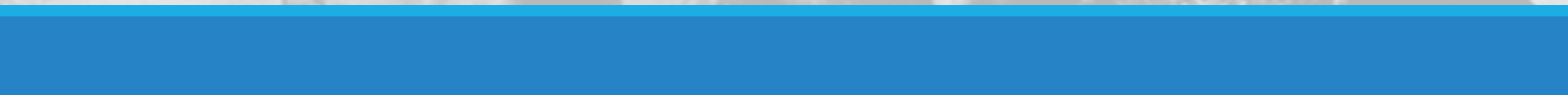


Strategic Visioning Update

December 16, 2024



Why are we here?

- Share an update on public comments associated with Imagine 2075: *Bold, Enduring Value*
- Proposed Next Steps
- Board Discussion

Board Direction Requested

BOLD ENDURING VALUE
IMAGINE 2075



PROPOSED MISSION:

Provide essential services
to empower the community

PROPOSED VISION:

Create bold, enduring value
for future generations




CHELAN COUNTY



Public Website

Provide Feedback



CHELAN COUNTY

English (US) ▾

2075 Vision: Bold, Enduring Value

Chelan PUD's Board of Commissioners are excited to release the DRAFT Imagine 2075 strategic vision and guidebook for the next 50 years: Bold, Enduring Value. We are immensely thankful for public, community stakeholder and employee participation during this process. Comments and suggestions are welcome below.

Your Status *

- Chelan PUD Customer
- Chelan PUD Employee
- Community Stakeholder

Next

Review Comments – Overall Summary

- Approximately two dozen comments; mostly internal respondents
- Generally favorable
- Most comments related to Mission and Vision
- Other comments mostly stylistic in nature, typographical errors, word choice, etc.
- Goals strongly supported overall

Review Comments – Mission

- Leaning favorable
- Strong desire to define “essential” (multiple commenters)
- Is essential too limiting? (ancillary services might improve quality of life; what about Parks?)
- “Utility Services” - our menu (authority) is largely already defined by Title 54 RCW
- Is “service” the right word?
- Clear connection to work “this is exactly what my work group does”
- Old mission better, or not an improvement (multiple commenters)

Review Comments – Vision

- Leaning favorable
- Desire to see the details on how this is accomplished
- Is “bold” the right word? Other options: robust, solid, resilient, innovative, imaginative, something less risky (multiple commenters)
- “Create” is good; does the District also “preserve?”
- Enduring Value = Staying Relevant
- Preference for current version; meaningful to staff and public
- Are we one community or multiple (“communities”)?
- How do we hold fast to long-term focus over short term gain/pressures

Review Comments – 9 Goals

- Fewer comments overall on the Goals
- Two public comments on Goal 2: desire to note solar energy specifically, along with wind
- Not S.M.A.R.T. Goals (Specific, Measurable, Attainable, Relevant, Time-Based); desire for measurability
- Goal 2 – “clean energy” defined as “renewable and non-emitting,” clarity is needed – what about nuclear power?

Miscellaneous Comments

- Change management component; new identity for the organization and ultimately for employees
- Desire to understand how the integration of Goals into current activities will work; melding of existing efforts with long-range
- Scenario summaries confusing and do not add to document (multiple commenters)
- Glossary should define “Red Team”
- *“If your dreams don’t scare you, they are not big enough” – Gene Sharratt*

Proposed Next Steps

- Final editing and clean up:
 - Correct typos, make minor changes to improve clarity
 - Remove scenario summaries
 - Define “Red Team” in Glossary
- Substantive changes proposed:
 - Amend Goal 2 (Page 19) to state “clean energy” without sub definition (“renewable and non-emitting energy sources”)
 - Incorporate wind and solar in narrative
- Next steps:
 - Publish an updated version (~late-December)
 - Begin Strategic Planning process and continue Board Governance effort (Strategic Directives will further refine Mission/Vision; District Values sub-team to begin work)
 - Additional internal/external communication of 2075 in Q1-25

