

POWER

IN

EFFICIENCY





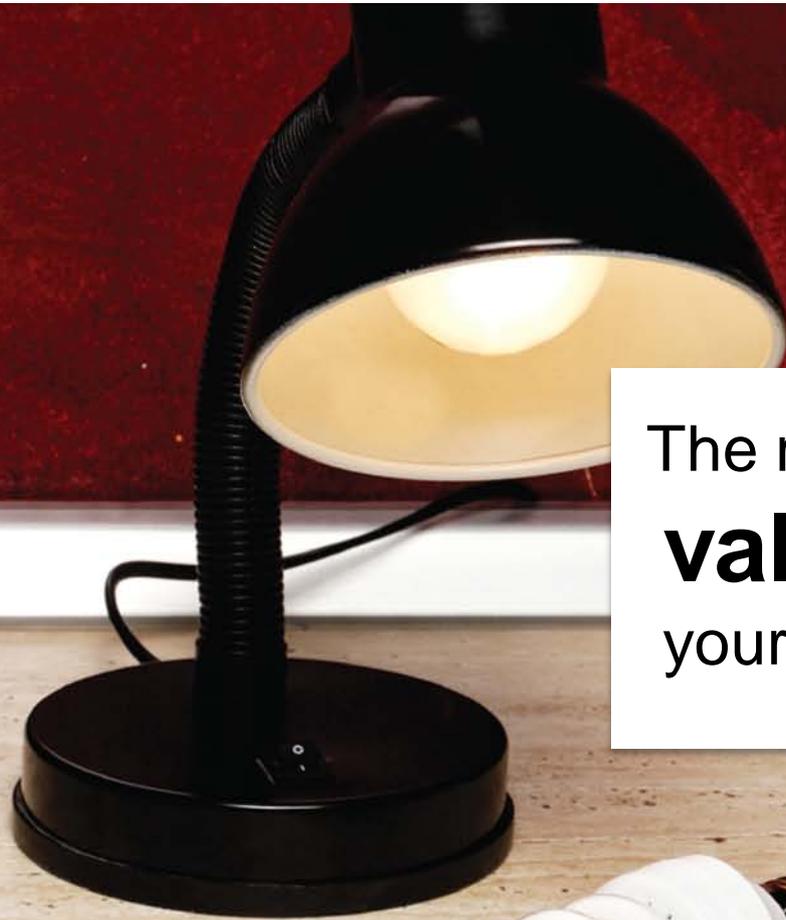
Northwest public power is in a
period of transition.



We are in midst of unprecedented
efficiency targets.



It will take
all of us to
succeed.



The resource we are acquiring is **valuable**, for both you and your customers.

But the true power of the region
comes from **collaboration.**



We will take action to **succeed**
and reexamine the things that don't work.

A close-up photograph of two hands shaking, symbolizing partnership. The hands are positioned in the center-right of the frame, with one hand appearing to be in a white shirt sleeve and the other in a dark sleeve. The background is a clear blue sky with some light clouds at the bottom. The text is overlaid on a white rectangular box on the left side of the image.

BPA is committed to **partnership**
for success in the region.

Celebrating Success



The work we do
has real and lasting
impact.

We help the residents of the Northwest.



Our work supports Northwest tribal communities.



Our work makes a difference for the agricultural producers of the region.



Our efforts make the region's business more competitive.



