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Today I am pleased to announce WAPA’s new strategic plan, [Power Forward 2030](#).

This new WAPA strategic plan creates momentum that will springboard our continuing and prosperous path forward. A future where our vision and mission – as a trusted source of affordable and reliable energy and transmission services, an innovative contributor to grid resilience, an engaged partner and a supportive employer – is strengthened and unwavering. While we realize that known challenges and opportunities in our industry will go far beyond 2030 and require organizations to be resilient and to iterate based on business realities, *Power Forward 2030* provides us a structure to keep our eyes and focus on foundational goals and principles while navigating the winds of change.

As shown below, *Power Forward 2030* establishes three overarching strategic goals that define our future trajectory: to **safeguard a sustainable energy future, modernize the grid and invest in our employees**. The strategic objectives define how we will achieve these goals through various improvements and initiatives that address critical aspects of our business – customer service, people and culture, resource stewardship and internal processes.



In following our core value to *seek, share and partner*, WAPA engaged our employees, customers and stakeholders throughout strategy formulation. Together, we confirmed WAPA’s steadfast mission to *safely provide reliable cost-based hydropower and transmission to our customers and the communities we serve*.

We then sought your input on emerging issues, shared challenges and future opportunities, all of which informed our strategic priorities. We engaged in Let’s Talk Strategy sessions to confirm we were on the right track. WAPA is fortunate, and I am appreciative, to have such an engaged

internal and external community. We thank you for contributing to our collaborative, inclusive and successful strategic planning process.

*Power Forward 2030* defines our priorities and launches action into results. We invite you to learn more by reviewing the plan and continuing to provide feedback so we may continue to power forward together.

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