



Green Dams, Blue Skies campaign spreads the good news about *The Power of the Northwest*

Northwest RiverPartners has launched a yearlong *Green Dams, Blue Skies – The Power of the Northwest* education campaign to celebrate the many benefits of the region's hydrosystem. Riverpartners also wants to spread the good news about the improvements that have been made at the dams and in operations to ensure safe passage for salmon and steelhead. Your support is needed for the effort.

“There is plenty of good news to share about the value of our hydrosystem” said Terry Flores, Executive Director of Northwest RiverPartners. “Based on a recent public opinion poll, there is overwhelming support for hydro as a clean, renewable and reliable resource for the Northwest”. The poll also indicated opposition to dam removal: six times as many respondents were strongly opposed to dam removal as those strongly supportive of it – and that's after reading arguments in favor and against removing dams.

While the poll is further validation of regional support for the dams and renewable hydropower, some still encourage dam removal. In addition, most of us take for granted the treasure of the Northwest dams that provide renewable hydropower, transportation, flood control and recreational opportunities.

Help us Celebrate - Become a Supporter

Become a supporter by signing up on the website. Click on:
www.nwriverpartners.org and then the [Green Dams, Blue Skies](#) logo.



Please fill in the form: “**Join our Green Dams, Blue Skies Celebration**” to lend your name to our effort. In addition to pledging your support, you will find several informational items and materials for your use, just click on the links on the Green Dams page:

- [About Green Dams, Blue Skies:](#)
- A brochure – [Northwest Dams – Renewable Bounty](#), download and use. We will have this available in printed form in June;
- [Splashy Facts about Rivers and Dams](#)
 - A [review of the latest polling data](#), with graphs; and,
 - Fact sheet in [Bill Insert format](#);
- **A Resolution of Support** in [Board](#) and [General](#) formats for you to take to your Board of Directors/Commissioners, Association, City Council, Service Clubs and Key Accounts.

Help get the “word” out by using the materials provided. For utilities, ask your governing boards to pass a resolution to show your support. Send a bill insert to your customers and key accounts. For example, the “Splashy Facts” piece available on the website has also been designed specifically to be used as a bill insert. Add your own logo. In the coming months additional materials will be added to the website to help spread the word about the benefits of hydropower in the Northwest. We will keep you informed when items are added.

You are invited to become a sponsor by providing in-kind or financial assistance to support the effort. Sponsors are recognized by having their logos on the website. Contact us to discuss becoming a sponsor (use the “Email” link at the bottom of the page).

Worth Celebrating: Fish Efforts are Paying Off

“As you might also expect, most people have little or no understanding of the improvements that have been made at the dams and in river operations to help salmon and steelhead” said Flores, “Yet, businesses and families in the northwest are financing the improvements that contribute positively to fish recovery every day. They want and deserve to be aware of these good results”.

As one example, Removable Spillway Weirs (RSWs) have been installed at five of the eight federal hydropower dams on the Columbia and Snake rivers. At each dam with RSWs, recent U.S. Geologic Survey data shows survival of young fish downstream of between 97-100 percent.

These spillway weirs, or fish slides, at the dams have helped provide juvenile fish with less-stressful passage, and fish tags have led to more effective monitoring, according to Bob Lohn, Northwest Regional Administrator of the National Marine Fisheries Service.

Other investments include fish-friendly turbine upgrades, transporting fish around dams in barges, changing hydro operations to provide more water to move fish downstream, bypass systems that move fish around the dams, and predator control measures.

“Too often the debate has been framed as dams vs. fish. We believe they can coexist. Science shows that fish runs are improving and we need the renewable power produced by hydro more than ever,” said Flores.

The Timing is Right

According to Flores, who just returned from visiting the Northwest’s congressional delegation, the campaign’s timing is perfect: elected leaders want information about the dams’ contributions and measures being taken to help fish runs. And, Congress is engaged in promoting clean, renewable energy to address global warming concerns.

“Our recent poll demonstrated solid support for hydro and the dams”, said Flores. “The public absolutely makes the connection that these dams are too valuable from an economic and renewable resource perspective.”

“The purpose and challenge behind the *Green Dams, Blue Skies* campaign is to make sure that the good news is getting out - to utility customers, businesses, the general public, legislators and decisionmakers” said Flores, “We have a good story to tell about hydro’s ongoing contribution to the Northwest and we should be telling it with pride!”

Northwest RiverPartners is a partnership of farmers, electric utilities and large and small businesses in the Pacific Northwest, joined together to ensure that the Columbia and Snake rivers remain living, working rivers. It was founded on the belief that these rivers are the Northwest’s greatest natural resource providing residents with clean and affordable electricity, flood control, irrigation for our farm lands, healthy fish and wildlife, maritime trade, and a multitude of recreational opportunities. For more information, please visit www.nwrivernpartners.org.