



Northwest

RIVERPARTNERS™

Hydropower for a better Northwest

FIVE YEAR PLAN OVERVIEW

10/19/2020

Presentation to Chelan PUD Board





TOPICS

- **Our Partnerships**
- **Our History**
- **A Changing World**
- **Our 5-Year Plan**



HISTORY

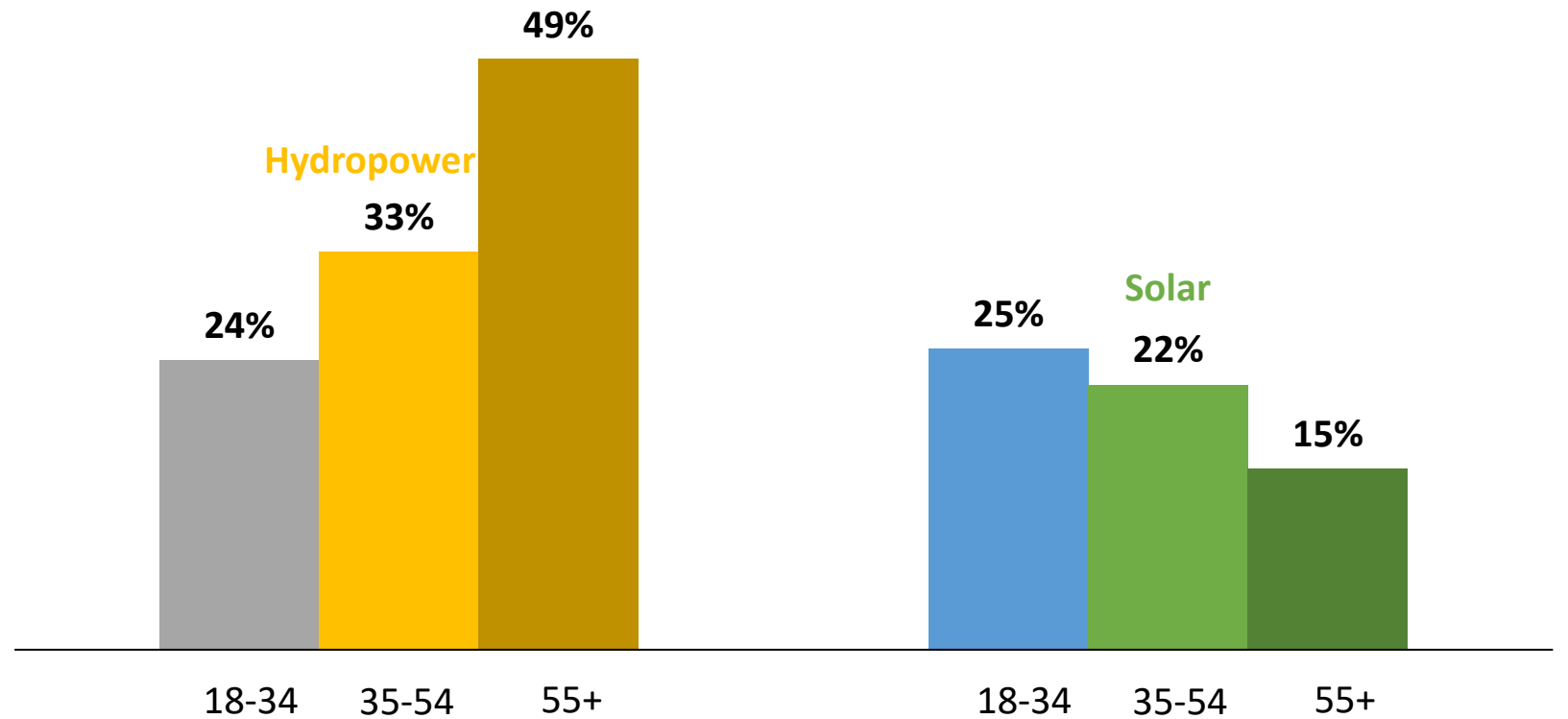
Northwest RiverPartners was launched in 2005 as the Coalition for Smart Salmon Recovery. The mission was to *be a strong voice in defense of the Federal Columbia River Power System.*

Today, we represent over 99 members who value the FCRPS. While the name changed years ago, we felt that it was time to update our mission to better reflect who we are.