Success Today and Tomorrow



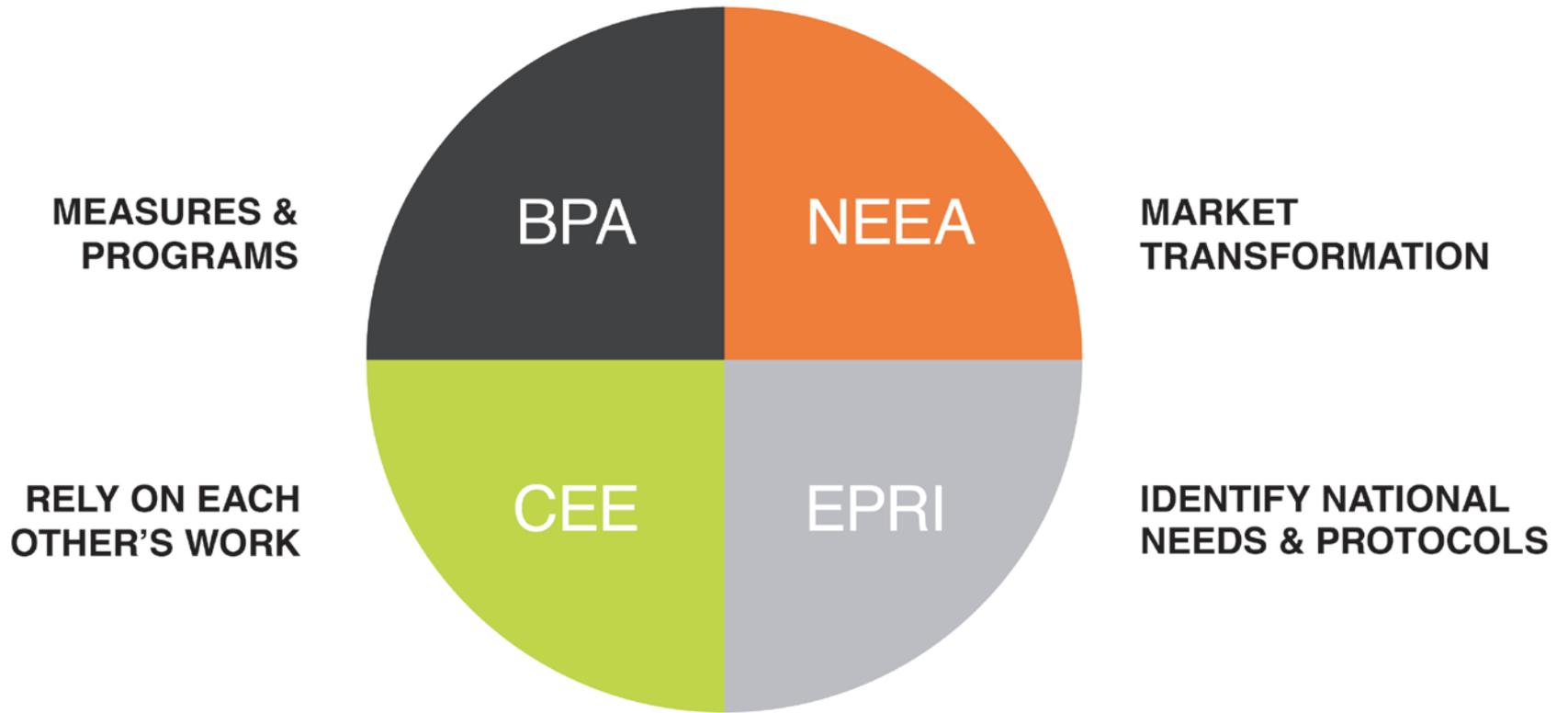
Technology Doesn't Stand Still.



An aerial photograph showing a large concrete dam with multiple spillways across a wide river. The water is turbulent as it flows through the spillways. In the foreground, a steel truss bridge crosses the river. To the right of the river, a town with green trees and houses is visible, situated on a hillside. The background shows rolling hills under a clear sky.

BPA has a **great deal**
to offer the region.

