Strategic Visioning Update

October 21, 2024

THE FORESIGHT PROCESS

Is what we're doing working?
How do we need to adjust?

How can we get started and keep momentum?

What's happening "In here"? "Out there"?

"DOING"
2025+

"SENSING"
Q1/Q2 ✓

"DEFINING"
Q3/Q4

"IMAGINING"
Q2/Q3 ✓

What do we want to happen & what will it take to get there?

What could happen?
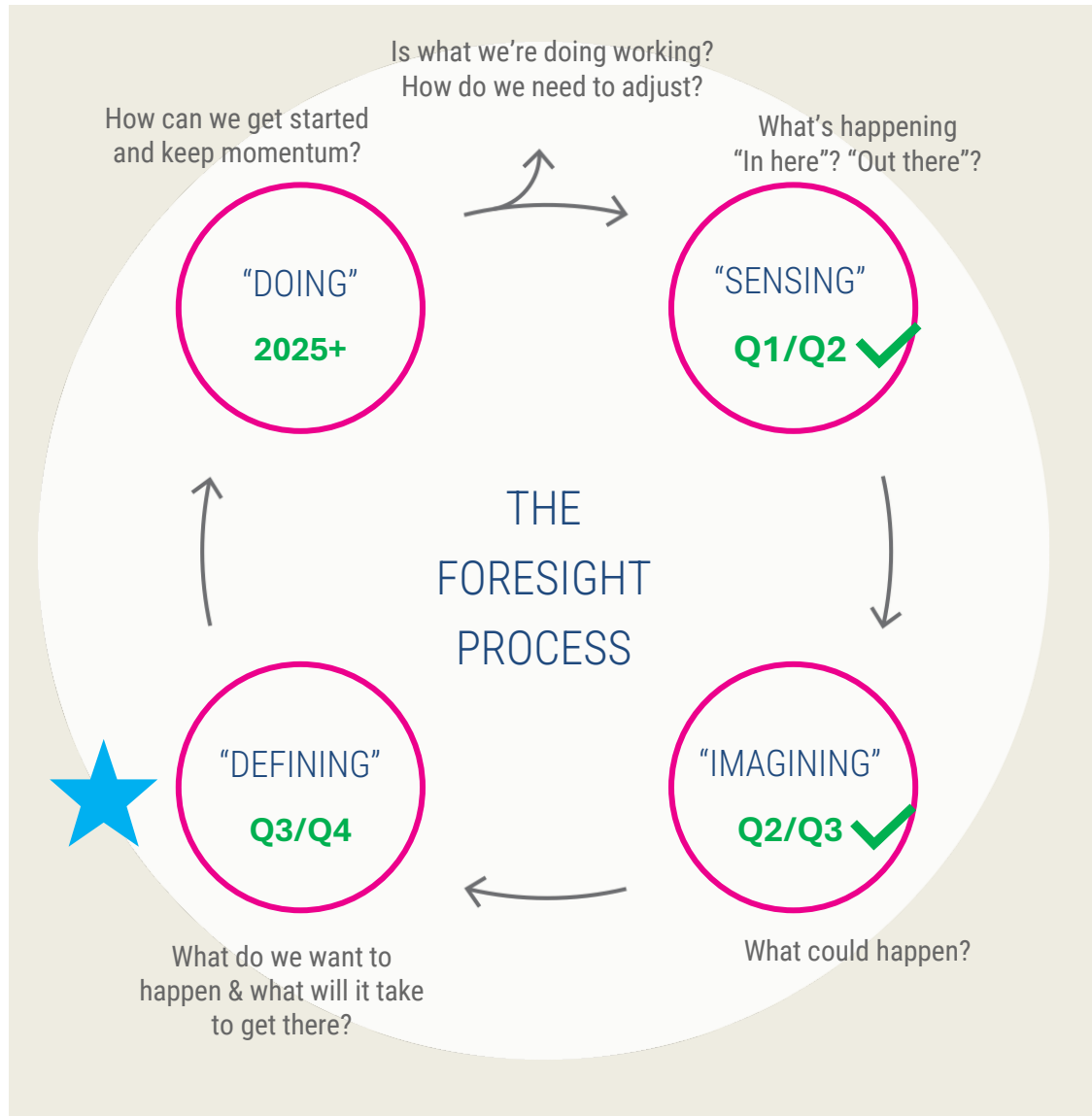
Customer-Owner Survey

