



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.

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**



I am truly honored and incredibly excited to officially step into the role of General Manager/CEO at Franklin PUD, an appointment I received in June 2025. This follows several months of service as Interim General Manager/CEO, and prior to that, my role as Engineering and Operations Senior Director.

Since joining the PUD in 2021, I have had a firsthand look at the culture of hard work and continuous improvement that defines our team. This commitment is evident in our strategic decision-making across operations, infrastructure development, and process improvements, all of which ensure we stay true to our mission.

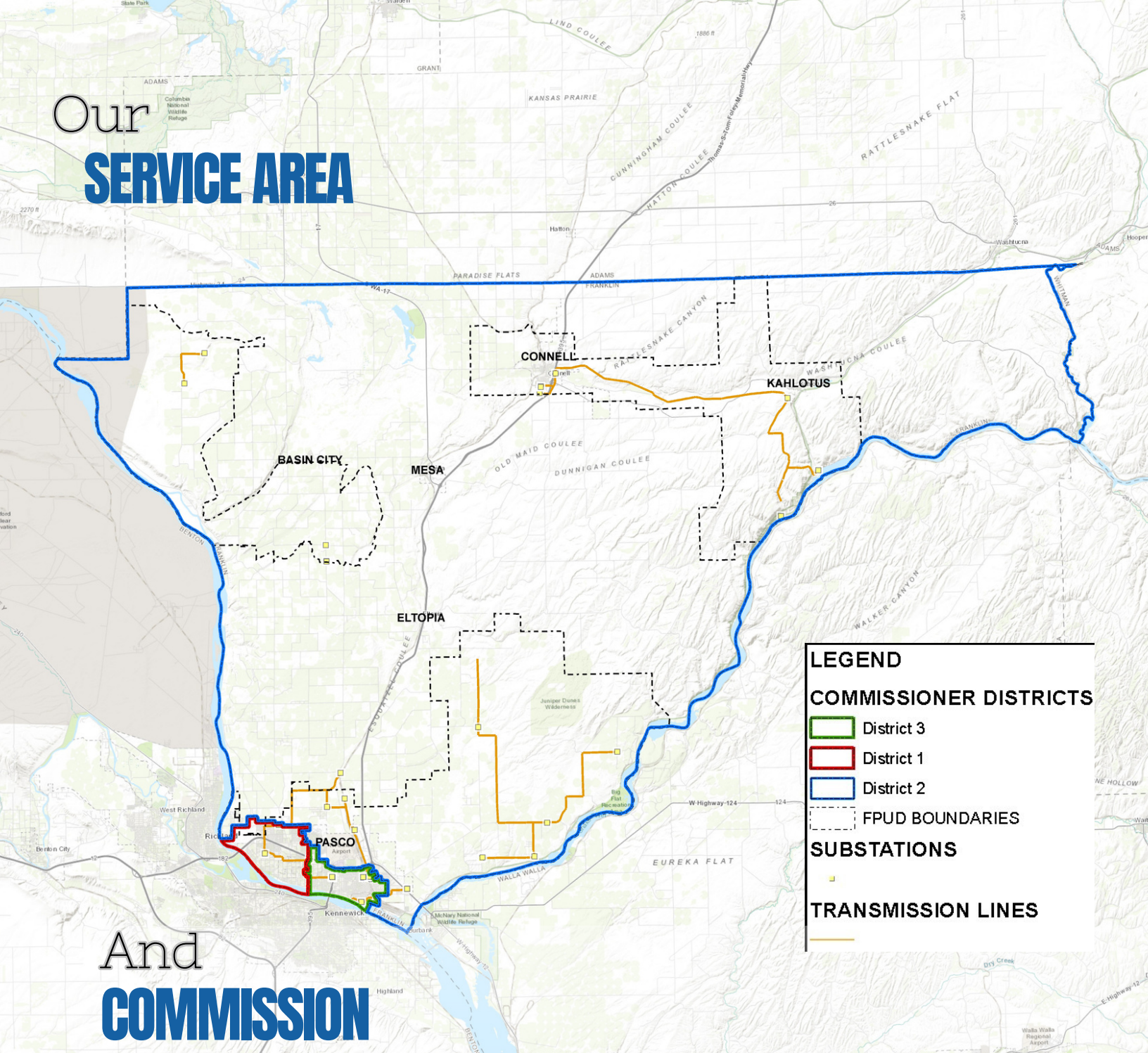
I believe we have a strong foundation built on hard work, dedication, accountability, and trust—values that deeply resonate with me. This is what our employees demonstrate every day in their continuous effort to provide you, our customers, with the highest quality, most reliable, and lowest-cost service. My actions and that of our dedicated staff are driven by these Guiding Principles:

- **Safety:** Ensuring safety is always our top priority—for our employees and our community.
- **Rates:** Maintaining low and stable rates for our customers.
- **Reliability:** Sustaining high reliability across all our systems.
- **Relationships:** Fostering strong, supportive relationships with our customers and community partners.