PUBLIC OPINION

For the past decade, we've seen a major decline in support for hydropower. The decline is even more pronounced in younger age groups.

2019 - Most Important Source By Age



MISSION

In 2019, Northwest RiverPartners updated its mission to...

Lead the charge for the Northwest to realize it's clean energy potential using hydroelectricity as the cornerstone.





GOALS FOR THE NORTHWEST

Fight climate change through clean energy and transportation

Restore healthy fish populations to the Northwest's rivers

Include vulnerable communities in the region's clean energy future

Maintain an affordable, dependable electric grid



OUR RESPONSE

To counteract this trend, Northwest RiverPartners launched the 2020 #OurPowerIsWater digital media campaign.

The campaign is well on its way to meeting its goal of 25 million completed video views by 18-42-year-olds in the Northwest.

We've also been successful in placing 1-to-2 opinion pieces in regional media outlets each month.

Our own social media following continues to grow.

WHERE WE STAND

In 2020, advocacy groups with annual revenues totaling \$500,000,000 submitted comments in favor of breaching the lower Snake River dams.

As an advocacy organization, Northwest RiverPartners has come to an important crossroads. We need to grow in our resources and capabilities if we want to truly make a difference.

NRDC, Sierra Club, Earthjustice, Trout Unlimited, American Rivers, Idaho Conservation League, Columbia Riverkeeper, Northwest Energy Coalition, and Save Our Wild Salmon all submitted comments pro-breaching comments in the 2020 CRSO DEIS process.

FUNDING

Organization	Assets	Latest Year Revenue
Natural Resources Defense Council	\$306,000,000	\$177,000,000
Sierra Club	\$83,000,000	\$109,000,000
Earthjustice	\$122,000,000	\$94,000,000
Trout Unlimited	\$23,000,000	\$60,000,000
American Rivers	\$17,000,000	\$22,000,000
American Wind Energy Assn (AWEA)	\$12,000,000	\$22,000,000
National Hydropower Association	\$1,700,000	\$3,700,000
Idaho Conservation League	\$6,000,000	\$2,500,000
Columbia Riverkeeper	\$1,500,000	\$1,800,000
Renewable Northwest	\$1,460,000	\$1,100,000
Northwest Energy Coalition	\$1,000,000	\$1,100,000
Northwest RiverPartners	\$400,000	\$880,000
Save Our Wild Salmon	\$100,000	\$300,000



FIVE-YEAR OBJECTIVE

Northwest RiverPartners drives the regional and national narrative about Northwest hydropower.



HOW WE GET THERE

- Public engagement
- Government affairs
- Members and partners
- New support

PUBLIC ENGAGEMENT

CONTINUING

- Paid Media Campaigns
- Earned media (OpEds, PR/PS)
- Social Media

ADDING

- Community Events
- Grassroots Activities
- K-12 Educational Efforts
- National Media Opportunities





GOVERNMENT AFFAIRS

CONTINUING

- **Public Processes Participation**
- **Engagement with BPA, Army Corps, and NOAA Fisheries**

ADDING

- **Advocacy for Federal Policies**
- **Advocacy for State/Regional Policies**

MEMBERS & PARTNERS

CONTINUING

- Add new members
- Collaborate with current members
 - Science, public policy, and comms
- Support membership needs

ADDING

- Increase dues to support needs in first and second year of plan



NEW SUPPORT

ADDING

- Gain significant sponsorships
 - Investor-owned utilities, non-utility businesses, and producers maintainers of hydro equipment
- Explore possibility of creating 501(c)3 organization to solicit individual contributions





IT'S TIME TO TAKE THE LEAP

*“There are risks and costs to action.
But they are far less than the long-range
risks of comfortable inaction.”*

- John F. Kennedy



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QUESTIONS?

www.nwriverpartners.org

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