

NORTH PARKLAND POWER STRATEGIC PLAN OVERVIEW (2015 – 2020)

INTRODUCTION

Vision

"The rural choice for provision of electricity infrastructure and energy supply"

Mission

"To provide affordable and reliable energy and other member driven compatible services that enhance the quality of life for all our member-owners."

VALUES AND BRAND

Key Member-Owner Values

- Respect, integrity and trust
- Collaborative and co-operative
- Active participation and interaction

Employee/Employer Values

- Leadership
- Safe and caring environment
- Balance of work and family life
- Lifelong learning

Value Statement

"With respect, integrity, and trust, create member-owner value through collaborative and co-operative interaction"

Brand Statement

"Member owned, member driven"

FOCUS AREAS

LISTING OF FOCUS AREAS AND GOALS

Focus Area 1: Governance and Leadership

Goal 1.1 - The REA provides efficient and effective leadership and management

Strategies:

- Policies aligned with strategic direction
- Distinct roles and responsibilities of Board and Administration are defined
- Members are engaged as active participants in governance role

Goal 1.2 - The REA is financially stable and fiscally sustainable

Strategies:

- Short and long term financial plans are developed to ensure provision of existing and new Member services and infrastructure are delivered
- Financial policy and framework guides the application of funding sources
- An asset management policy, plan and financial model is in place for lifecycle of assets and infrastructure

Focus Area 2: Growth and Prosperity

Goal 2.1 – The REA has a strong economic foundation

Strategies:

- Competitive supply of energy products
- Pursue targeted sectors of high reward and low risk for additional member value
- Develop operational based services outside service area to acquire new revenue streams

Goal 2.2 – The REA is committed to growth initiatives that increase member value

Strategies:

- Pursue partnerships that promote quality of life through cost savings to members
- Create value added products and services for members
- Create and promote competitive services that provide member value

Goal 2.3 – The REA will balance the construction of new infrastructure while maintaining investment in current assets

Strategies:

- Pursue and secure new members through construction
- Develop an investment policy for new construction to secure members within service area

Focus Area 3: Maintain and Enhance Membership Value

Goal 3.1 – The REA actively involves and engages its members

Strategies:

- Improved communication to provide access and timely information to the members

Goal 3.2 – The REA will enhance its knowledge of its members and their needs

Strategies:

- A survey will be conducted to acquire demographic and service related data
- Product delivery will align with member needs
- New product and service development will support and align with the quality of life desired

Goal 3.3 – The REA promotes and protects the safety of the member and their property

Strategies:

- Infrastructure will be designed and maintained to emphasize the safety of the members
- An emergency response plan will be formalized and implemented to directly respond and aid in emergency related (i.e. tornado, ice, fire, etc.) situations

Focus Area 4: REA Identity and Values

Goal 4.1 – The REA members have a strong and supportive identity with the REA

Strategies:

- Promotion of the REA's rural roots and values through branding and competitive positioning
- Identification and promotion of quality of life related value of the REA (member-owner value)
- Develop loyalty program to assist in educating members of REA value

Goal 4.2 – The REA will work collaboratively with the communities it serves

Strategies:

- Partnerships will be secured with entities who have similar values of the REA to provide cost savings to the membership
- Relationships will be enhanced with municipal partners within service area to enable improved processes, services and increase awareness of the REA

Focus Area 5: Operational Excellence

Goal 5.1 – The REA will maintain an organizational structure that support the delivery of quality of life products and services of its members

Strategies:

- Acquisition of knowledge, skills, and innovation to ensure alignment with changing needs and technologies
- Processes, practices, and systems are streamlined to ensure optimal operational efficiencies are obtained and/or improved
- Policies and practices provide for professional interaction and engagement of members, partners, and other stakeholders
- The cost structure of the organization is competitive for our members and responsive to new products and services