

OUCH!



Nearly a decade ago, the region's electric suppliers were planning new generating facilities to meet forecasted electricity needs. Thirteen plants were indicated. Today, only two are on schedule. Eleven plants have been delayed as much as three to six years.

Had the needed new Northwest electric generating plants been built on schedule the cost would have been billions of dollars less than they'll cost now. And in the end... the consumers will pick up the tab for delays in their electric bills.

The Bad Taste of What's to Come.

Last winter, the Northwest came close to a severe electricity crisis. Power supplies were stretched to the breaking point. If there had been an unexpected plant shutdown, if we hadn't been able to purchase outside power, if the cold spell had continued... it could have pushed the demand for electricity beyond all available supply.

But the frightening thing is, the situation's going to get worse. If our resources barely got us through last winter, what's going to happen

LAST WINTER WAS BAD ENOUGH. BUT THE BILL FOR DELAYED POWER PLANTS IS EVEN MORE SHOCKING.

next winter when tens of thousands of new homes and businesses have increased that demand for electricity.

Is the Only Way Out of This Mess More and More Giant Power Plants?

The problem is supply and demand. Right now, the demand is running away from the supply.

Clearly, with this kind of requirement... some new major thermal power plants will be required to meet demand. But that doesn't mean every effort possible shouldn't be made to reduce the demand through conservation.

What Can We Do To Help You Save?

Pacific Power has many effective programs designed to reduce wasted electricity... and money. These include:

WEATHERIZATION FINANCING: Zero interest financing of home weatherization improvements available in

Oregon, Washington, Idaho and Montana. Low-interest financing available in Oregon and California.

THE HOME ENERGY ANALYSIS: A free in-home inspection of energy saving potential with specific recommendations for improvements you can make.

SPECIAL CONSERVATION HELP: Home builders, commercial and industrial customers are eligible for a variety of energy management programs which are sponsored by Pacific Power.

Conservation of electric energy... through improved insulation, weatherstripping, application of active or passive solar heating systems, wood-burning stoves, or even wind power could play a part in your effort to reduce your electric use.

Can Conservation Solve The Supply Problem?

Conservation is vital, imperative and essential. But

it can't erase the large deficit in needed new electric energy we face. That's why your help in finding new ways to save electricity must be matched by your participation in helping avoid the penalties of a serious electric crisis in the Northwest.

We Need Your Help.

There's one thing that should be clear out of all the controversies over

building needed new power plants. That's the longer we wait... not only will supply be jeopardized... but certainly, the costs will rise.

It isn't a question of coal or conservation; nuclear or non-polluting solar and wind; "hard" or "soft" paths to Northwest electric energy sufficiency.

It's going to take all of the above... and more. And time is running out.

It is also clear that we can't do it alone. Overcoming the delays in building needed new plants and achieving meaningful conservation requires a new level of involvement by all of us. Please help.

Energy costs are mounting with every delay.

The People at Pacific Power