

Strategic Visioning Update

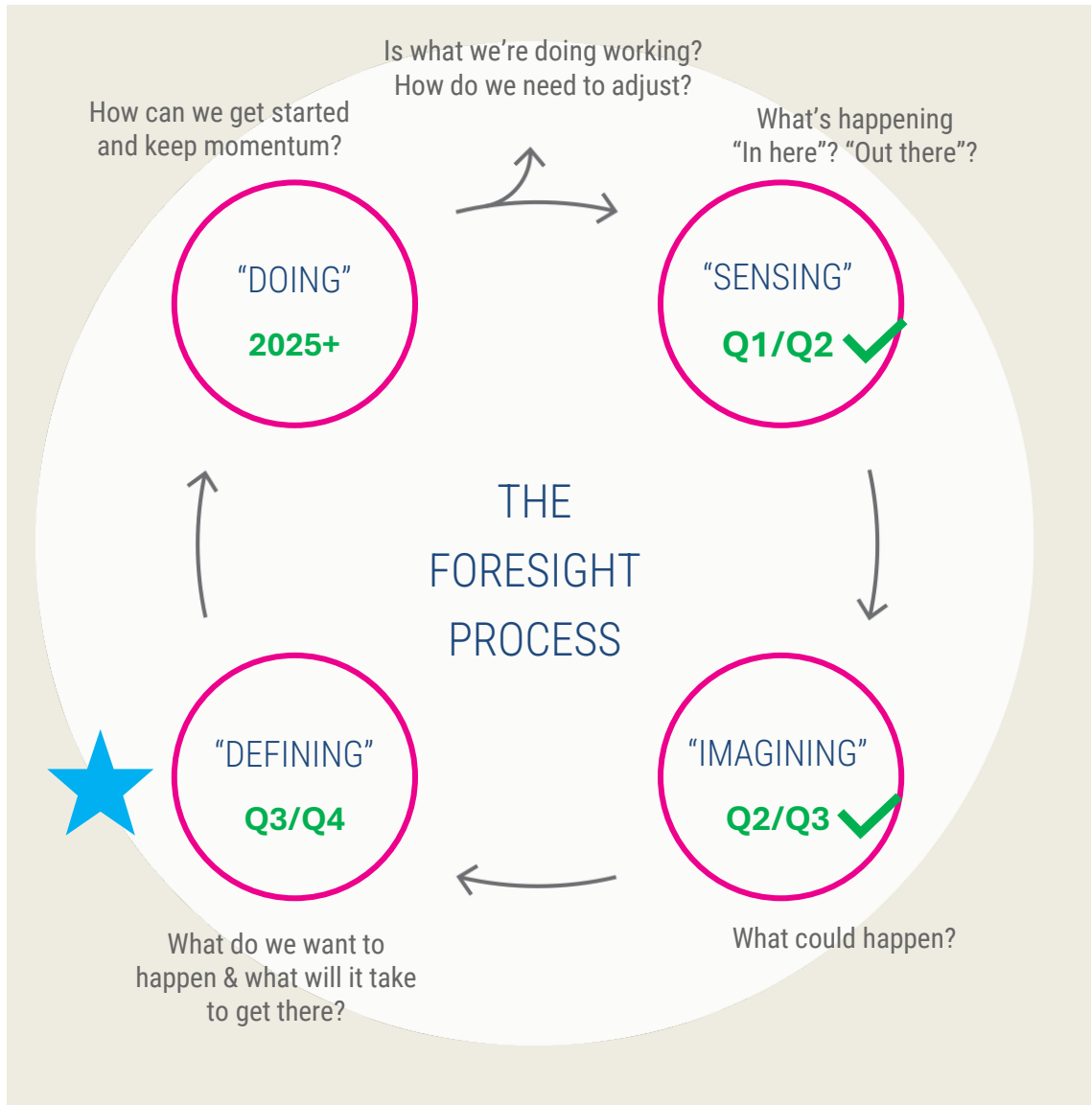
November 18, 2024



Why are we here?

- Share an update of the visioning process
- Review the contents of the 2075 Plan
- Discuss proposed Mission and Vision statements
- Review key Goals (“crossover levers”)
- Highlight anticipated implementation steps
- Conclude with a look at next steps

No Formal Board Action Requested



2075 Vision Contents

Bold, Enduring Value

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

Appendix/Bonus Material

- Glossary of Terms
- Trends Driving the Vision (trend cards)
- 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

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

Be bolder to act on opportunities that can benefit Chelan County residents.

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.

Implementation



Next Steps

- Draft released late-November:
[www.ChelanPUD.org/Imagine 2075](http://www.ChelanPUD.org/Imagine2075)
- Ongoing Board and Public Review
- December 2: Review & Discussion
- December 16: Consideration of Resolution



Questions?