- Survey fielded the month of September

- 1,720 Responses (154 in Spanish)

- >700 written comments

- 15% of respondents reported ethnicity as Hispanic/Latino

- 11% of respondents reported as part-time residents

Imagine 2075 Customer-Owner Survey

Survey Respondents – Demographics

Four cross-sections: Age, Ethnicity, Residential Status, and ZIP

Ethnicity	Counts	Dist. %
White/Caucasian	1,107	64%
Hispanic/Latino	250	15%
Other/Omitted	363	21%
Total	**1,720**	**100%**

City/ZIP	Counts	Dist. %
Wenatchee	759	44%
Leavenworth	206	12%
Chelan	161	9%
Cashmere	95	6%
Manson	73	4%
Peshastin	40	2%
Malaga	39	2%
Entiat	29	2%
Other/Omitted	318	18%
Total	**1,720**	**100%**

Resident'l Status	Counts	Dist. %
Full-time	1,458	85%
Part-time	194	11%
Omitted	68	4%
Total	**1,720**	**100%**

Survey Respondents – Age

Age	Counts	Dist. %
18-34	142	8%
35-49	423	25%
50-64	444	26%
65+	658	38%
O/O	53	3%
Total	**1,720**	**100%**
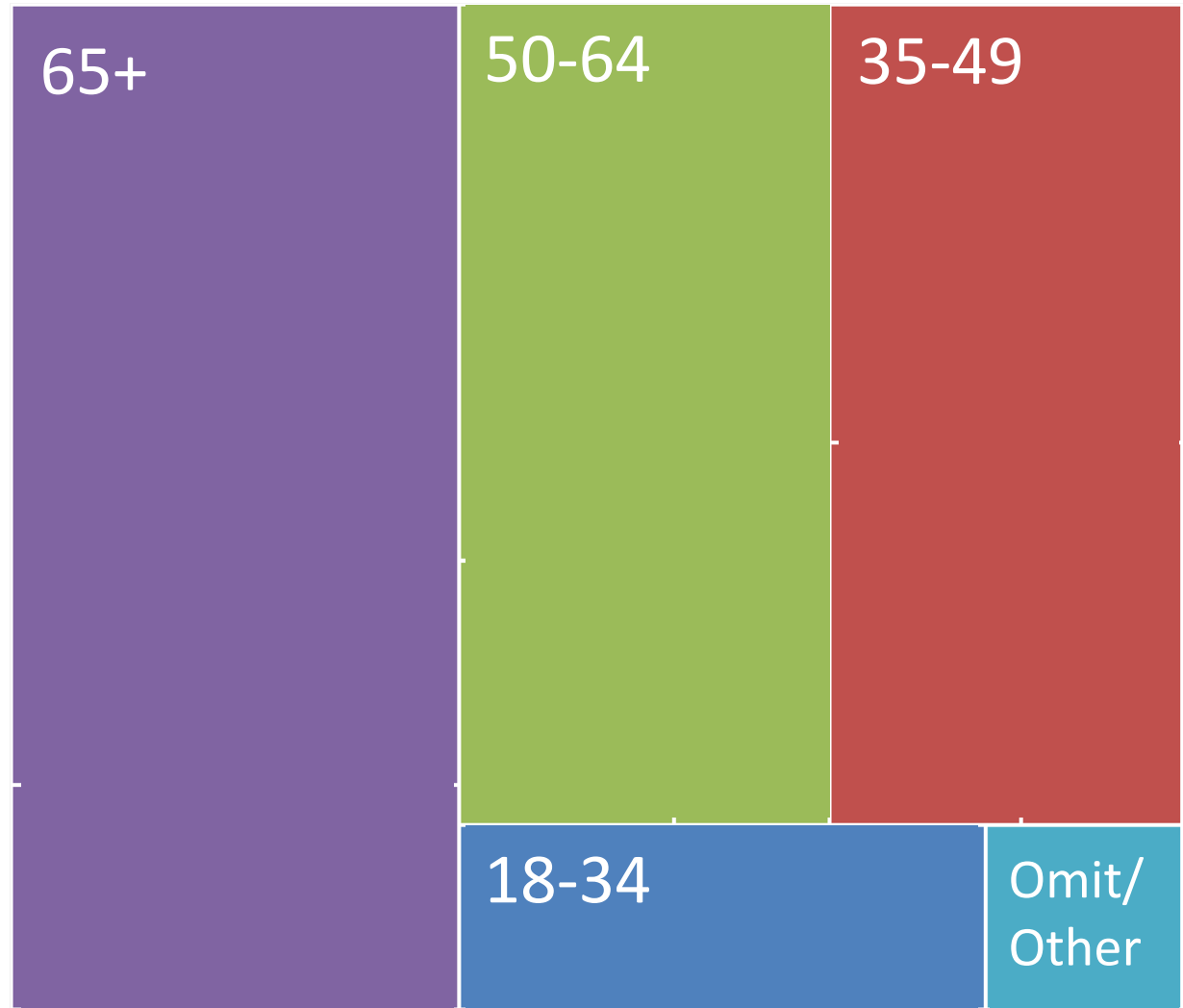
■ 18-34 ■ 35-49 ■ 50-64 ■ 65+ ■ Omitted

