



2024 Strategy Map

Vision	<i>Lights On! Best. Biggest. Brightest.</i>						
Mission	<i>Improve the quality of life for members, employees and communities by providing safe and reliable electricity at competitive prices</i>						
Values	* INTEGRITY		* SAFETY		* EXCELLENCE		
	* ACCOUNTABILITY		* TEAMWORK		* INNOVATION		
Corporate Priorities	BUSINESS STRATEGIES	SERVICE VALUE Customer Reliability Products	FINANCIAL STRENGTH	SKILLED & ENGAGED WORKFORCE	ENVIRONMENTAL STEWARDSHIP & SUSTAINABILITY	LEGISLATIVE & REGULATORY RELATIONSHIPS	COMMUNITY INVESTMENT
Key Performance Indicators	Financial Operating Margins	Reliability SAIDI (IEEE)	Customer Satisfaction TSE Transactional	Customer Satisfaction JD Power	Safety OSHA Recordable Incident Rate	Safety At-fault MV Accident Rate	