



**ELECTRICITIES**  
of NORTH CAROLINA, INC.

# STRATEGIC PLAN 2018

# *Five* GUIDING PRINCIPLES

## **COMPETITIVE RATES**

Our customers expect safe, reliable electricity. Our Power Agencies supply it at fair, stable, and competitive wholesale rates.

## **FINANCIAL STABILITY**

We're on a mission to lower utility costs. So we make sound financial decisions that allow us to maintain strong credit ratings—and minimize debt service costs for Power Agencies.

## **SERVICE EXCELLENCE**

We hold ourselves to the highest standards. To us, creating value is more than just quality programs and services. It's treating our Members—and each other—with respect. Delivering superior service every day.

## **STAKEHOLDER ACCEPTANCE**

The needs and expectations of our stakeholders are at the heart of everything we do. We build our relationships through trust, transparency, and active engagement.

## **CORPORATE INTEGRITY**

We operate with honesty, openness, and respect. And we don't just do what's right for our organization—we do the right thing for our Member communities.



# *Our* STRATEGIC PRIORITIES

## **GRID MODERNIZATION**

Invest in safe, reliable electric distribution systems and technology for our public power communities.

## **WORKFORCE DEVELOPMENT**

Create and promote a plan to attract, develop, and retain the talent needed to deliver dependable public power.

## **VALUE OF PUBLIC POWER**

Communicate the value of electric system ownership to key stakeholders.

## **CONTINUOUS IMPROVEMENT**

Continually optimize all aspects of public power, with a focus on reducing costs and increasing efficiencies.

## **WHOLESALE POWER COSTS**

Provide competitive and stable wholesale electric rates that meet the power supply needs of Power Agency Members.

“We have an ambitious strategic plan with guiding principles that remain at the heart of everything we do.”

**-Roy L. Jones, CEO**





## Our PURPOSE

Deliver value to public power communities through collective strength, wisdom, and action while promoting a more successful future for our citizens.



*The energy behind public power*