

Lowell Light & Power's

Strategic Plan



Lowell
Light & Power

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. They are 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/honesty/respect
- Safety
- Transparency

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
- Dysfunction amongst Board, City Council, and other Boards/Groups

Strategies:

- Fiscally Responsible
- Environmentally Responsible
- Upgrade and Maintain Reliability of our System
- Leader in Technology
- Develop New Opportunities for Serving Customers
- Leader in Community Collaboration
- Safety Centric Culture
- Culture of Excellence



Appendix A:

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!”

Strategic planning is a dynamic process!

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

