



STRATEGIC DIRECTION

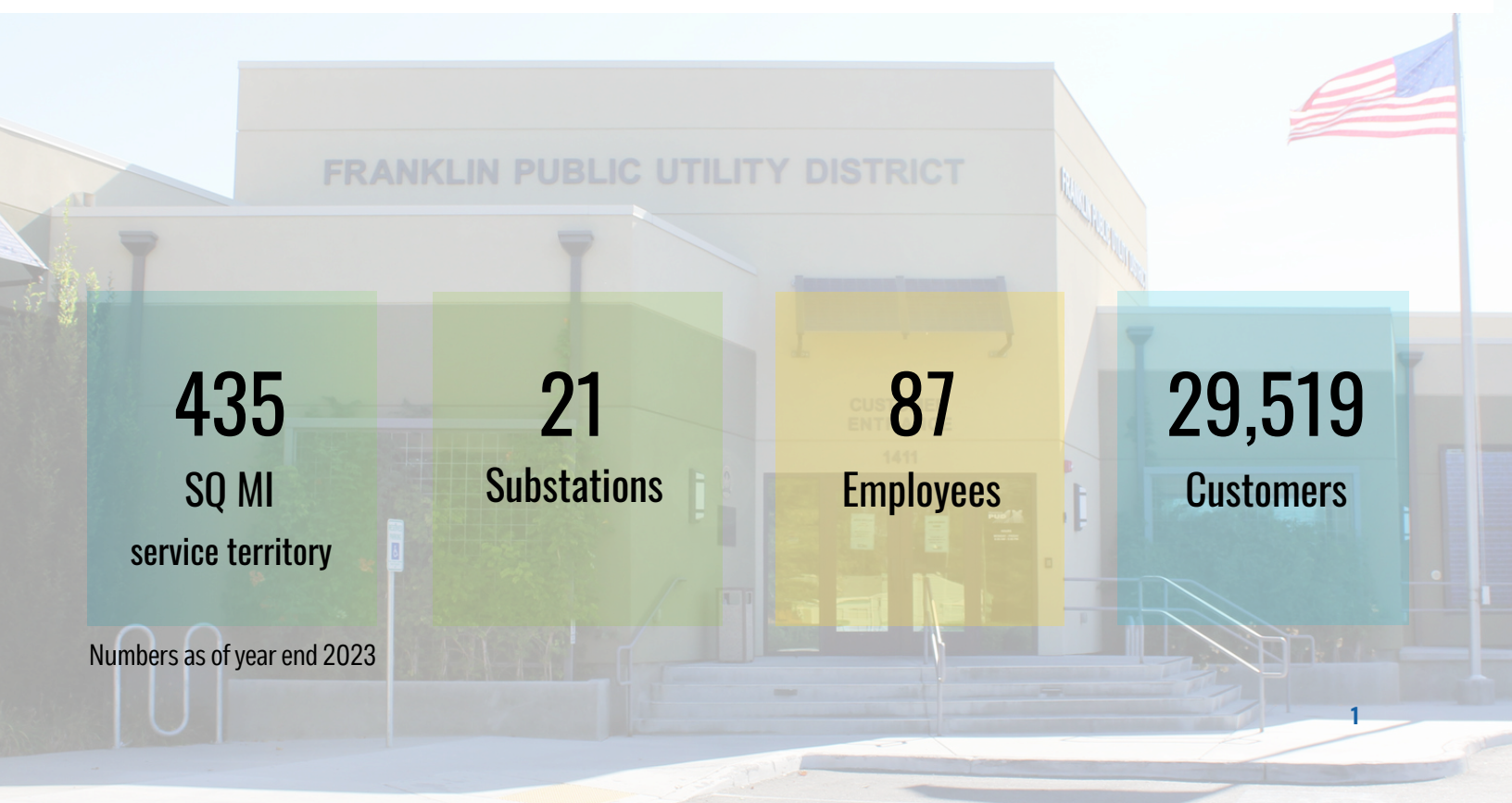
For Years 2024–2029

ABOUT FRANKLIN PUD

Franklin Public Utility District is owned and governed by the people and the communities we serve. We are proud to be a customer-owned utility providing electric service since 1947 to the Cities of Pasco, Connell, and Kahlotus located in Franklin County, Washington. Franklin PUD is also authorized under state law to provide wholesale broadband services.