Board Discussion



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

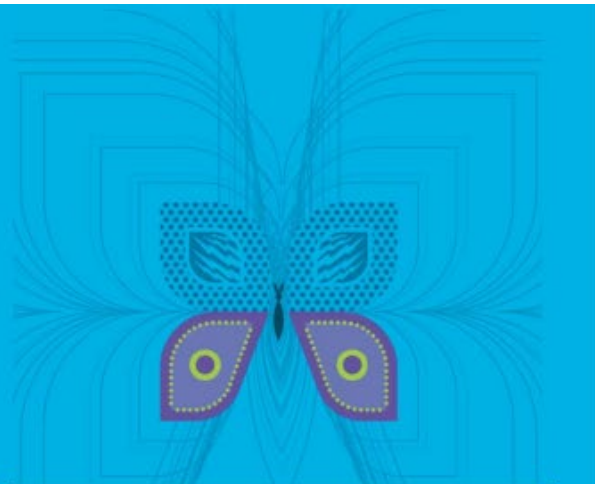
Strengthen partnerships with governments, community organizations, and others to support a high quality of life.



ENERGY & WATER FOREVER

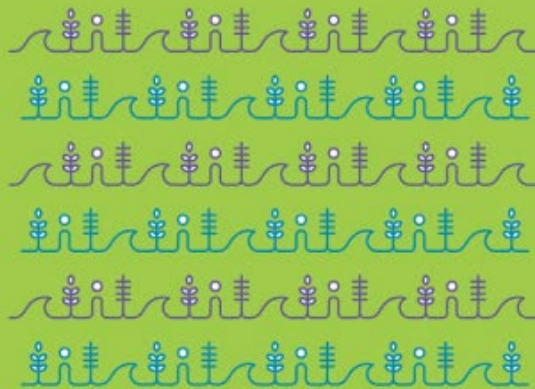
Ensure energy and water are available for future generations, even if they cost more.

Key Goals



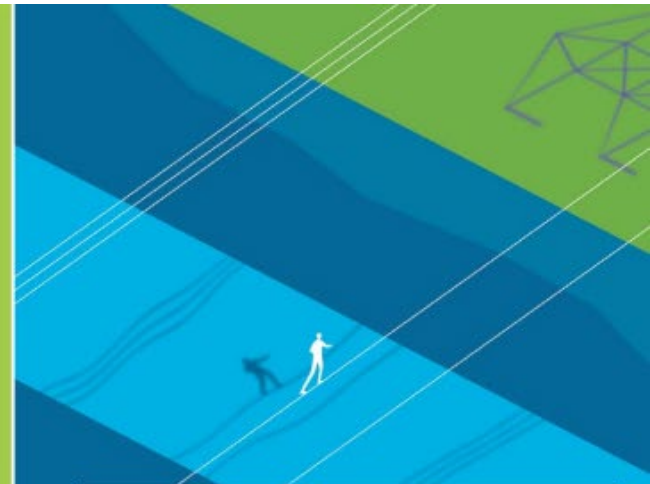
HARNESS THE POWER FRONTIER

Invest in clean energy sources to support future community needs.



BEND, DON'T BREAK

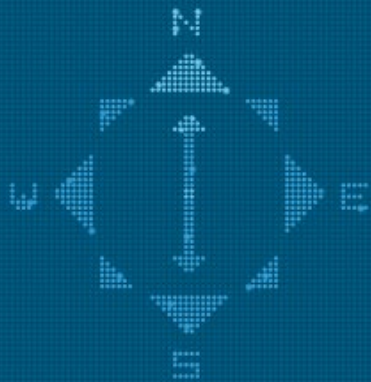
Invest in equipment, people, and technology to make Chelan PUD's services more resilient.



FUTURE FACING

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

Key Goals



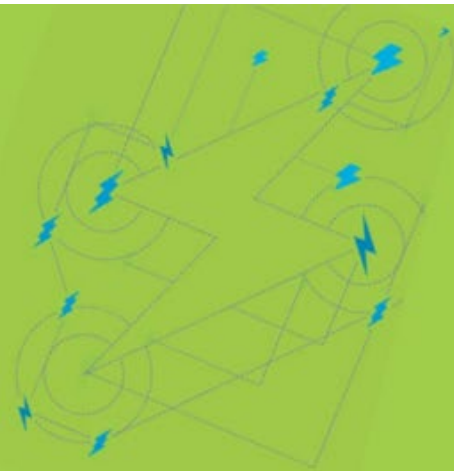
LEAD WITH PURPOSE

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.