

## 2026-2028 Strategic Summary

**Culture and Safety:** Foster a safe, positive, welcoming, and values-driven workplace where Team Members feel inspired, empowered, and connected with the organization's privilege to serve member-owners with integrity, loyalty, and care.

**Goals:** Build a culture of success and safety through learning, accountability, and continuous improvement that safeguards our team, systems, and public wellbeing.

**Member Satisfaction and Engagement:** Enhance member-owner trust, satisfaction, and engagement by communicating with excellence, proactively addressing member-owner needs and preferences, and deepening our connection with our member-owners.

**Goals:** Be the utility of choice by delivering exceptional member experiences and empowering our member-owners to make smart energy choices that fit their emerging needs and expectations.

**Reliability, Resiliency, and Sustainability:** Develop a reliable, resilient, and sustainable distribution system through smart investments, adoption of new technology, proactive maintenance, and operational excellence.

**Goals:** Ensure reliable, high-quality electric service through grid modernization, team member development, and sustainable resource management.

**Financial Strength:** Lead and manage the cooperative with a forward-looking approach, ensuring we are responsible stewards of member-owners' financial interests while actively pursuing opportunities for sustainable growth, innovation, and long-term value creation.

**Goals:** Maintain competitiveness and manage risks, strengthen the cooperative with financial best practices, including efficient resource management and diversified growth

**Economic Development and Community:** Demonstrate cooperative value by building strong and connected communities that support growth, opportunity, and a brighter future for everyone we serve.

**Goals:** Advance economic vitality through strong community partnerships and effective legislative engagement.

**Technology and Innovation:** Invest strategically in technologies and innovative approaches to doing business that meet and elevate our member-owners' evolving needs, engage Team Members, support sustainability, and improve reliability, effectiveness, and efficiency.

**Goals:** Drive innovation and efficiency through technology, cybersecurity, and a culture of continuous improvement.



**Mission:** Your trusted energy partner with the privilege to serve.

**Vision:** Connected by energy, driven to lead.

**Core Values:** Safe | Innovative | Accountable | Connected