

HORIZON 2050

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A COMMUNITY *EMPOWERED* FOR GENERATIONS

TO **POWER** OUR COMMUNITY WITH RELIABLE, SUSTAINABLE ENERGY AT A COMPETITIVE PRICE.

RELIABILITY

CREATE A FASTER AND MORE EFFICIENT SYSTEM TO RESPOND TO DEMAND **ADAPTING TO EVOLVING CUSTOMER NEEDS**

SUSTAINABILITY

DIVERSIFY OUR ENERGY RESOURCES TO PROVIDE **CLEANER ENERGY TO ALL** **COMPETITIVE PRICE**

OFFER MORE AFFORDABLE ENERGY **VS. SIMILAR CITIES**

ACHIEVE TOP CUSTOMER SATISFACTION RATINGS

FINANCIAL RESILIENCY

STAY RESILIENT AND COMPETITIVELY PRICED FOR OUR COMMUNITY

BEING GOOD STEWARDS OF OUR COMMUNITY'S INVESTMENT IN ENERGY TEAM/BUSINESS EXCELLENCE

INVEST IN AND BELIEVE IN ALL TEAM MEMBERS, **EVERY DAY**

OPTIMIZE LEARNING, SYSTEMS, TECHNOLOGY AND TOOLS TO DEVELOP OUR PEOPLE TO DELIVER VALUE FOR OUR COMMUNITY