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65+
White/Caucasian
Omitted/Other
Hispanic

50-64
White/Caucasian
Omit/Other
Hispanic/Latino

35-49
White/Caucasian
Omit/Other
Hispanic/Latino

18-34
White
Hispanic/Latino
Omit/Other
Omit/Other

■ 18-34 ■ 35-49 ■ 50-64 ■ 65+ ■ Omitted

P.U.D. CHELAN COUNTY
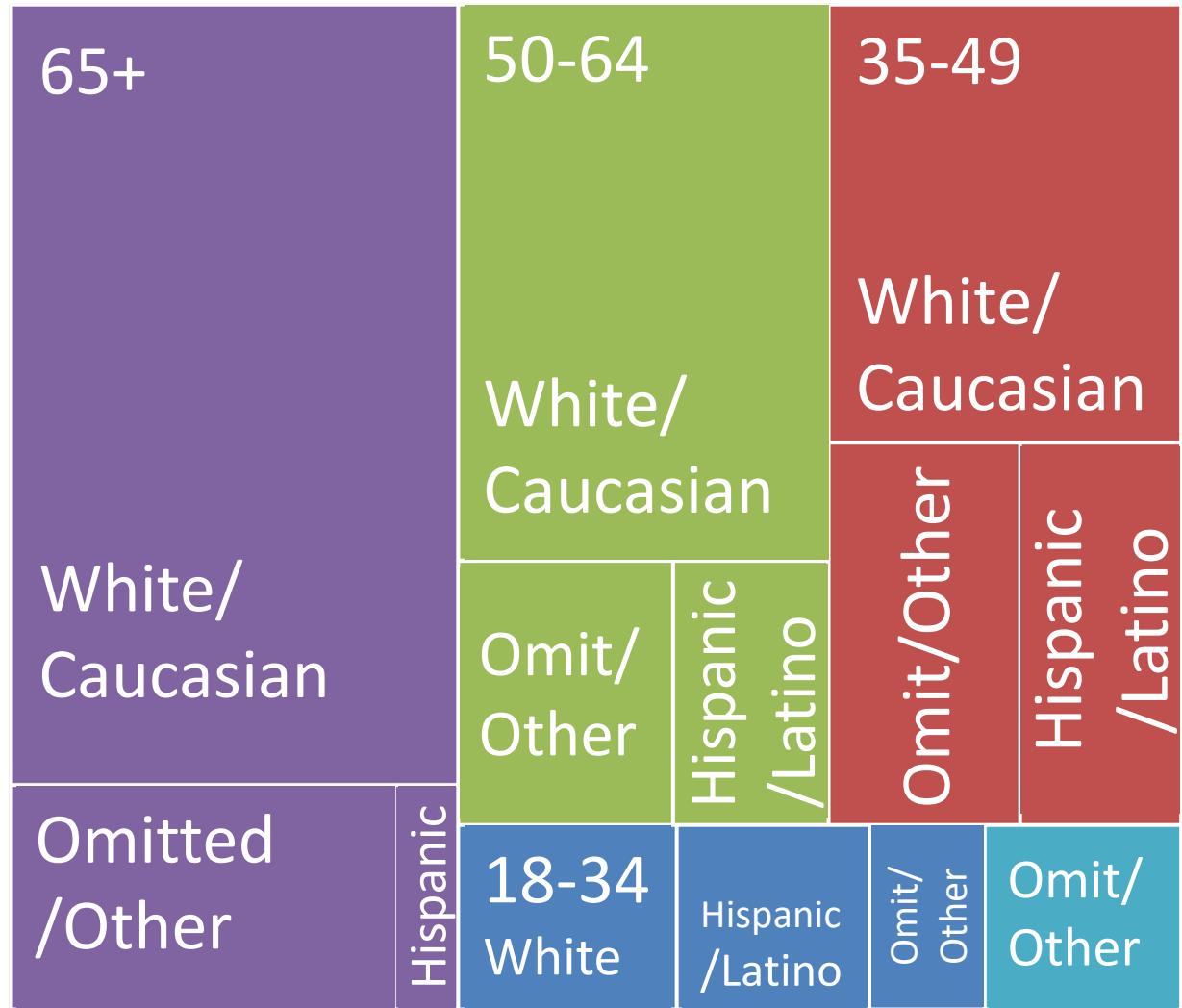
Focus Area – Prioritization

