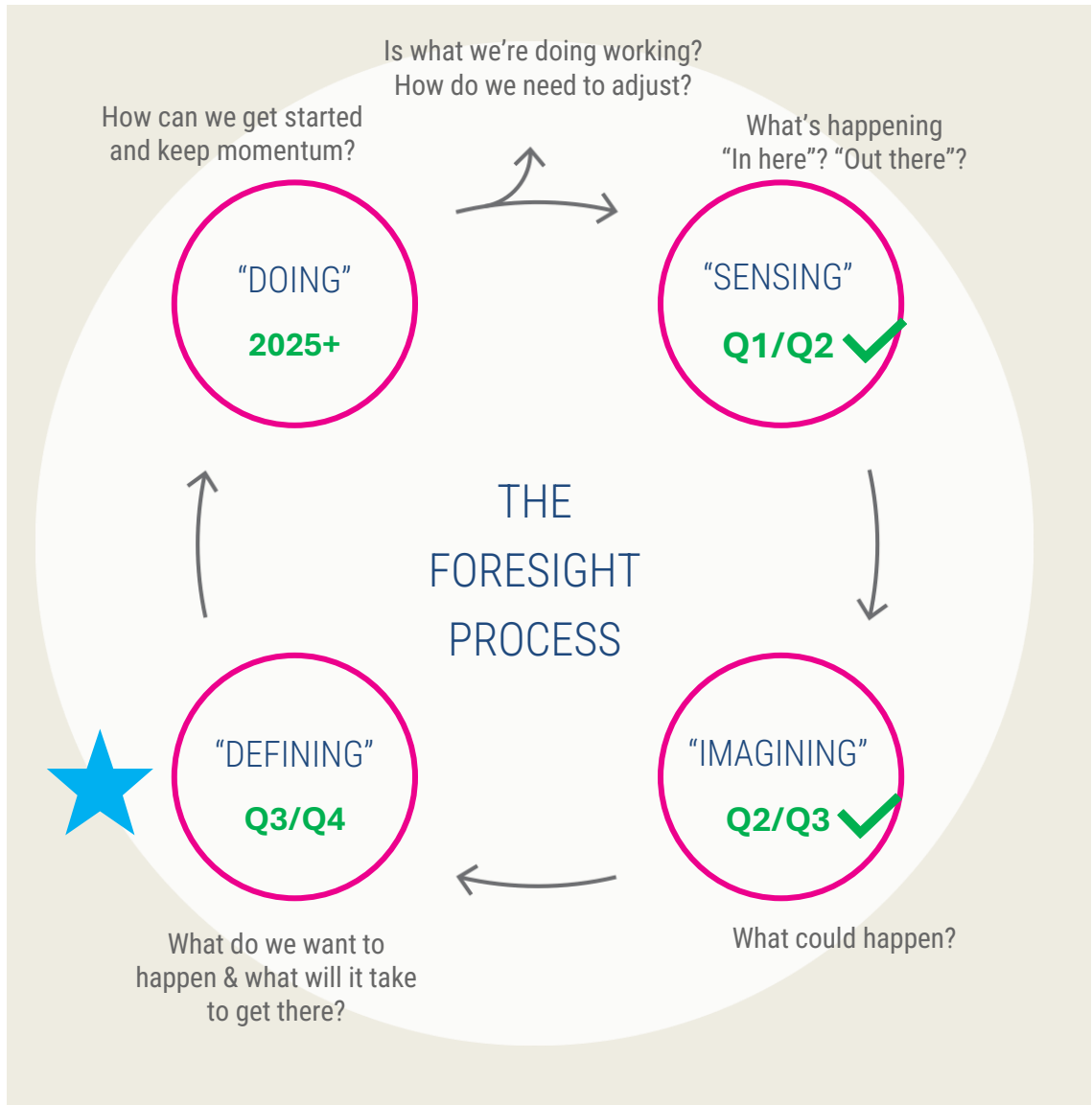


Strategic Visioning Update



October 21, 2024



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



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 P.U.D. **here for everyone!**
- Double Dip in Cash Back** Get rebates from Chelan PUD

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

“**I BELIEVE WE CAN.**”