We understand the trust you place in us and we do not take that responsibility lightly. As we look to the future, we will continue working diligently to balance reliability and affordability, without compromising the integrity of our systems or the quality of service you receive. I am pleased to share the District's Strategic Direction which highlights the guidance received from our Board of Commissioners. The powerful culture at the District is one of the key reasons I look forward to coming to work every day. Thank you for your continued trust and support as we move forward together.

Victor Fuentes

Our SERVICE AREA



And COMMISSION



Roger Wright
District 1



Bill Gordon
District 2



Pedro Torres
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

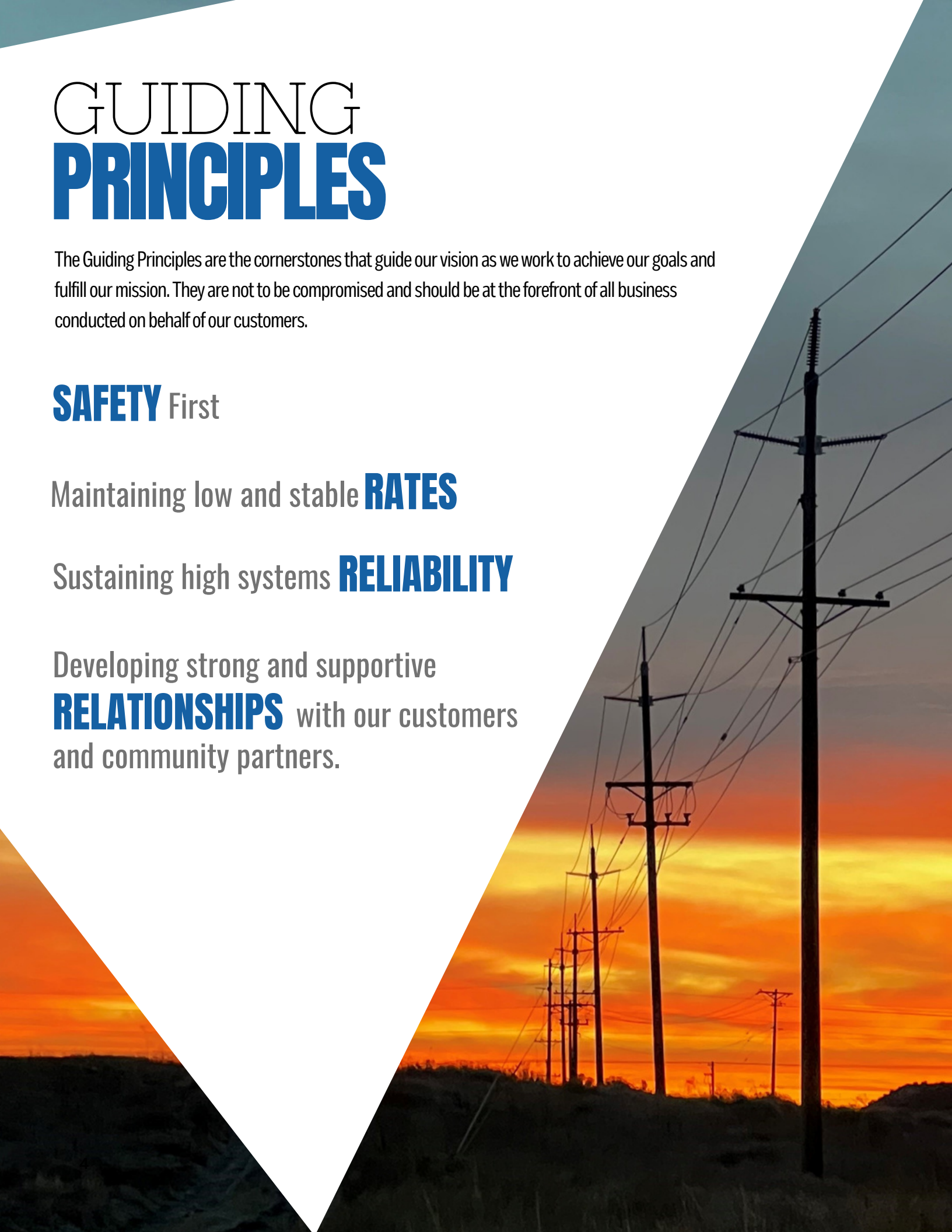
The Guiding Principles are the cornerstones that guide our vision as we work to achieve our goals and fulfill our mission. They are not to be compromised and should be at the forefront of all business conducted on behalf of our customers.

