



## **2023-26 NHA's Goals and Strategies**

**August 22, 2022**

**GOALS:** To continually improve NHA's core value proposition, NHA will enhance the organization's ability to:

ADVOCATE to preserve, enhance, and expand the use of waterpower generation to advance a 21<sup>st</sup> century clean energy grid.

CONNECT member organizations and their employees with other waterpower professionals to build relationships, exchange knowledge, and facilitate business.

INFORM members, the industry, policy makers, and stakeholders about timely industry-related policy and technical developments and how those developments will affect the industry; and the many public benefits provided by waterpower.

IMPLEMENT internal operational practices for the association that will ensure a high-performing, effective organization.

**STRATEGIES:** NHA will implement the following strategies, specifically targeted for each of the organization's goals:

**ADVOCATE to preserve, enhance, and expand the use of waterpower generation to advance a 21<sup>st</sup> century clean energy grid.**

To achieve this goal, NHA will leverage its policy committees/councils, specifically those focused on legislative, regulatory, markets, pumped storage, small hydropower, marine energy, and deep dive policy. Strategies to achieve this goal will include:

- Improving the license and relicensing process;
- Achieving tax parity with other renewables;
- Shaping wholesale markets to more fully compensate hydropower for the value it provides;
- Ensuring parity with other renewables in any climate or energy policy;
- Growing federal RD&D funding for marine energy, pumped storage, and conventional hydropower technologies;
- Raising the visibility among lawmakers of hydropower as an essential element of a reliable grid;
- Nurturing relationships with key lawmakers and their staffs to ensure NHA is the go-to source for information and ideas about supporting the waterpower industry; and
- Engaging in key states for waterpower as a resource.

**CONNECT** member organizations and their employees with other waterpower professionals to build relationships, exchange knowledge, and facilitate business.

To achieve this goal, NHA will leverage its various policy and technical committees, as well as its advisory committees focused on NHA national events (Clean Currents and Waterpower Week in Washington), Regional Meetings, and the Future Leaders of Waterpower (FLOW). Strategies to achieve this goal will include:

- Establishing Clean Currents Conference + Tradeshow as THE Industry Event, providing a one-stop shop for connecting with the full breadth of the waterpower industry;
- Leveraging Waterpower Week in Washington to expand the waterpower industry's voice on Capitol Hill, with the Administration, and with regulators, and to facilitate industry peer-to-peer engagement;
- Enhancing NHA's Regional Meetings to provide more local focus, more intimate networking, and regionally-specific knowledge exchange among asset owners and product/service suppliers; and
- Providing forums for sharing operational experiences, with the objective of maintaining project operational excellence and human safety.
- Promoting diversity in speakers and attendees at all NHA's events to accelerate the industry's transition to look more like the customers we serve.

**INFORM** members, the industry, policy makers, and stakeholders about timely industry-related policy and technical developments and how those developments will affect the industry, and the many public benefits provided by waterpower.

To achieve this goal, NHA will leverage its technical committees/councils. Strategies to achieve this goal include:

- Informing NHA members webinars, and committee/council-specific convenings;
- Informing industry and those affecting the industry by enhancing *NHA's POWERHOUSE* as the go-to industry media platform;
- Informing the general public through a multi-faceted social media campaign to raise awareness of the benefits of hydropower, particularly among those aged 25-40.

**IMPLEMENT** internal operational practices to ensure a high-performing, effective organization.

Strategies to achieve this goal include:

- Maintaining NHA's financial health;
- Implementing diversity, equity, and inclusion in all aspects of NHA's activities;
- Preserving NHA's membership retention rate; and
- Deepening the level of member engagement, including cultivating a larger pipeline of industry talent.