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

Survey Respondents – Demographics

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

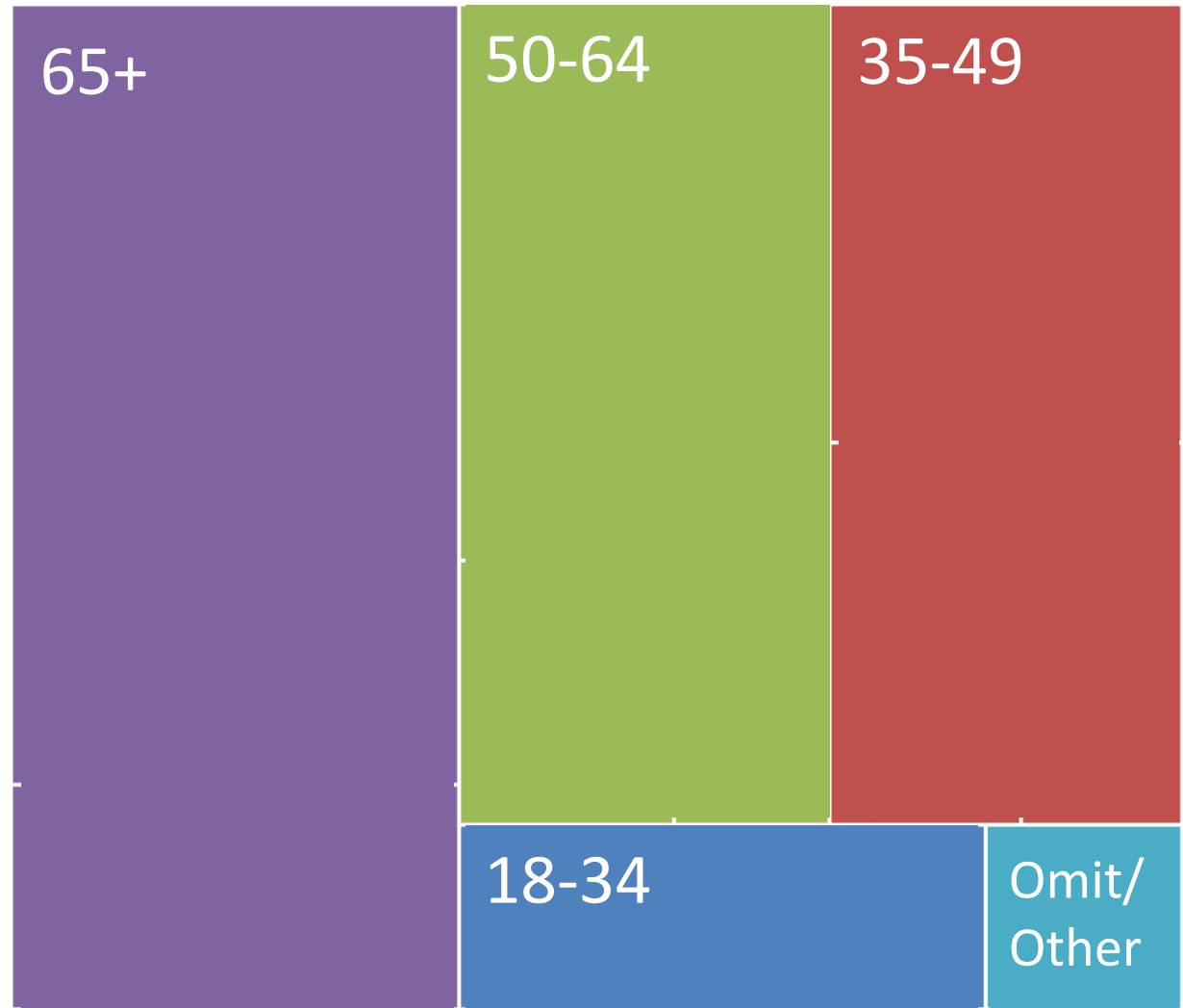
Ethnicity	Counts	Dist. %
White/Caucasian	1,107	64%
Hispanic/Latino	250	15%
Other/Omitted	363	21%
Total	1,720	100%