We stand by our commitment to provide reliable clean energy at the lowest reasonable cost. We strive to meet the continued demands of our customer's diverse needs now and into the future years. Our employees work hard to provide excellent service in all we do.

We know that electricity powers the way we live, energizes our homes and businesses, and ensures economic vitality.

A photograph of the Franklin Public Utility District building, a modern, single-story structure with large windows and a flat roof. An American flag flies on a tall pole to the right of the building. Overlaid on the image are four semi-transparent colored boxes containing statistics: a green box for service territory, a light green box for substations, a yellow box for employees, and a teal box for customers. The building's name is visible on its facade.

435

SQ MI
service territory

21

Substations

87

Employees

29,519

Customers

Numbers as of year end 2023

General Manager/Chief Executive Officer's **MESSAGE**



In 2019, I was appointed as General Manager/ Chief Executive Officer (CEO) of Franklin PUD. I was eager to work for this community and serve as Franklin PUD's General Manager/CEO because of the diverse communities in our service territory. Most importantly because Franklin PUD's Mission, Vision, Values and Guiding Principles very much aligned with my own.

These past five years have been a period of continued load growth, increasing legislative mandates, supply chain issues, extraordinary inflationary costs in materials and supplies, and of course the aftermath of the 2020 pandemic.

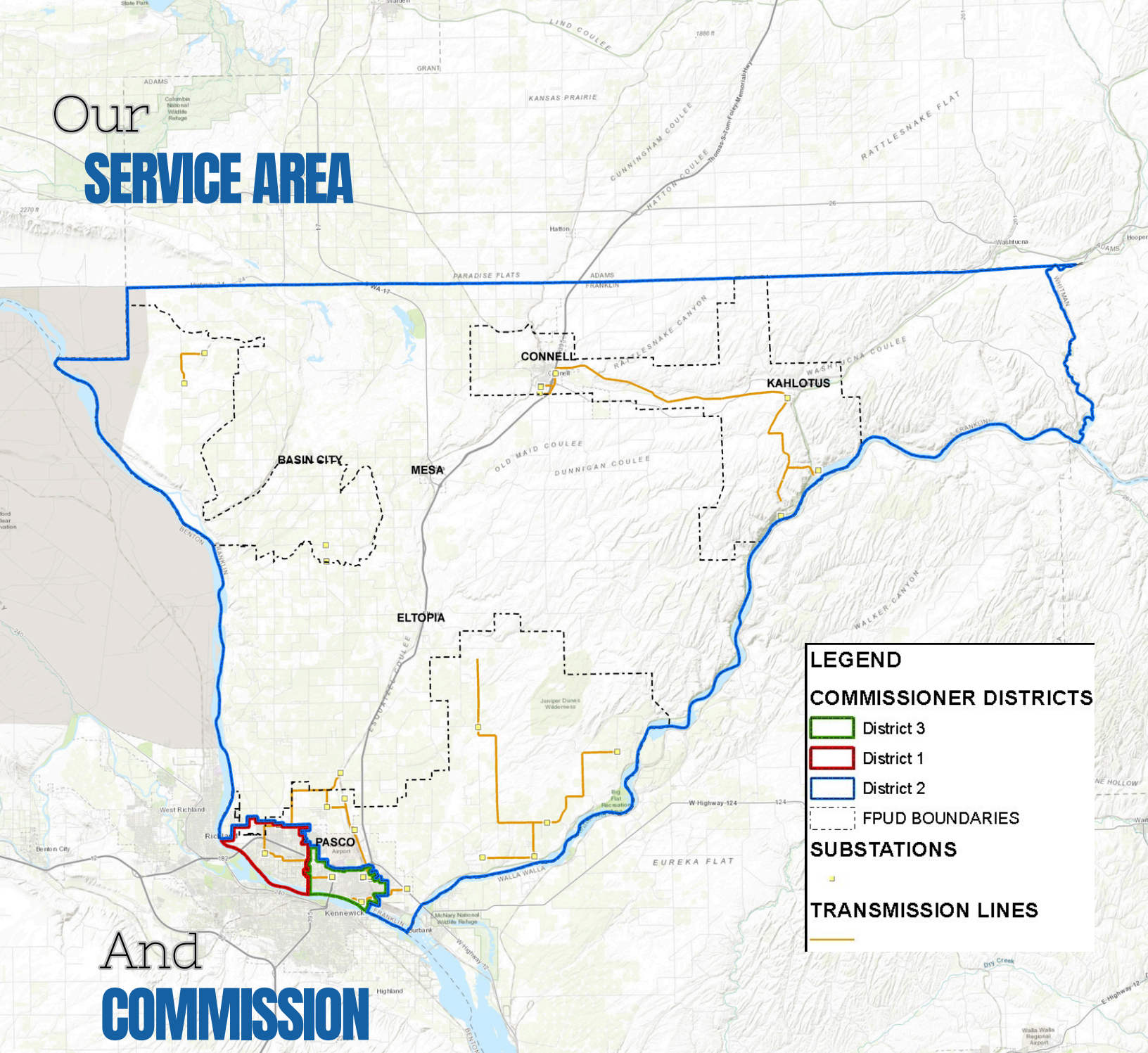
I am proud to say that because of the hard work and dedication from our employees, Franklin PUD has performed well and has been able to continue to deliver high reliability electric service and keep stable rates for our customers. My actions and that of our dedicated staff are driven by the Guiding Principles of which are outlined in this Strategic Direction.

