
for the Future



BONNEVILLE POWER ADMINISTRATION

Plugging into the
COMMUNITY BPA
Volunteer Fair

Thursday, Sept. 30 • 11 a.m. to 1 p.m.
HQ Lobby & Room 122

Help make the earth a
better place... **VOLUNTEER**

Check out more than 20 wonderful organizations that make a difference, and see how you can get involved.

- Metro
- Oregon Food Bank
- Habitat for Humanity
- Salmon Watch
- OMSI
- BPA Associates
- FIRST Robotics
- Friends of Trees
- SW Washington MESA
- SOLV
- SMART
- Big Brothers/Big Sisters
- EarthShare Oregon
- New Avenues for Youth
- Impact NW
- Oregon Humane Society
- Kids in the Creek
- Science Bowl
- nConnect
- National Forest Foundation



BONNEVILLE POWER ADMINISTRATION

Explore the options at the
Employee
Health Benefit
Fair

| | |
|---|---|
| VANCOUVER Thursday, Nov. 18 8 a.m. to Noon DOB-1 Auditorium | PORTLAND Friday, Nov. 19 10 a.m. to 2 p.m. Room 122 |
|---|---|



Which health benefit provider will work best for you and your family in 2011? The major health care providers will be on-site to answer your health benefit questions.

Employees can change or enroll in health benefits programs from Nov. 8 to Dec. 13.
CHECK OUT YOUR OPTIONS ON **BPA CONNECTION**.



INTERNAL POSTERS

BONNEVILLE POWER ADMINISTRATION

RATES HEARING ROOM

Visitor Access Instructions

Visitors to the GSA 911 Building are restricted to the first and second floors. Access to the following areas are available using elevators or stairways.

Unescorted access is permitted to the following areas:

- The Rates Hearing Room
- The 1st Floor Lobby
- Cafeteria
- Jim's Java
- Pacific Northwest Federal Credit Union
- Restrooms located on the first and second floors closest to the elevators

Visitors to either the GSA 911 Building or the BPA 905 Building are not allowed to access any other areas of the buildings without a federally badged escort



BONNEVILLE POWER ADMINISTRATION



What is it?

The Department of Energy's NATIONAL SCIENCE BOWL® is a highly publicized academic competition among teams of middle school and high school students who answer questions on scientific topics in astronomy, biology, chemistry, mathematics, physics, earth, computer and general science.

Every year, the Bonneville Power Administration hosts two regional competitions. All students who attend middle school and high school in Washington and Oregon are eligible. Entries of teams will be accepted on a first-come, first-serve basis until all available slots in the competition are filled.

The teams are comprised of four to five students and a parent or teacher who serves as an advisor and coach. The competition consists of a round robin followed by a double elimination final. The questions are multiple choice and short answer.

Prizes are awarded to the top three teams, and the winning team is invited to participate in the NATIONAL SCIENCE BOWL.®

Who?

Any current public, private or home school is welcome to participate.

How?

1. Form a team of four to five students.
2. Find a coach and register for a regional tournament.
3. Study and practice answering the sample questions.
4. Compete in the regional event.

When?

Middle School – January 29, 2011
High School – February 5, 2011

For more information go to www.bpa.gov/sb



BONNEVILLE POWER ADMINISTRATION

MAKE TRACKS TO THE ANNUAL Transportation Fair

Tuesday, Aug. 24
11 a.m.–1 p.m. • HQ Lobby

Learn how you can reduce your carbon footprint.

WALK • BIKE • CARPOOL
VANPOOL • MASS TRANSIT

Meet the folks who can help:
Tri-Met • C-Tran • Portland Streetcar • Zip Car • Bicycle Transportation Alliance • Vanpooling Companies • BPA Bike Loaner Program • Lloyd Transportation Management Association

Get your annual Tri-Met or C-Tran Pass and Photo
AUG. 24-25
11 A.M.-2 P.M.
HQ ROOM 122



BONNEVILLE POWER ADMINISTRATION

PROTECTING BPA'S Critical Asset Facilities

NERC-CIP compliance depends on YOU!

Arm the alarm system when leaving.

Everyone must badge in and out.

Guests, vendors and visitors must be escorted at all times.

No "tailgating."

Report all known or suspected cyber security incidents to the ALARM MONITORING STATION 360-418-2470.



WORD DOCUMENT TEMPLATE

B O N N E V I L L E P O W E R A D M I N I S T R A T I O N



FOLDERS AND NOTECARDS



BUSINESS CARDS