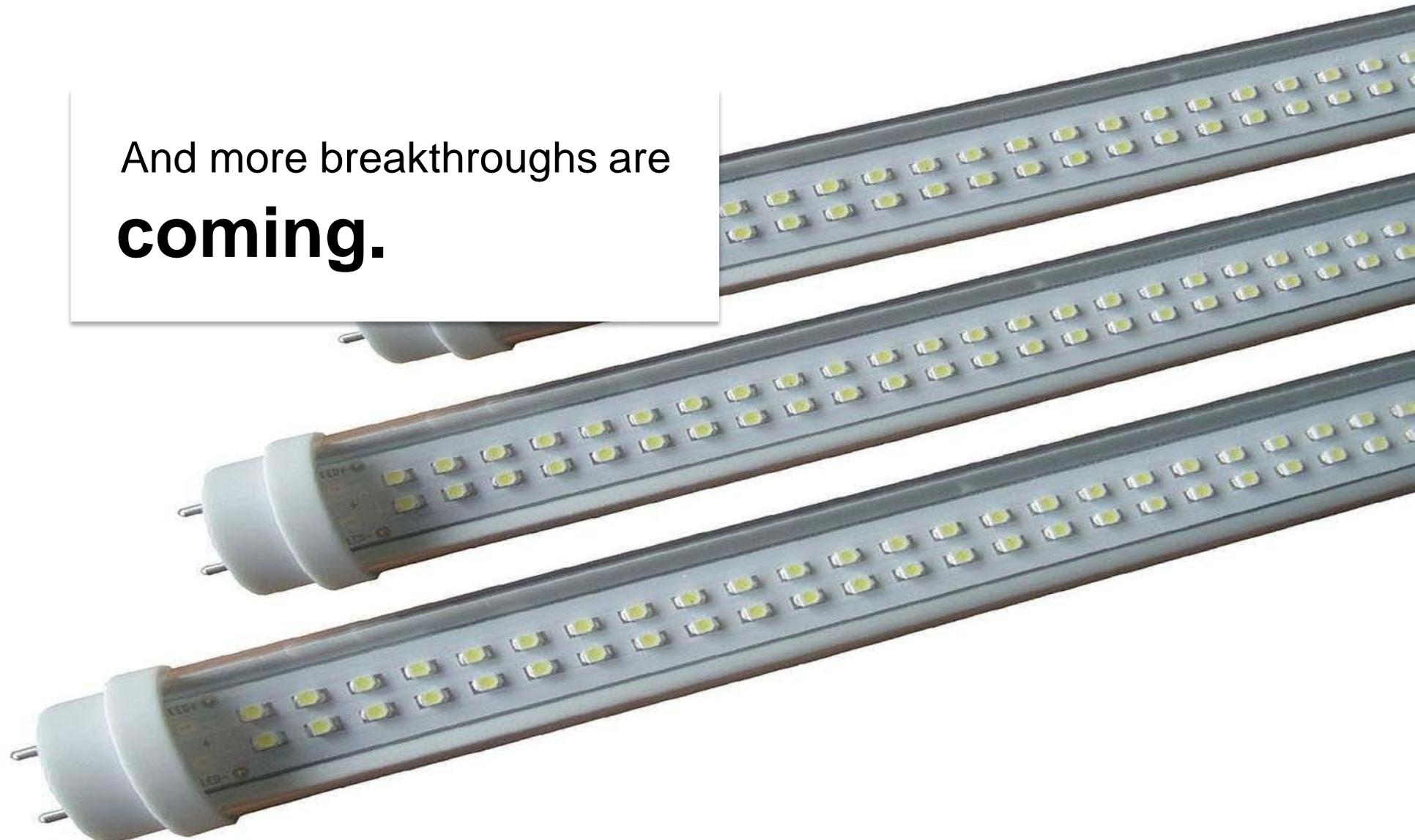
EMERGING TECHNOLOGY COLLABORATION



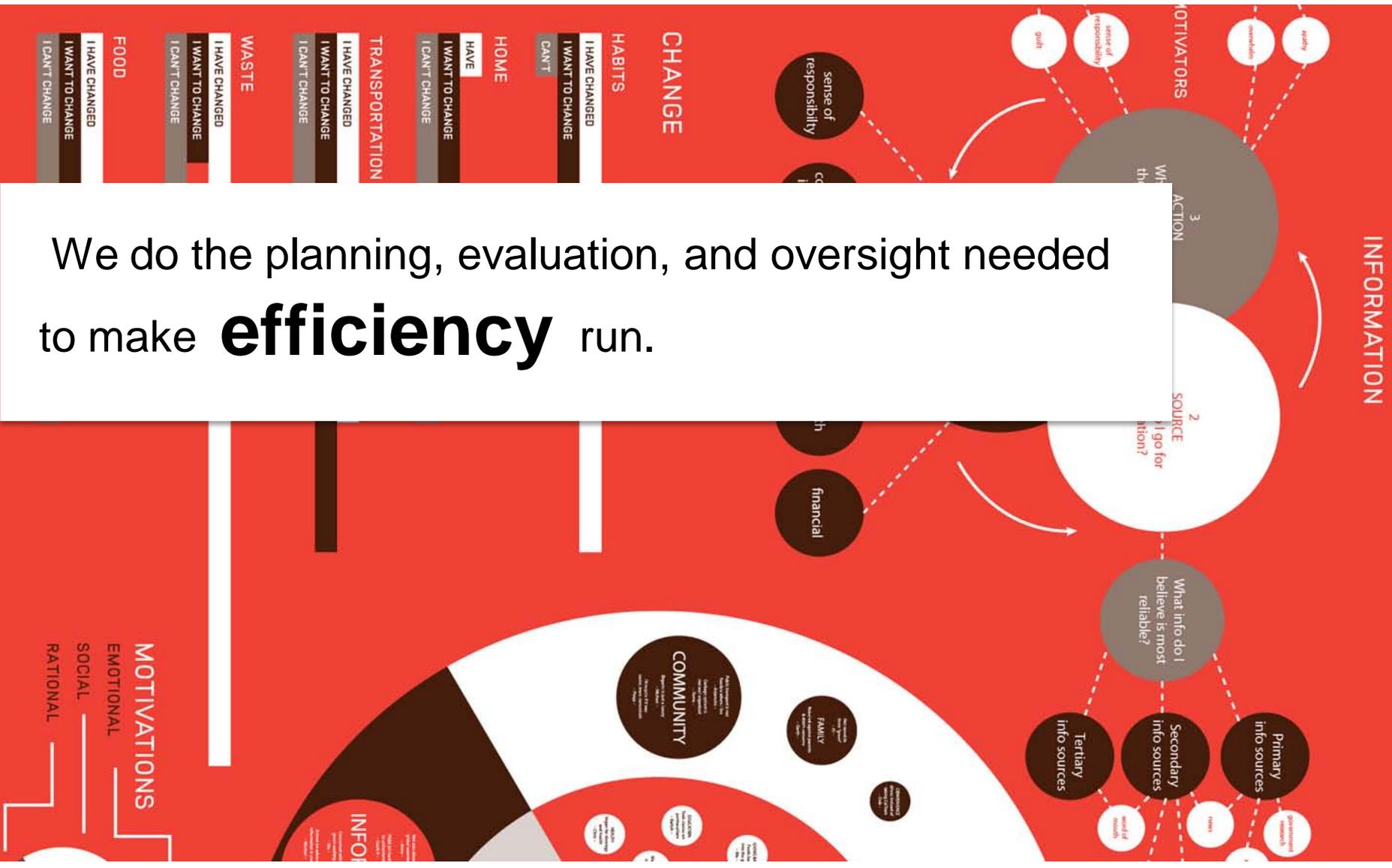


We have produced
remarkable results.

And more breakthroughs are
coming.



We do the planning, evaluation, and oversight needed to make **efficiency** run.



We create **regional programs**



6 aMW in FY11

(roughly 5% of public power's annual target)
with 66 participating utilities



53aMW target in FY10-FY14

(roughly 40% of the residential target)
with 45 participating utilities



savings increased from 9 to 29 aMW

In FY 2009 - FY2011:
with 103 participating utilities

We support tools for collaboration.

The screenshot shows the Conduit website interface. At the top, there is a yellow header with the 'conduit' logo and the tagline 'Where the Northwest shapes energy efficiency'. Navigation links for 'Sectors', 'Functions', 'Tags', 'Groups', and 'Participate' are visible. A search bar is located on the right side of the header.

The main content area features a featured article titled 'Subtly Selling 'Green' To The Flat-Screen Crowd'. The article includes a photo of two men looking at a computer monitor. Below the photo, the text reads: 'A full feature story highlighting two of NEEA's initiatives - DHPs and TVs - was recently published in the New York Times. The story highlights two of NEEA's initiatives - Energy Forward and DHPs, as well as retail partner Sears. The story can be used as a proof-point in the market by initiative owners and efficiency allies to show that there is widespread support for these voluntary initiatives.' A 'Read More' link is provided below the text.

Below the featured article is another article titled 'Seattle's Solid State Street Light Test [VIDEO]'. The text describes a collaboration between NEEA and the City of Seattle on streetlight tests. A 'Read more' link is also present.

The third article is 'The NEET Process - Exclusive Interview With Facilitator Ken Canon'. The text begins with 'If you don't know what NEET is you should. The paragraph you're reading right now may not have existed were it not for the recommendations and actions that came out of the NEET process. Mr. Canon facilitated NEET, otherwise known as the Northwest...'. A 'Read more' link is provided.

On the right side of the page, there are several sections: 'Upcoming Events' listing 'PGE Series: Advanced Ammonia Refrigeration' and 'Pumping System Optimization'; 'Tags' with a list of categories like 'Behavior', 'Energy Star', and 'Lighting'; and 'Going On Now' with two items: 'NRG Meeting In The Summer Of 2012' and 'NRG Mission Brochure', each with a user profile picture and a 'Posted by' name and date.