SAFETY First

Maintaining low and stable **RATES**

Sustaining high systems **RELIABILITY**

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



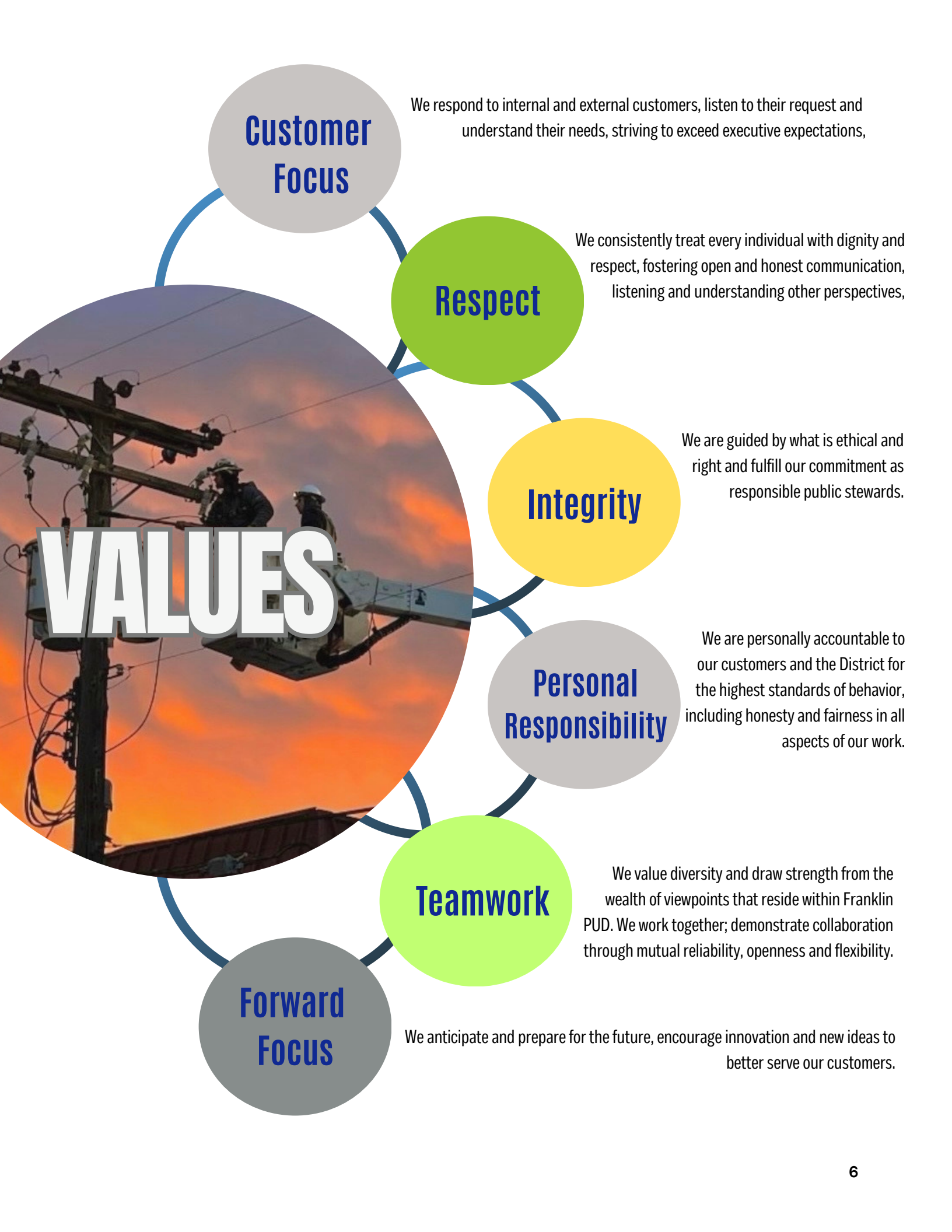


OUR MISSION

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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