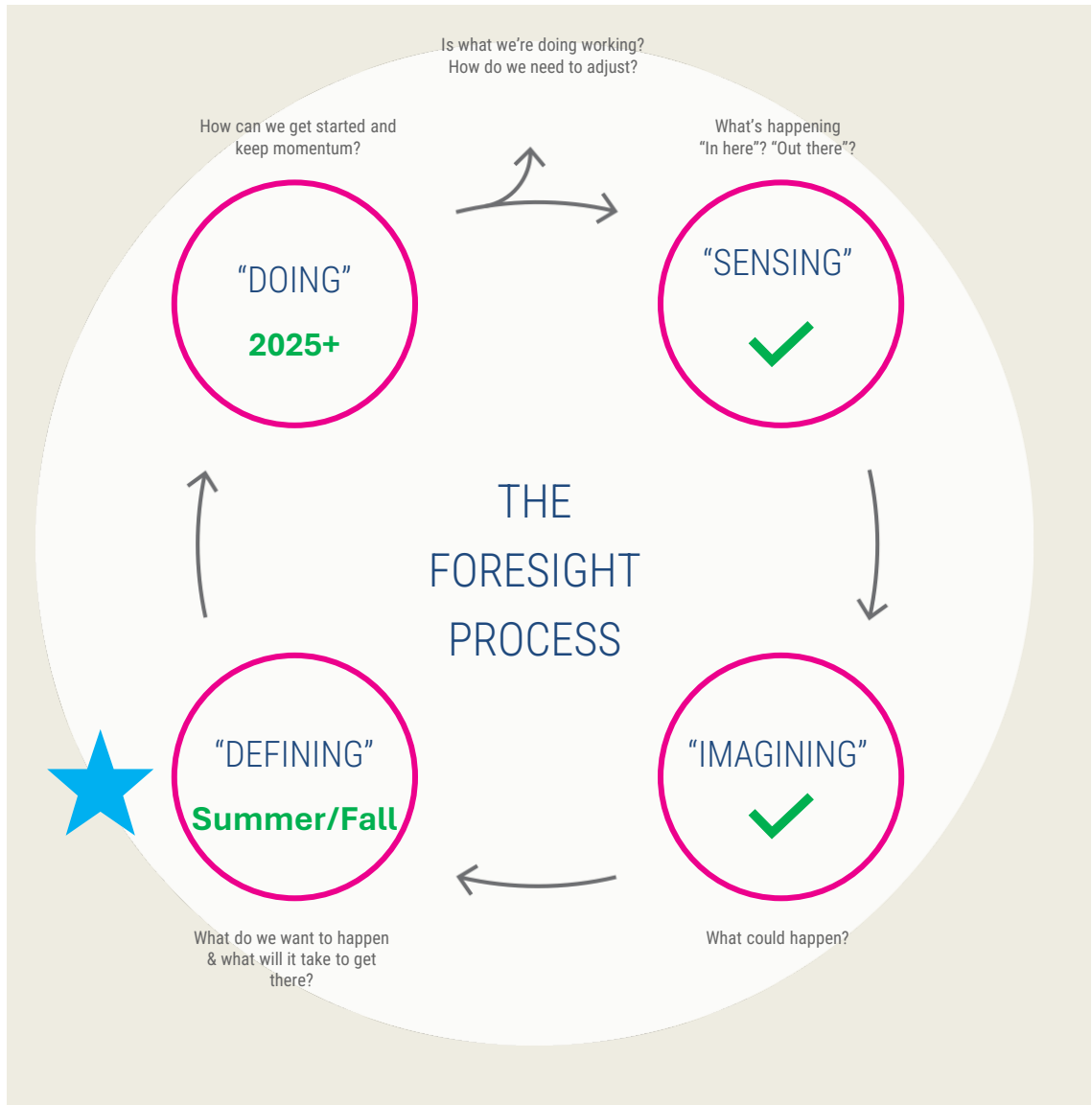


Strategic Visioning Update



September 3, 2024



Next Steps

TIMEFRAME	SELECTED ACTIVITY
September	Customer-owner survey (focus area prioritization)
October & November	Crafting formal 2075 Vision (document), reviews, finalization
December	Anticipated adoption of 2075 Vision
2025+	Implementation, integration into business & work plans, policy governance, etc.

Survey Prompts & Upvoting

(of Crossover Levers)

- Invest in clean energy sources to support future community needs
- Develop a more effective way for the PUD to make decisions for the future
- Invest in equipment, people, and technology to make Chelan PUD's services more resilient
- Keep the public informed and involved by sharing details and collaborating with them
- Be bolder in exploring opportunities (including some with higher risks) that could benefit Chelan County in the long run
- Strengthen partnerships with governments, community organizations, and others to support a high quality of life
- Make sure energy and water are available for future generations, even if it costs more

Imagine 2075 Customer-Owner Survey



Imagine 2075

Learn about our 50-year strategic vision initiative to plan for a resilient and prosperous future amidst rapid change.

[Learn More](#)



CONNECTED
CHELAN COUNTY P.U.D. September | October 2024

INSIDE

Wenatchee River Salmon Festival SATURDAY, SEP. 21

Chelan PUD here for everyone! Get rebates from Chelan PUD.

Double Dip in Cash Back

FROM THE GENERAL MANAGER

PROTECTING RATES AND RELIABILITY IN AN ENERGY-HUNGRY WORLD

Kirk Hudson

What do customers value most about Chelan PUD? Reliable service and stable, low rates. That message came through loud and clear in the 2024 customer satisfaction survey, and again when customer-owners weighed in on how Chelan PUD should evaluate large requests for energy.

In the next decade, Chelan PUD expects the demand for electricity to rise exponentially, driven in part by data centers and other energy-intensive industries. As a public utility, we're evaluating how we can meet that demand in a way that protects reliability and rates for existing customers. I believe we can.

Looking back at 80+ years as a public utility, protecting customers is in our

heritage. The Alcoa contract continues to provide long-term financial stability. When cryptocurrency miners arrived in force, Chelan PUD provided service and managed risks in a way that protected customer rates and reliability.

At Chelan PUD, a cross-functional team has been working for months on how to prepare for increasing demands for energy. They evaluated capacity, forecasts and case studies from utilities facing these same challenges.

Continued on next page

Imagine 2075: We want your input!

Help guide Chelan PUD's future! Share your feedback on key topics to shape the next 50 years.

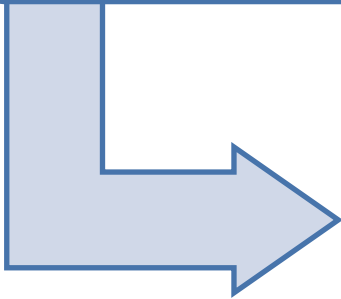
chelanpud.org/2075survey

THERE'S NO TIME LIKE THE FUTURE

Vision → Action

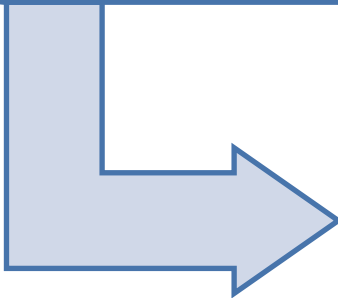
2075 Vision

- Directional & Foundational



Strategic Business Plan

- Merging Vision with Strategy, Goals, Objectives, Implementation Plan, Process Improvements



Annual Budget and Work Plan

- Execute the Plan(s), Performance Monitoring, Alignment

Questions?

