



## 2023 NHA Priority Actions

August 22, 2022

**ADVOCATE** to preserve, enhance, and expand the use of waterpower generation to advance a 21<sup>st</sup> century clean energy grid. 2023 priorities include:

- **Streamlining Licensing and Relicensing** – Grow stakeholder coalition and cultivate relationships with members of the Senate Energy and Natural Resources Committee and House Energy & Commerce Committee to introduce a bipartisan legislative reform package in both the House and Senate that reflects NHA’s licensing and relicensing priorities.
- **Creating Tax Support to Preserve and Enhance Existing Hydropower** – Grow stakeholder coalition and cultivate relationships with members of the Senate Finance and House Ways & Means Committees to advance federal tax support for preserving and enhancing existing waterpower resources (including direct pay for public power).
- **Investing in Waterpower RD&D** – Deepen relationships with members of the Senate and House Appropriations Committees to increase federal RD&D funding for marine energy, pumped storage, and conventional hydropower technologies.
- **Effective Implementation of DOE’s Bipartisan Infrastructure Grants and the Inflation Reduction Act** – Actively engage with DOE to ensure that the \$900M+ secured for waterpower in the Bipartisan Infrastructure law is effectively distributed, and with Treasury and others as appropriate to ensure effective implementation of the Inflation Reduction Act.
- **Retrofitting Non-Powered Dams** – Cultivate relationships with members of the Senate Environment and Public Works and House Transportation & Infrastructure Committees to enact into law provisions streamlining the USACE process for adding generation at NPDs.
- **Valuing Reliability Services in Wholesale Electricity Market Design** – Engage with FERC and RTO/ISOs and states to increase awareness of the essential reliability services provided by hydropower and pumped storage, particular in proceedings related to capacity accreditation, energy and ancillary services reforms, and/or other RTO/ISO initiatives.
- **Avoiding Unnecessary Regulatory Barriers** – Engage with federal agencies to ensure that the waterpower industry’s priorities are incorporated into key regulatory proceedings, including FERC’s financial assurance proposal and EPA’s proposed CWA 401 rule.

**CONNECT** member organizations and their employees with other waterpower professionals to build relationships, exchange knowledge, and facilitate business. 2023 priorities include:

- **Attracting Asset Owners to Clean Currents** - Outcompete competition by making CC23 a “must attend” event for asset owners.

- **Using Waterpower Week to Enhance NHA’s Advocacy Efforts** – Expand Hill staff participation, Hill meetings, and number of advocacy professionals (government affairs, regulatory, licensing, etc.) engaged in Waterpower Week in Washington.
- **Promoting DEI at All NHA Events** - Accelerate the industry’s transition to look more like the customers we serve by promoting diversity in speakers and attendees at all of NHA’s events.

**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. 2023 priorities include:

- **Expanding NHA’s Social Media engagement** – develop and implement systematic social media engagement (focusing specifically on LinkedIn, Twitter, Facebook and Instagram) to expand reach to both industry members and the general public, with the goal of increasing followership by 10 percent across media channels.
- **Reaching 1M+ Millennials** – raise awareness and appreciation of waterpower as an essential part of a reliable, clean energy grid by reaching at least 1M+ millennials (ages 25-40) via targeted, paid digital media campaign with at least 7x frequency.

**IMPLEMENT** internal operational practices to ensure a high-performing, effective organization. 2023 priorities include:

- **Deepening Member engagement** – deepen member engagement in NHA programming and events (as compared to 2022).
- **Executing Office Relocation with Minimal Disruptions** – implement office move without adversely impacting organizational performance.
- **Retaining NHA Staff** – retain talent at all levels of Team NHA.