**I saved \$275
by getting rid
of energy waste.**

- Ashley, 28

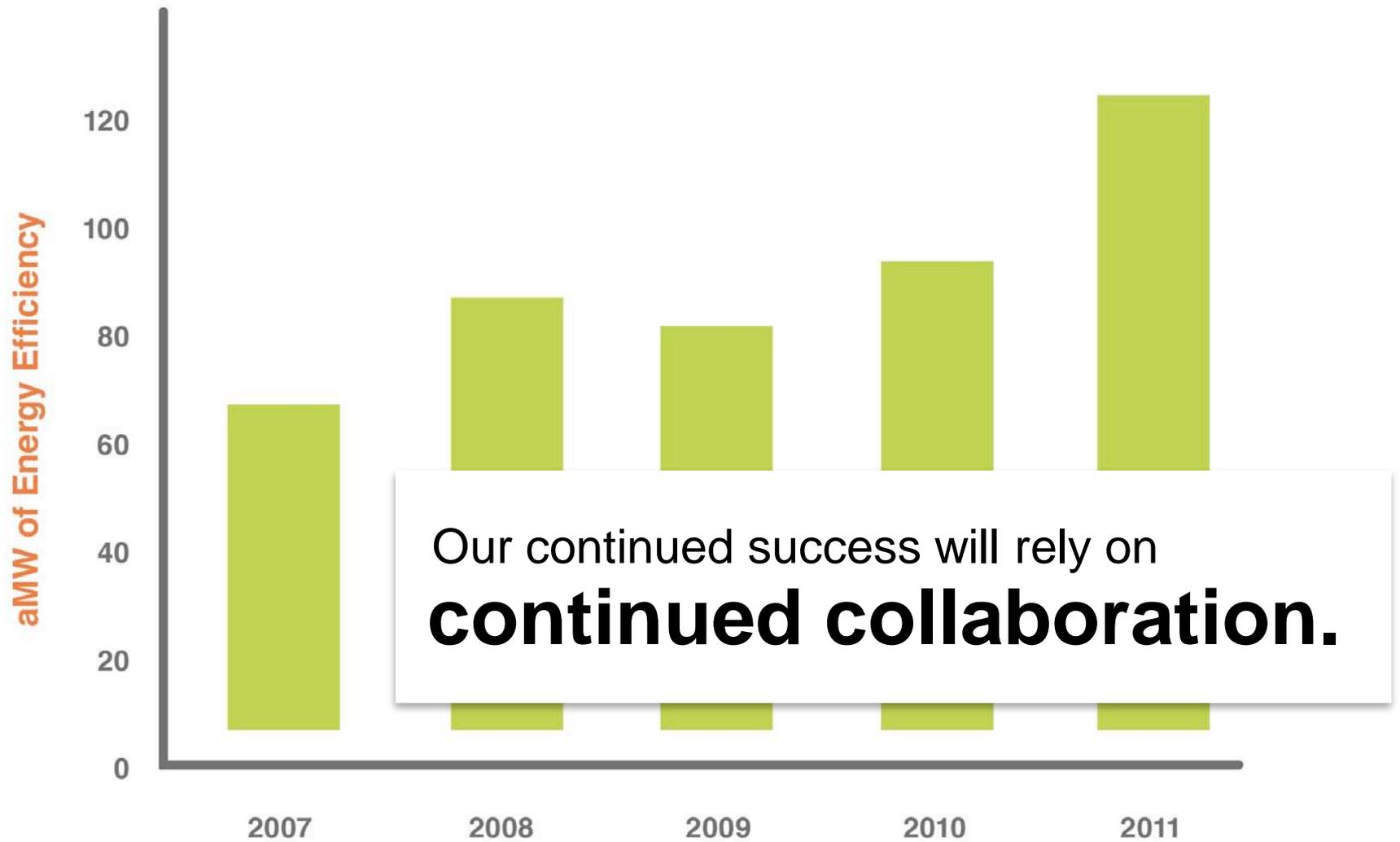
IT'S A
**GOOD
PLACE**
TO BE

Wasting anything just bugs me. So when I found out that energy waste was still hiding out in my home, I needed to do something about it. With just a few simple low-cost steps, my bills are lower each month and my home is more comfortable.

DOUGLAS
ELECTRIC COOPERATIVE

Don't let waste sneak up on you.
Learn more at ItsAGoodPlaceToBe.com

We help foster regional
communication.





Conservation in the Northwest has always been
greater than the sum of its parts.

A detailed map of the Bonneville Basin, showing various utility service areas. Several regions are shaded with different patterns: a grey stippled pattern in the north-central and north-eastern parts, a diagonal hatching pattern in the western and southern parts, and a vertical line pattern in the south-eastern part. The text 'POWER' is overlaid on the map.

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