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

Survey Respondents – Age

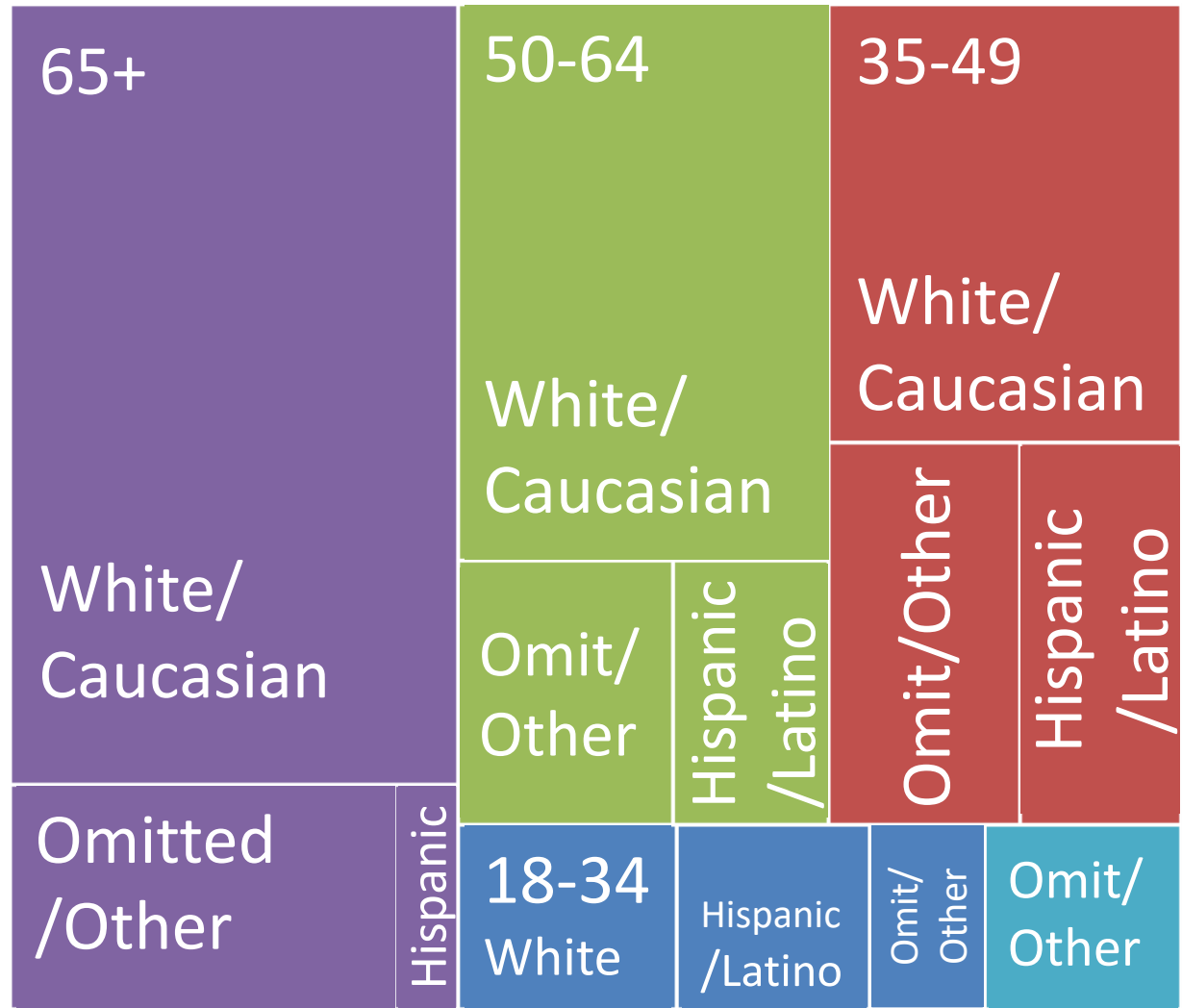
Age	Counts	Dist. %
18-34	142	8%
35-49	423	25%
50-64	444	26%
65+	658	38%
O/O	53	3%
Total	1,720	100%



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

Survey Respondents – Age & Ethnicity

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

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

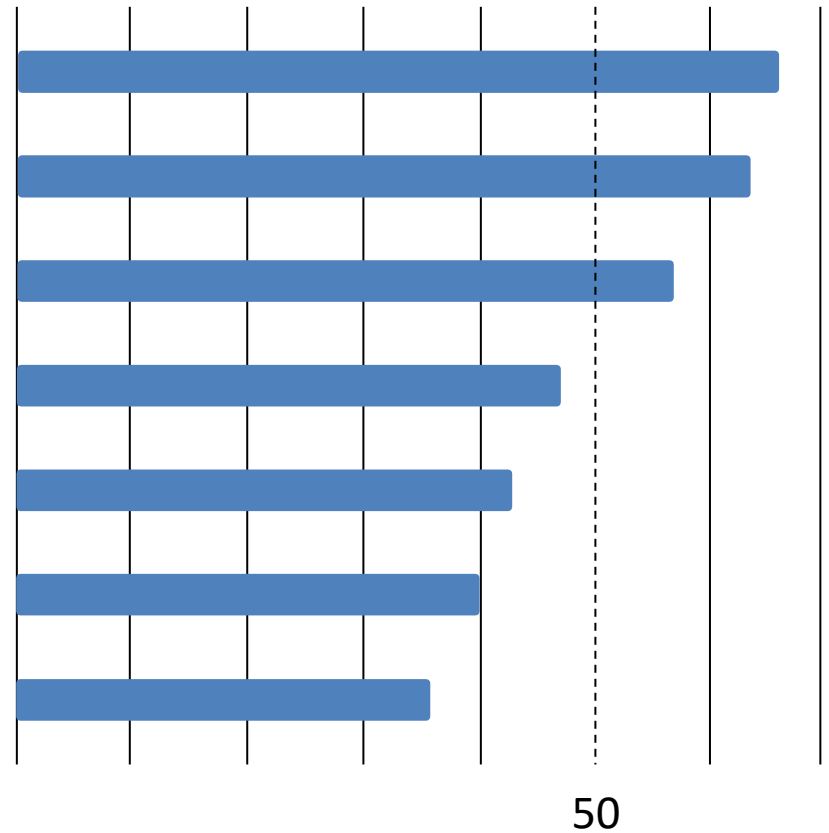
Invest in clean energy sources to support future community needs

