



# LOOKING FORWARD

BY JEFF WADSWORTH PRESIDENT & CEO



At the start of this new year, we're excited about the possibilities that lay before us. Our latest Strategy Map will serve as a roadmap filled with initiatives for the next three years — all of it focused on you, the member. Themes from our mission statement guide the strategy framework: **Safe and Reliable, Efficient Energy Solutions, and Exceptional Service.** Within this framework, there are central areas containing initiatives we will strive to achieve.

## QUEST FOR ZERO

Safety is the foundational piece of our business practice and strategic plan. We want our employees to go home to their families at the end of the day. We also want the communities we serve and our members to be safe. Our "Quest for Zero" expectation tasks us to continuously improve our safety culture, including educating our members and the public about electrical safety.

## EXCEPTIONAL SERVICE

PVREA is committed to providing you the exceptional service you deserve and expect. Whether you encounter our crews in the field, visit us online or socially, call us on the phone, or come to our office, we hope after each interaction you're glad to be part of our family.



We never share your confidential information and we are continuously monitoring and testing our system to make sure your information isn't compromised. Our physical security ensures the integrity of our grid and resources, while also protecting our employees and the communities we serve.

## KEEPING THE LIGHTS ON

Everyone depends on having electricity when it's needed. But keeping the lights on can mean so much more. As part of our 80 by 30 initiative, we're working towards providing 80% carbon-free energy to our membership by 2030 without raising rates, all while maintaining reliability.

## ELECTRIC BILLS

As a co-op we are about putting our members first, we're not about building shareholder value. Instead, we'll continue to work on cost savings, keeping rates stable and affordable. We recently announced the fifth straight year of no rate increases; making our rates among the lowest in the state!

## CYBER AND PHYSICAL SECURITY

## WORKFORCE DEVELOPMENT

Technology is changing how we accomplish our work, and it's changing the skills needed in our industry. It's our responsibility to prepare our workforce, develop new skills, and educate ourselves to help us meet changing industry demands and member expectations.

## ABOUT YOUR CO-OP

PVREA serves electricity to nearly 47,000 homes and businesses in Boulder, Larimer, and Weld Counties. We are a member-owned co-op, led by those we serve.

## OUR MISSION

We are committed to providing safe, reliable, efficient energy solutions with exceptional service to our members.



## CONTACT US

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*I hope this snapshot of our new Strategy Map helps you better understand how we're looking out for you, our members, and how we're focused on the future. In the coming months we will publish more information about the specific initiatives which will allow us to reach our strategic goals outlined in this map.*