



# PRECorp Moonshot

Drive down costs so that the first megawatt hour of energy usage is at or near zero by 2050.

## PRECorp Purpose

Positively influencing and improving lives for those we serve by providing reliable energy and services while paving the way for access and affordability.

### VISION 2030

We will be pioneers of excellence in the Cooperative Network while delivering extraordinary value to our members, embracing a visionary outlook, leveraging accelerating technologies, empowering our team and engaging our membership.

Member

**M1.**  
Help me realize the greatest value for every kWh purchased.

**M2.**  
Anticipate my needs as an owner and provide me with great service.

**M3.**  
Be my trusted and reliable resource for all my energy questions and cheerfully support my energy decisions.

**M4.**  
Be a good corporate citizen and lead by example.

Financial

**F1.**  
Maintain just and reasonable rates that are fair and equitable.

**F2.**  
Ensure predictability and stability in rates.

**F3.**  
Control expenses and provide a fair return on equity for everyone.

**MONITOR, PREDICT AND HARNESS THE POWER OF ACCELERATING TECHNOLOGIES**

**MITIGATE WHOLESALE POWER SUPPLY RISK**

**MEMBER ENGAGEMENT AND COMMUNITY DEVELOPMENT**

Internal Processes

**P1.**  
Leverage accelerating technologies to improve core business performance & forecasting capabilities.

**P2.**  
Develop an innovation culture and team capabilities.

**P3.**  
Increase data-driven decision making to improve overall performance.

**P4.**  
Understand and prepare for advanced energy solutions.

**P5.**  
Seize opportunities for additional growth.

**P6.**  
Partner with other cooperatives to achieve economies of scale & strengthen member voice.

**P7.**  
Leverage technology to more effectively manage power systems.

**P8.**  
Develop more flexible contracts and rates with power supply.

**P9.**  
Facilitate business creation and development to benefit communities.

**P10.**  
Earn member loyalty through continued focus on core business.

**P11.**  
Support membership desire for future digitized business model.

**P12.**  
Increase political, economic and regulatory influence of membership.

Talent and Technology

**T1.**  
Strengthen cross-functional servant leadership culture.

**T2.**  
Make investment in, and continuous improvement of people, a top priority.

**T3.**  
Increase flexibility, agility, resilience and risk tolerance in the organization.

**T4.**  
Ensure benefits and compensation are competitive and flexible.

**T5.**  
Plan for succession and leadership development (Board and Management)

**T6.**  
Leverage available talent and skills from all employees.

Values Principles

Keeping Member Owners First • Sustainability • Competitive Rates and High Quality Service  
Support and Develop the PRECorp Team • Enhancing the Quality of Life of our Members

Safety • Integrity • Innovation • Accountability • Commitment to Community

Inspired by our Moonshot

Focused by our purpose

Guided by our vision

Delivered to our members.

Supported by our team and culture.

Achieving our Moonshot

Fulfilling our Purpose

Making our Vision a reality

Providing a truly cooperative member experience

Ensuring stewardship and financial strength

To successfully deliver the Strategic Processes

We will empower our Team

Guided by what matters most