

STRATEGIC PLAN FOR PUBLIC POWER

PUBLIC POWER'S VISION

To be and be recognized as the leader in providing superior service and innovative energy solutions to communities and customers in our region.

PUBLIC POWER'S PURPOSE

Deliver value to our communities and customers through collective strength, knowledge, and action while promoting a successful future.

PUBLIC POWER'S VALUES

- Safety
- Reliability
- Locally-focused
- Affordability
- Collaboration
- Innovation

PUBLIC POWER'S STRATEGIC PRIORITIES



FUTURE-FOCUSED

Develop a future-focused mindset



STRENGTHEN PUBLIC POWER

Build public and political support for public power



PROVIDE SUPERIOR POWER

Deliver reliable, affordable, and sustainable electric power



CUSTOMER-CENTERED INNOVATION

Innovate and invest to better serve our customers and communities



PEOPLE

Leverage our people as our greatest asset