

Power Forward 2030

Customer and Stakeholder
Engagement Results

Strategy Office
September 2022



Customer & Stakeholder Engagement

Let's Talk Strategy

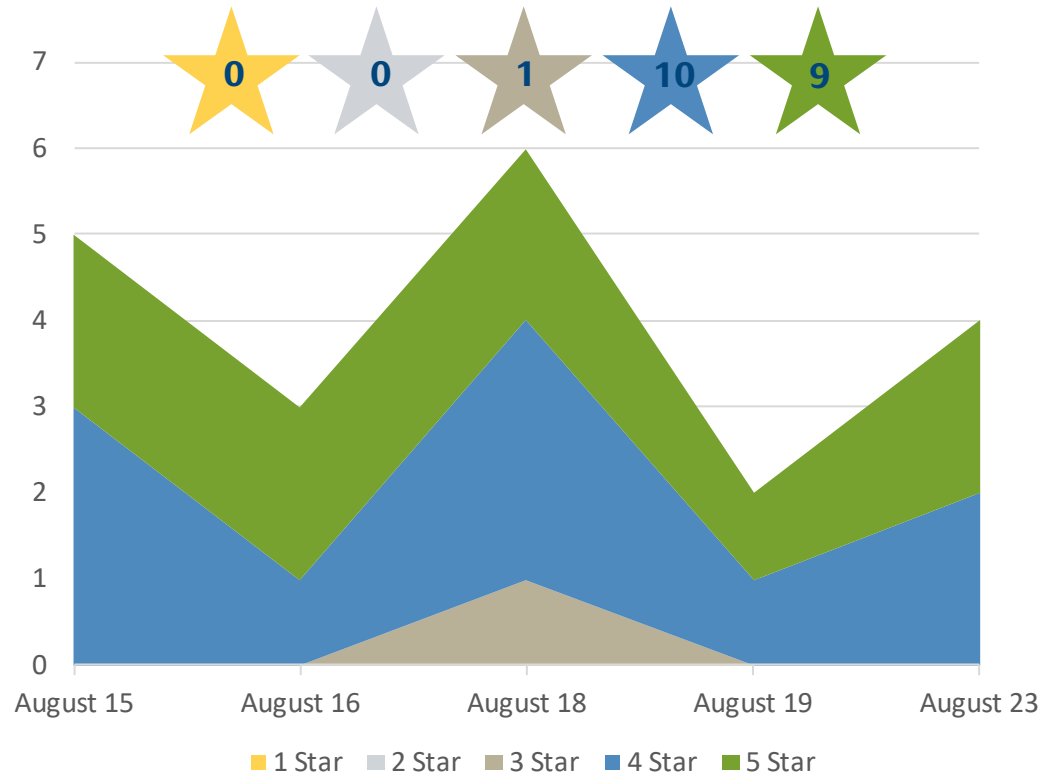
Five (5) sessions, 76 total attendees

Power Forward 2030 Survey

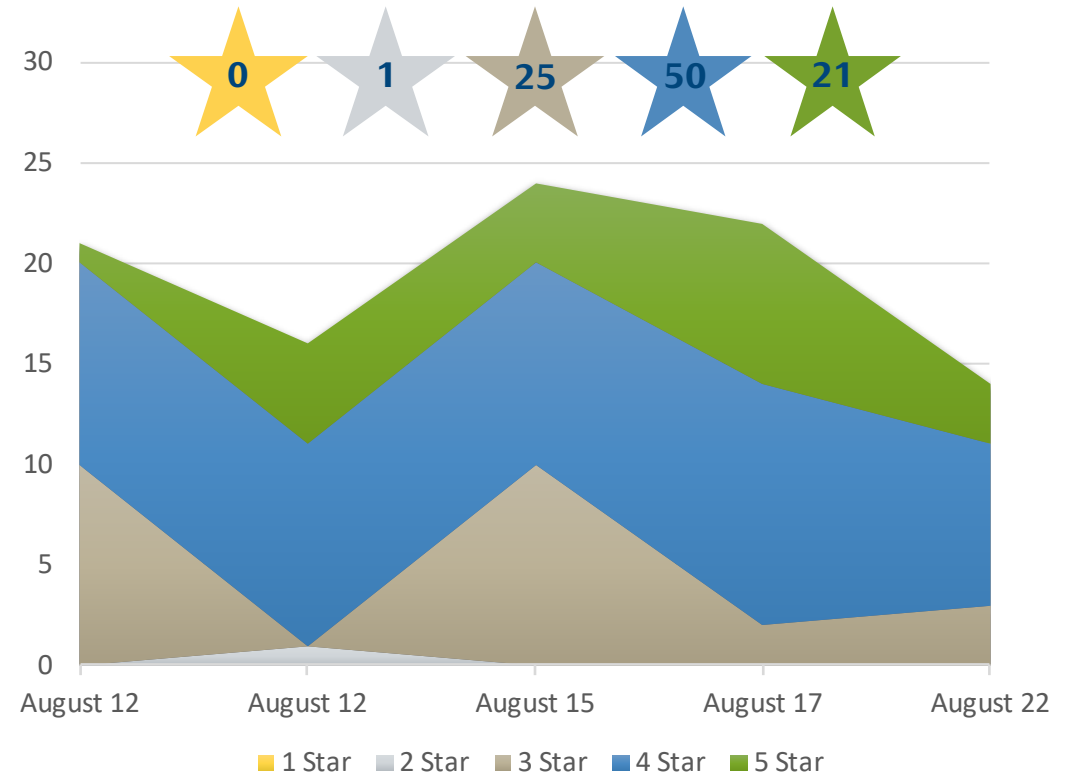
14 total participants

Let's Talk Strategy

Customer Impression



Employee Impression

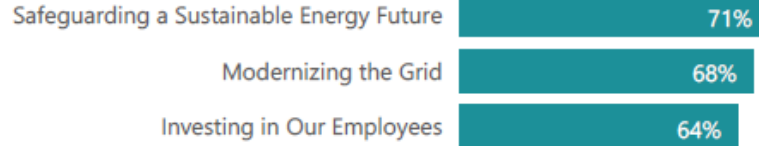


WAPA Power Forward 2030 Survey Analysis - Stakeholders

Strategic Goals
Overall Positive %

67.9%

Strategic Goals Positive %



Strategic Objectives
Overall Positive %

71.4%

Strategic Objectives Positive %



Strength Analysis

Strategic Goals	Statements	Positive	Neutral	Opportunity	Total Responses
Safeguarding a Sustainable Energy Future	Clear and easily understood	9	4	1	14
	Resonates as a top priority for WAPA	11	2	1	14
Modernizing the Grid	Clear and easily understood	9	2	3	14
	Resonates as a top priority for WAPA	10	0	4	14
Investing in Our Employees	Clear and easily understood	10	2	2	14
	Resonates as a top priority for WAPA	8	4	2	14

Legend

Top Positive Scores

Top Neutral Scores

Top Opportunity Scores

Strategic Objectives	Statements	Positive	Neutral	Opportunity	Total Responses
Customers	Ensure reliable energy delivery	12	2	0	14
	Leverage energy expertise	9	4	1	14
	Preserve hydropower benefits and value	12	2	0	14
	Provide excellent (efficient, high-quality) customer service	12	2	0	14