We value our customers and recognize the tremendous responsibility entrusted to us by them. The journey forward is both exciting and filled with many challenges that I believe our employees can overcome by being creative, innovative and forward thinkers. Together we will examine the challenges and through the direction described in this document we will continue to be good public stewards for our customers.

I believe in honest hard work and having integrity in everything we do. I like to wake up each day asking what can we do better today? How can we improve? We will continue to work together to develop and implement plans that ensure the future is bright for the communities we serve.

Scott Khees

Our SERVICE AREA



And COMMISSION



Roger Wright
District 1



Bill Gordon
District 2



Stu Nelson
District 3

Franklin PUD is governed by a three-member Commission, and each Commissioner represents a certain district of Franklin County, as shown on the Commissioner District map above. Commissioners are elected to serve a six-year term and have overall responsibility for setting policy and appointing the General Manager/CEO, who is responsible for the implementation of policies including those embedded in the Strategic Direction.

GUIDING **PRINCIPLES**

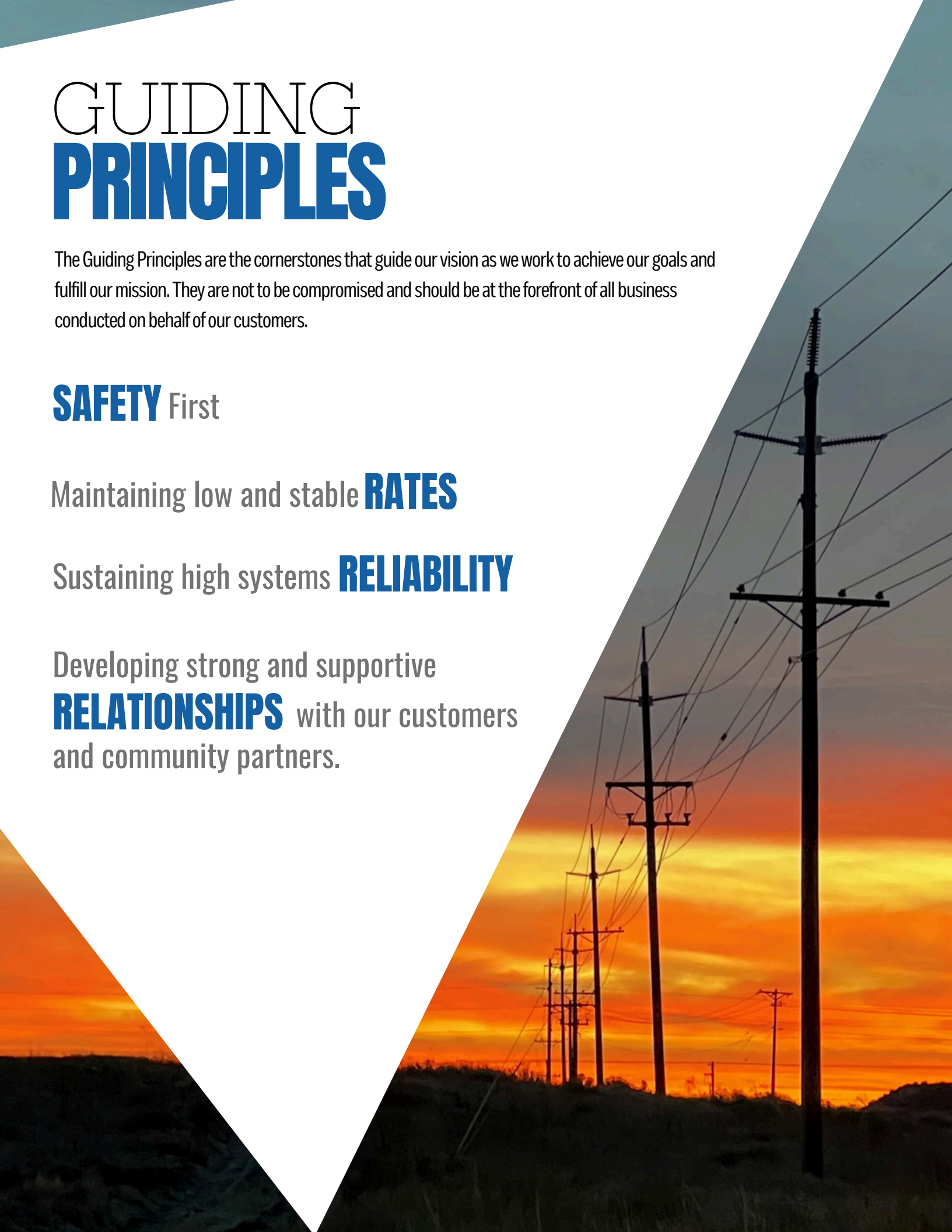
The Guiding Principles are the cornerstones that guide our vision as we work to achieve our goals and fulfill our mission. They are not to be compromised and should be at the forefront of all business conducted on behalf of our customers.

SAFETY First

Maintaining low and stable **RATES**

Sustaining high systems **RELIABILITY**

Developing strong and supportive
RELATIONSHIPS with our customers
and community partners.





OUR MISSION

To provide safe, reliable, and affordable cost-based power that benefits our customers.

& VISION