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

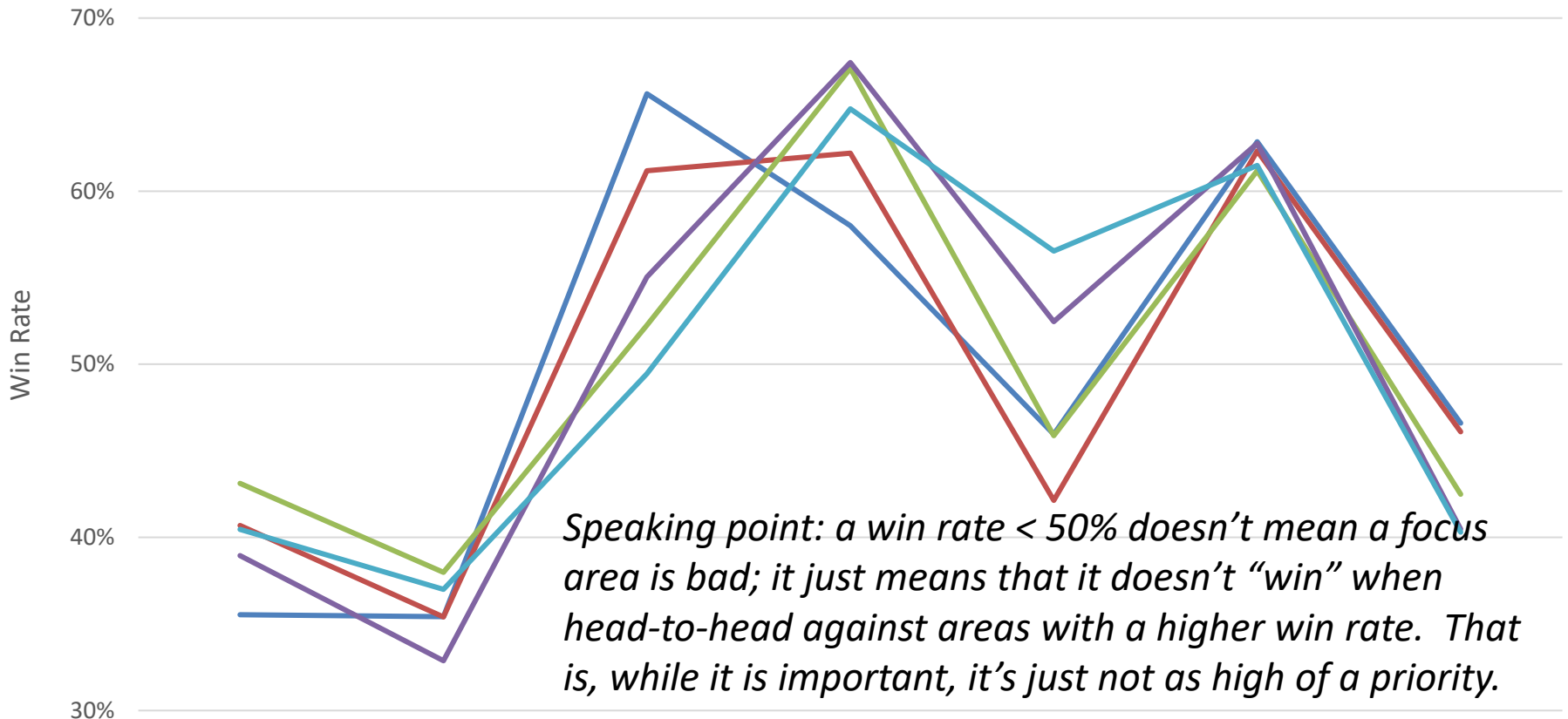
Strengthen partnerships with governments, community organizations, and others to support a high quality of life

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



Focus Area Win Rate by Age Bracket



Be bolder in exploring opportunities for long-run benefit.

More effective way for PUD decision-making in future.

Invest in clean energy sources to support future needs.

Invest to make Chelan PUD's services more resilient.

Keep the public informed and collaborate with them.

Energy and water for the future, even if it costs more.

Strengthen partnerships to support a high quality of life.

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

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?