CROSSOVER LEVER SURVEY: VOTING RANK & WEIGHT

Invest in equipment, people, and technology to make Chelan PUD's services more resilient

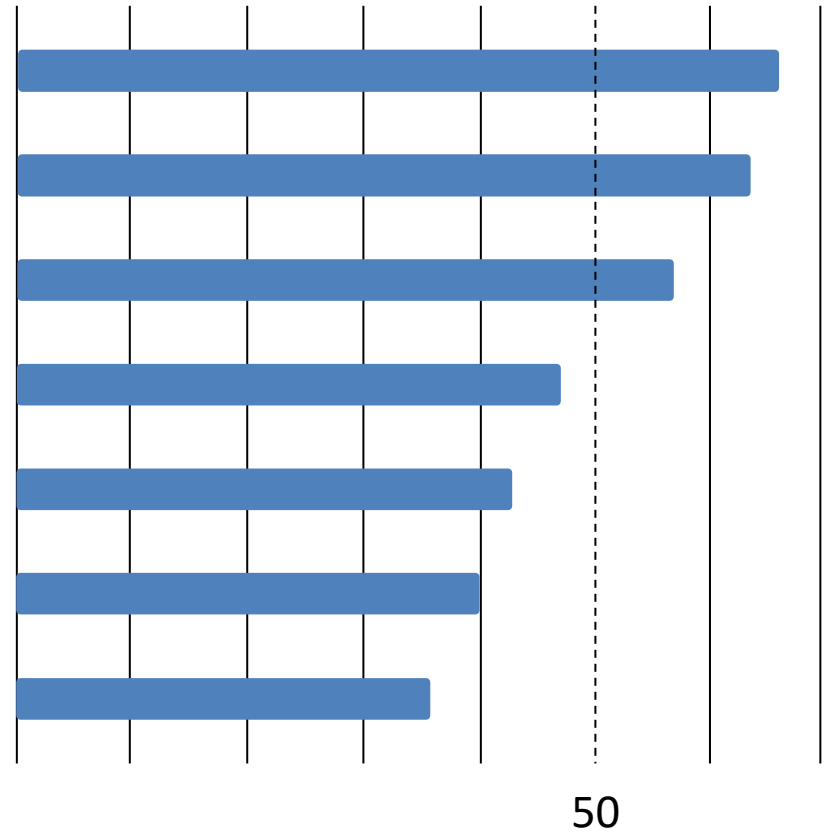Make sure energy and water are available for future generations, even if it costs more

