



Strategic Plan Overview

2017 – 2020

September 18, 2017

Mission

We are committed to delivering low-cost, reliable and safe energy solutions for the benefit of our members.

Vision

PEC is recognized as a high performance organization, providing exceptional value to our members and communities through safe, reliable and innovative service.

Values

Our values serve as the organizational foundation that guides our decisions and direction.

Our core values are:

Safety
Accountability
Integrity
Service
Engagement
Innovation



Strategic Destination

Over the next four years, PEC will be recognized as an industry leader by earning high member satisfaction.



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Strategic Themes and Initiatives

Optimized Operations and Grid Modernization

Initiative 1: Technology Planning

Initiative 2: Demand Side Management

Initiative 3: Power Supply Planning and Diversity

Initiative 4: Distributed Energy Resources

Initiative 5: Enhanced System Planning

Initiative 6: Process Excellence (Business Planning)



Member Engagement and Strategic Load Growth Planning

Initiative 7: Member Engagement Opportunities

Initiative 8: Commercial and Industrial Member Initiatives

Initiative 9: Strategic Energy Sales



Service Innovation

Initiative 10: Broadband Opportunities

Initiative 11: Revenue Generating Services



Corporate Citizenship

Initiative 12: Facilities Management and Planning

Initiative 13: Workforce Planning

Initiative 14: Emergency and Catastrophic Planning

Initiative 15: Community Involvement



Success Measurement

Operational Effectiveness

Financial Impact

Risk Management

Member Value

Strategy Execution





