

Leadership Commitment

All employees will model behaviors that create a culture of mutual trust and respect. As leaders, we will hold ourselves accountable for our teams' successes and failures through positive engagement, collaboration and recognition. Leaders make a difference in helping others to be successful and realize their highest potential.

What We Value:

- We value the safety of our employees and communities above all else – nothing we do is ever worth even a single injury.
- We value our public power heritage and its clear focus on providing safe and reliable power/water at the lowest reasonable cost.
- We value diversity in our employees and strive to help each of them contribute to our teams' success while reaching their highest potential.
- We value open, honest, and transparent dialogue with each other and our customers/owners.
- We value, and expect, professional, respectful behavior and absolute integrity at all levels.
- We value the importance and immense potential of a sincere commitment to continual improvement.
- We value our natural environment and take our stewardship responsibilities seriously.

Leadership Principles

- We will build and maintain positive relationships characterized by trust and respect.
- We will distribute information in an accurate and timely manner so that employees feel well-informed, respected and equipped.
- We will regularly give employees feedback focused on professional behaviors and work product.
- We will ask for, and be open to receiving, feedback from our employees.
- We will find ways to build bridges, gain alignment, remove roadblocks, collaborate and effectively communicate between workgroups.
- We will create opportunities to empower employees in decision-making opportunities, giving autonomy in a collaborative approach.
- We will support and sponsor continual improvement, actively engage employees, and create opportunities for employees to make decisions that impact their work.
- We will work to put an end to triangulation.



Strategic Priorities 2019

Mission Statement

We deliver affordable power and water to our customer-owners in a safe, environmentally sustainable and reliable manner while successfully navigating complex change in our industry. We accomplish this by empowering our teams to provide quality service to our community, prudently managing costs while investing for the future, and striving to improve every day.

Metrics

Budget

Cost O&M

ERT

Project

JD Power

SERVICE

Revenue MWh

District-wide Dashboards

Established Timelines

Customer Consumption

Customer Satisfaction



Delivering Now & For the Future

Leverage technology and process improvements

Work smart! Prioritize, plan and execute

Offer rate structures and programs that address changing customer and utility needs

Be flexible to accommodate a changing environment

Promote sustainability and environmental stewardship

Be open to innovation

Strive to improve reliability

Optimize delivery systems and assets

LEADERSHIP



Customer Experience

Provide friendly, positive customer service

Deliver outstanding value relative to cost

Foster customer loyalty

Be easy to do business with

Earn customer trust

Enhance options for all customers

Enhance and evolve outage communication and collaboration

Strive to improve reliability

Understand how rates impact customer experience

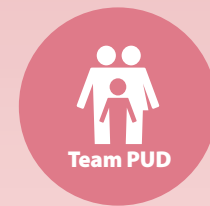
Seek customer feedback and expectations

Meet customer commitments

Anticipate customer of the future/dream big

Serve customers through multiple channels

SAFETY



Team PUD

Empower employees through engagement/accountability at all levels

Cultivate a culture of caring, mutual respect and trust

Foster community engagement (build bonds)

Provide employees opportunities to develop skills

Support employees through change

Hire strategically - the right person for the right job

Recognize employee performance and achievements

Commit to diversity and inclusion

Break silos and foster communication

Communicate proactively



Responsible Cost & Fiscal Management

Perform strategic financial planning

Manage and quantify risk

Execute accurate budgeting and project prioritization

Practice continual rate management

Recover costs fully and fairly

Achieve accurate and timely reporting

Make data-informed decisions

Practice cost-control asset management

Meet compliance and reporting obligations

CONTINUAL IMPROVEMENT

COMMUNITY