Invest in clean energy sources to support future community needs

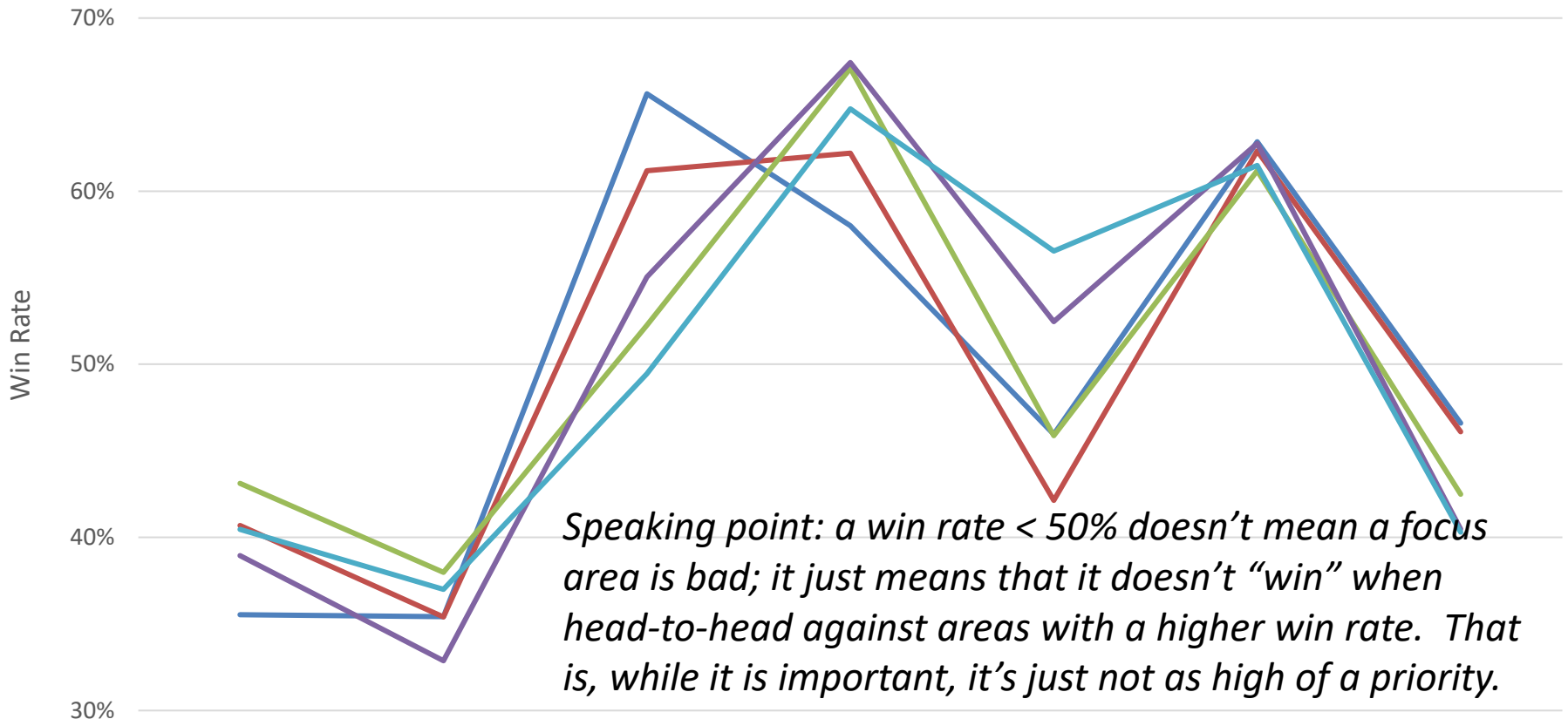Keep the public informed and involved by sharing details and collaborating with them

Strengthen partnerships with governments, community organizations, and others to support a high quality of life

Be bolder in exploring opportunities (including some with higher risks) that could benefit Chelan County in the long run

Develop a more effective way for the PUD to make decisions for the future

50

Focus Area Win Rate by Age Bracket

Speaking point: a win rate < 50% doesn't mean a focus area is bad; it just means that it doesn't "win" when head-to-head against areas with a higher win rate. That is, while it is important, it's just not as high of a priority.

Written Comments – Key Themes

- Concern over rapid community development

- Resource use and environmental impact

- Energy management and infrastructure

- Public involvement and transparency

- Economic and community priorities

- Future planning and innovation

Next Steps

TIMEFRAME	SELECTED ACTIVITY
October	Identification of focus areas and key pillars, review Mission/Vision, draft key milestones
November	Vision document preparation, reviews, refinement and finalization
December	Anticipated adoption of 2075 Vision
2025+	Implementation, integration into business & work plans, policy governance, etc.

Questions?