



A Vision to Expand NHA's Value and Impact

Nov. 13, 2019

NHA Vision and Mission

Vision:

Hydropower, in all its forms, is valued as America's first and most flexible renewable energy resource to achieve a sustainable, clean and secure electric system in North America.

Mission:

Champion waterpower as America's premier carbon free renewable energy resource.

Call to Action

Hydropower, in all its forms, is integral to a reliable, resilient grid and is an essential part of a climate solution.

As such, hydropower deserves a level playing field under federal and state laws, and to be fully valued in the marketplace.

NHA's Value Proposition



CONNECT members with other hydropower professionals, build relationships, and facilitate business



INSIGHTS about timely policy and industry developments



ADVOCATE to preserve and expand hydropower in all its forms



CONNECTIONS

NHA provides members numerous opportunities each year to:

- Build relationships with potential clients, vendors and/or partners;
- Build brand awareness;
- Engage in peer-to-peer exchanges; and
- Expand member's professional network.

NHA's annual forums include:

- Waterpower Week, including IMREC and METS;
- 5 Regional meetings;
- Hydraulic Power Committee's Fall Retreat; and
- CEO Council.

COMING SOON:

- International Conference on Ocean Energy (ICOE) 2020, and
- 2021 annual member meeting and trade show.



INSIGHTS

Committees, Councils & Task Forces

- Legislative, Regulatory, Pumped Storage, Small Hydro, Marine Energy, Hydraulic Power, Operational Excellence, Water Innovation Council and the CEO Council.

Policy and Business Intelligence

- Timely conference calls;
- NHA Today;
- Action Alerts, webinars and related tools.

Coming soon: NHA Academy?



ADVOCACY

As the voice of America's first renewable energy resource, NHA needs to remain a strong advocate for all forms of hydropower.

Federal advocacy – both in Congress and at executive agencies – remains vital, but it is no longer sufficient.

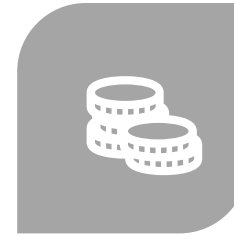
Long-term success requires additional strategies:

- 1) Cultivating traditional and new allies will be essential to amplify hydropower's message with both sides of the aisle.
- 2) Engaging in Markets and in State/Regional energy policy conversations is necessary to ensure that hydropower is treated fairly.

DRIVERS TO PRESERVE AND EXPAND HYDRPOWER



LICENSE
REFORM



FEDERAL
PARITY



CARBON



MARKETS



BEYOND THE
BELTWAY



PUBLIC
AWARENESS



License Reform

The uncertainty and costs imposed by the unwieldy federal and state licensing process – both for new licenses and renewals – have undermined hydropower's economic competitiveness.

- Fundamental license reform has remained elusive for a generation.
- Yet there are signs of promise:
 - The shifting federal-state balance of authority prompted by the Hopa federal court decision;
 - Growing climate urgency has prompted some in the river community to work to re-think their relationship with hydro.



Federal Parity

The Federal Government, our nation's largest hydropower generator, needs to provide a level playing field.

- Tax Support – Hydropower's federal tax credits expired in 2015, putting us at a competitive disadvantage.
- R&D Appropriations – Hydropower continues to be under-represented in federal R&D.
- Technology-Inclusive Policies – Rather than try to pick winners, Congress should be inclusive and avoid supporting other technologies over hydropower.



Carbon

As a carbon-free source of renewable generation, carbon pricing could be a significant market driver.

- National climate conversation picking up steam.
 - Key issue for all major Democratic Presidential candidates.
 - House Republicans developing own proposal.
- Wave of state policies continues
 - US Climate Alliance includes 25 Governors (including 3 Republicans)
 - 11 states now have 100% Clean Energy goals, with bills likely in another 15 state legislatures.



Markets

Follow the Money: Markets should compensate hydropower for the value it provides.

RTOs and ISOs fail to fully compensate hydropower for the attributes it provides to the grid.

- Flexibility
- Reliability and Resiliency
- Black Start
- Spinning Reserves
- Carbon-free

Non-energy benefits often also not monetized, such as flood control, water storage, irrigation, and recreation.



Beyond the Beltway

States increasingly drive electricity policy.

- State laws can undermine hydropower's competitiveness by subsidizing other technologies (wind, solar, nuclear) at hydropower's expense.
- Engaging with state political umbrella groups (e.g., NGA, NARUC, NASEO, NCSL, etc.) would be an effective way to raise our profile in state electricity policy debates.
- With 13 states expected to consider Clean Energy Standards in the coming year, the voice of the hydro industry needs to be heard beyond the DC Beltway.



Public Awareness

Hydropower is part of a cleaner, more reliable grid. We need to speak up!

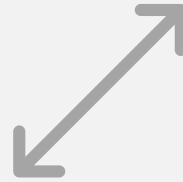
- As one of the most popular energy sources (behind wind and solar), NHA needs to continue its public awareness efforts (e.g., the evergreen social media campaign, National Hydropower Day, etc.).
- Nevertheless, hydropower is largely forgotten in electricity policy conversations.
- A new campaign targeting energy policy leaders is needed. Our message, that the path to a cleaner, more reliable grid flows through hydropower, needs to be amplified by our traditional and non-traditional allies.

Immediate Priorities



Diversify and
Grow NHA's
Revenues

Develop 2021
focused NHA policy
conference and
annual meeting with
conference/ trade
show



Expand
NHA's
Advocacy

Expand beyond
federal advocacy to
Markets and
Beyond the Beltway



Build NHA's
Internal
Capacity to
Engage on
Policy

Proposed Rapid
Response Policy
Team



Together, We Can Expand NHA's Value and Impact

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