



STRATEGIC PLAN SUMMARY

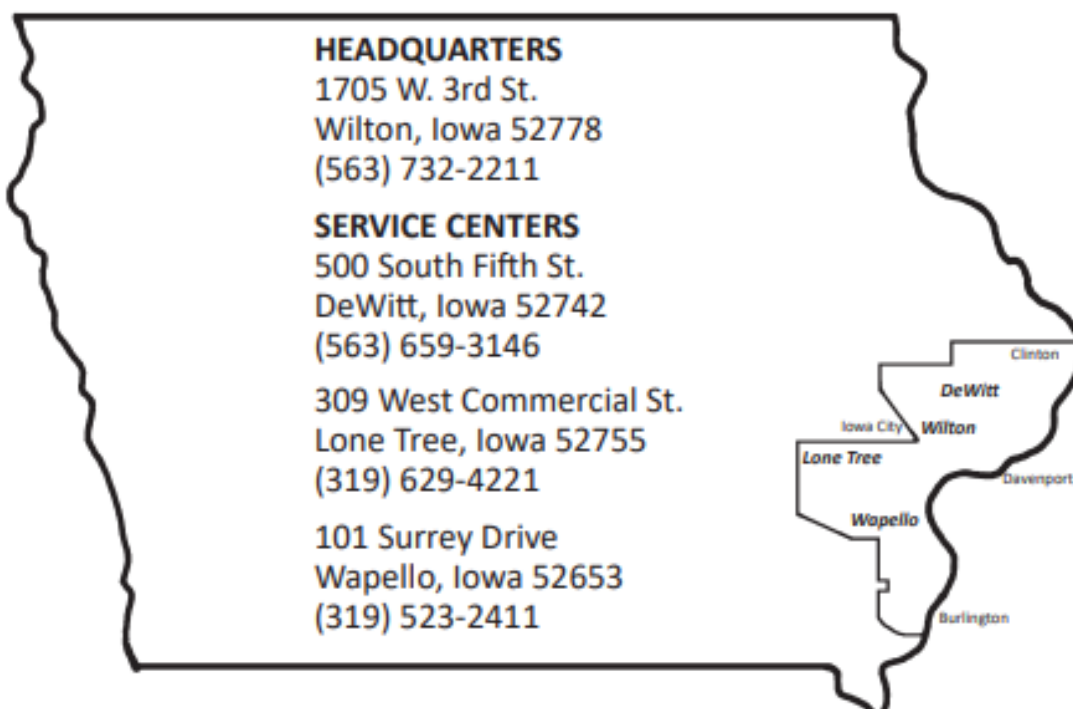
Mission Statement:

Eastern Iowa REC is committed to providing safe, reliable and affordable offerings to our members to enhance their quality of life.

Cooperative Principles:

- Voluntary and Open Membership
- Democratic Member Control
- Members' Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Community

Territory and Service Centers:





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Safety

Goals: Work continuously to improve our culture of safety through awareness to employees and members, maintaining as the cooperative's #1 priority.

Initiatives: Employee safety; Member/Public service safety; General employee health & wellness; Physical security & safety.



Member Focus

Goals: Research, leverage and utilize new and emerging technologies to enhance our members' quality of life.

Initiatives: Energy solutions (DG, Solar, DSM, Retail); Broadband opportunities; EV/Charging stations; Rate structure.



Engagement

Goals: Create and implement policies and programs to strengthen member and employee communication and engagement.

Initiatives: Employee Culture; Member Education; Community Service.



Performance

Goals: Support core business practices through operational efficiencies, sound infrastructure and protecting assets to enhance long-term cooperative success.

Initiatives: Governance; Power Supply; Operations; Growth and Development; Financials.



Technology

Goals: Develop, implement and utilize technology to enhance the cooperative's effectiveness, improve reliability and meet members' service expectations.

Initiatives: Maximize utilization of existing systems; Leverage data to maximize operational efficiency & service quality; New technology; Staffing resource requirements; Cyber Security.