

# Lowell Light & Power's

## Strategic Plan



**Lowell**  
Light & Power

## What is Strategic Planning?

A tool/process to assess and redirect for success, recognizing an ever changing future.

Or

“How to hit a moving target!”

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## Strategic planning is a dynamic process!

Once a plan is reached, it is necessary to systematically assess and modify.



## **Vision:**

Lowell Light & Power will be a premier utility.

## **Purpose:**

Lowell Light & Power is a local municipal utility whose purpose is to provide safe, reliable, cost effective electricity and energy services in a culture of efficiency, compliance, and sustainability.

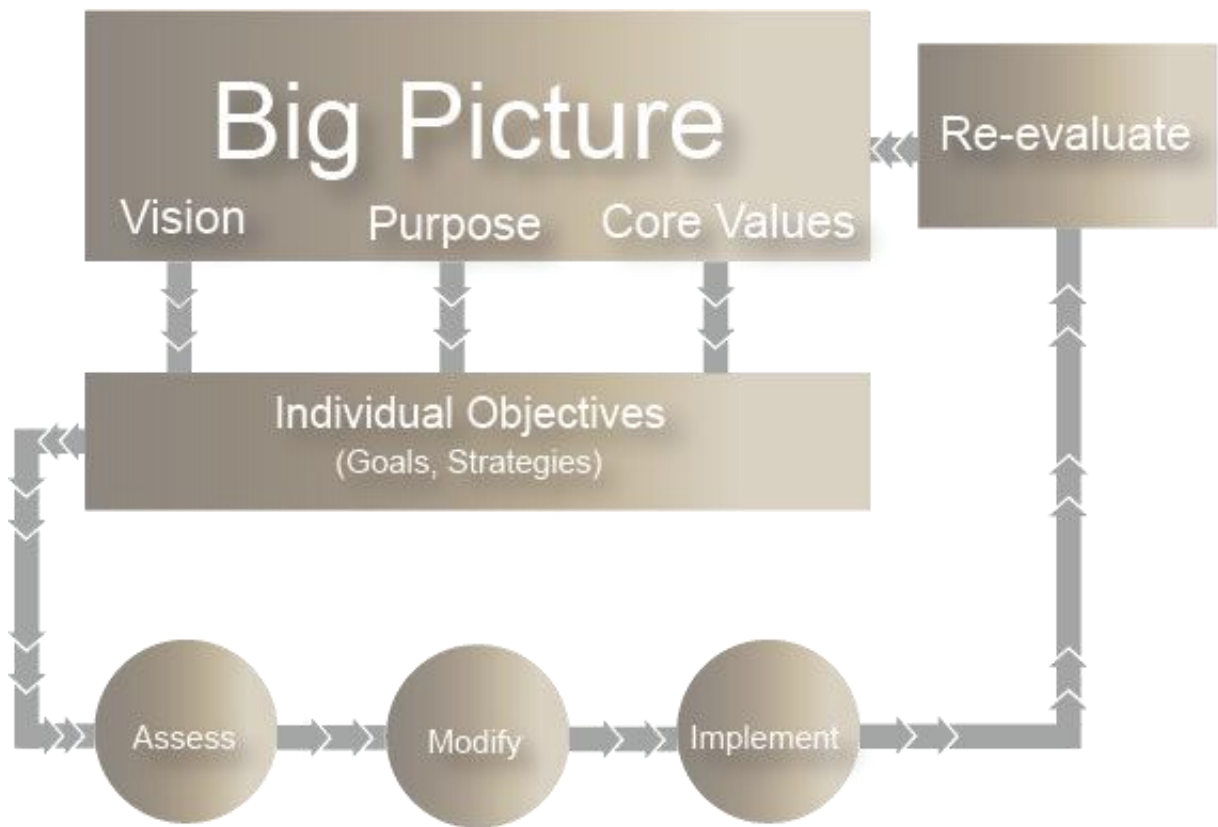
## **Slogan:**

The Power of Lowell Working for YOU.

## **Core Values:**

**Fundamental beliefs of LL&P are: the guiding principles to help know what is right from wrong; helpful in determining if we are on the right path in how we are fulfilling our strategies and goals; a steadfast and unchanging guide.**

- Aesthetically aware
- Can do attitude
- Customer service and education focused
- Dedication
- Embrace change
- Environmentally aware and responsible
- Fiscally responsible
- Good work ethic
- Innovative
- Proactive and forward thinking
- Quality service
- Sustainable
- Team oriented
- Trust/honestly/respect



**Environment:**

The aggregate of surrounding and internal things, conditions, and influences that make it easier or more difficult for LL&P to be successful in fulfilling its vision and purpose.

**Enablers**

- Monopoly (exclusivity)
- Local control
- Employee expertise
- Community image
- Rate flexibility = solvent
- Agency affiliations
- Generation ownership
- Strong financial management
- Safe competitive workplace
- Ethical and engaged Board
- Cohesion amongst Board, City Council, and other Boards/Groups



## **Disablers**

- Monopoly (complacency)
- Local control
- Disgruntled employees
- Community image
- Limited service area
- Regulatory mandates
- Territory make-up
- Unethical and apathetic Board
- Dissension and dysfunction amongst Board, City Council, and other Boards/Groups

## **Strategies:**

1. Fiscally Responsible
2. Environmentally Responsible
3. Upgrade and Maintain Reliability of our System
4. Leader in Technology
5. Develop New Opportunities for Serving Customers
6. Leader in Community Collaboration