Resource Stewardship	Deliver transmission solutions	10	4	0	14
	Improve cost efficiency (control costs and increase value)	12	2	0	14
	Optimize infrastructure investments	12	2	0	14
Processes	Champion the value of hydropower	10	2	1	13
	Increase strategic partnerships	6	6	1	13
	Mature governance, risk management, and compliance	8	4	1	13
People/Culture	Optimize service delivery	11	2	0	13
	Advance strategic workforce management	7	6	1	14
	Foster and preserve our value-based, high-performance culture	10	4	0	14
	Grow skills and expertise	10	4	0	14
	Increase inclusion and diversity	6	6	2	14

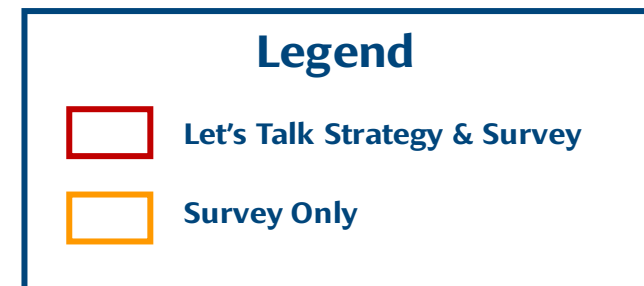
Select Comment

- I'd like to see examples of how WAPA will Champion Hydropower. Infrastructure Bill gave nothing to Federal Hydropower so, Champions must need to get a bit stronger. We have been speaking with WAPA and BOR about the hydropower needs for a while now.
- How can WAPA help modernize the grid when WAPA is primarily a Power Marketing Function? Give examples to support that statement.

Customer Prioritization



Priorities from the Let's Talk Strategy sessions and survey was consistent.



General Feedback

Most Excited

- Champion/Preserve Hydropower
- Reliable
- Customer Focused
- Mission Focused

Gaps

- Drought/Climate
- Preference Customers

Needs Clarification

- Modernize Grid
- Grid Resiliency
- Leverage Industry Expertise