Franklin PUD will be a respected and reliable steward of electric and broadband systems, delivering high value to customers in the form of: low-cost and reliable power; a system infrastructure that supports safety and reliability; commitment to conservation of energy resources and our environment; and committed employees who excel in customer service and make Franklin PUD a great place to work.



VALUES

Customer Focus

We respond to internal and external customers, listen to their request and understand their needs, striving to exceed executive expectations,

Respect

We consistently treat every individual with dignity and respect, fostering open and honest communication, listening and understanding other perspectives,

Integrity

We are guided by what is ethical and right and fulfill our commitment as responsible public stewards.

Personal Responsibility

We are personally accountable to our customers and the District for the highest standards of behavior, including honesty and fairness in all aspects of our work.

Teamwork

We value diversity and draw strength from the wealth of viewpoints that reside within Franklin PUD. We work together; demonstrate collaboration through mutual reliability, openness and flexibility.

Forward Focus

We anticipate and prepare for the future, encourage innovation and new ideas to better serve our customers.

STRATEGIC PRIORITIES

Franklin PUD's commitment to safety and customer satisfaction are crucial components of achieving our mission, and incorporated into each strategic priority.



Within each Strategic Priority Franklin PUD develops multiple goals. Each goal is supported by tactics which are designed to achieve the goals within an expected time frame. These goals are outlined in our bi-annual Operating Plan.

1

Preserve and continue to grow the safety culture

3

Effectively mitigate factors impacting rates

2

Optimize systems to provide reliability for our customers

4

Develop strong and supportive internal and external relationships

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