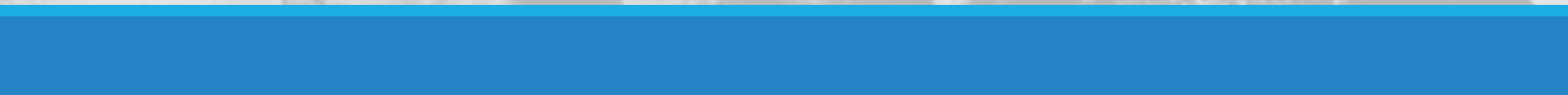


Strategic Visioning Update

December 2, 2024



Why are we here?

- Share an update on the release of Imagine 2075: *Bold, Enduring Value*
- Questions and discussion

No Formal Board Action Requested

**BOLD ENDURING VALUE
IMAGINE 2075**



**MISSION:
PROVIDE ESSENTIAL SERVICES
TO EMPOWER THE COMMUNITY**

**VISION:
CREATE BOLD, ENDURING VALUE
FOR FUTURE GENERATIONS**



Update and Next Steps

- Vision document released publicly November 22
 - www.ChelanPUD.org/Imagine2075
 - Comments: customeroutreach@chelanpud.org
- Ongoing review by Board, employees, and public
- December 16: update on comments

Public Website



Bold, Enduring Value

Chelan PUD is excited to release our Draft 2075 Vision: *Bold, Enduring Value*. We are so thankful for your participation in the visioning process. The proposed Mission, Vision and Nine Goals have been shaped by your thoughtful participation along the way.

The Chelan County PUD Board of Commissioners will be considering the Draft Vision at their December 2 and December 16 Board meetings. Should you have any questions or comments, please feel free to connect with us at: customeroutreach@chelanpud.org or by calling 509-661-4379.

[Summary English Draft](#)

[Full English Draft](#)

[Borrador español](#)

Questions?



Appendix

2075 Vision Contents

Bold, Enduring Value

November 22 Draft

Table of Contents

- Why a 50-year plan? - an open letter from Kirk Hudson, GM
- Imagine it's 2075...
- Imagine 2075 initiative and timeline
- Trends driving the vision: Top 12 trends graphic
- Vision, Mission
- Nine goals (with descriptions)
- Implementation framework

Appendix/Bonus Material

- Glossary of terms
- Scenario summaries

Mission

(why do we exist?)

Current

To enhance the quality of life in Chelan County by providing sustainable, reliable utility services.

Proposed

Provide essential services to empower the community

(“essential” to be defined in forthcoming strategic directive)

Vision

(what we strive to be/do – our North Star)

Current

In a rapidly changing utility environment, we will provide: the best value for the most people for the longest time.

Proposed

Create bold, enduring value for future generations

Key Goals



COMMUNITY POWER

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



PARTNERS IN SUCCESS

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



ENERGY & WATER FOREVER

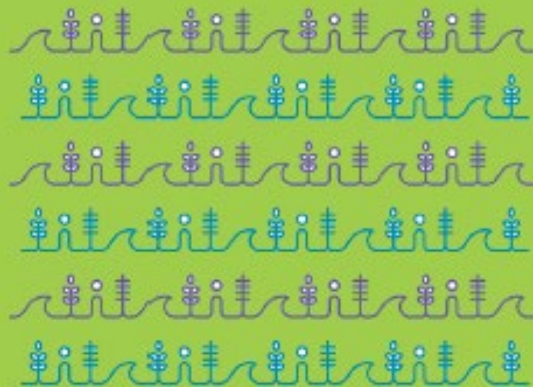
Ensure energy and water are available for future generations, even if they cost more.

Key Goals



HARNESS THE POWER FRONTIER

Invest in clean energy sources to support future community needs.



BEND DON'T BREAK

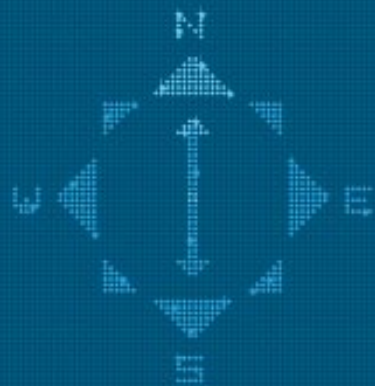
Invest in equipment, people, and technology to make Chelan PUD's services more resilient.



FUTURE FACING

Boldly act on opportunities that can benefit Chelan County residents in the long run.

Key Goals



LEAD WITH PURPOSE

Board provides proactive guidance for long-term goals.



CAN DO!

Build a strong workforce where we help each other succeed.



FLY IN FORMATION

Align purpose, culture, and operating rhythm to work together.