

OUR MISSION

Reliable, safe electricity, Rate competitive, Robust governance, Relevant services, Recognized employer

OUR WAY

Put People First. Stay Safe. Innovate. Own It.

STRATEGIC PILLARS

SAFETY & RELIABILITY

Maintain the highest reliability and safety standards.

SUSTAINABILITY & RATE MANAGEMENT

Leverage technology for sustainability and low rates.

FINANCIAL STABILITY

Continuously improve our financial profile.

EMPLOYER OF CHOICE

Be a great place to work.

TRUSTED COMMUNITY PARTNER

Committed to our Members.

STRATEGIES

Deliver best in class reliability demonstrated through best in class reliability metrics.

Increase cyber security measures to adequately protect our cooperative against cyber security threats through enhanced security awareness programs and regional and national information sharing.

Innovate safety delivery to keep employees engaged.

Maintain competitive low rates and revenue requirements through managed power costs, alternative lower priced energy resources.

Increase non-electric margins

Maintain a forward looking DER, Smart Home and sustainability strategy that projects and achieves member expectations.

Continuously improve the Financial Profile of Cobb EMC through a defined capital retirement policy, efficient capital deployment and spend, growth in Gas South dividends, and fiscal prudence in controllable costs.

Maintain a strong investment grade public financial rating from a top 3 rating agency.

Align compensation, benefits, policies, and practices to support the company's mission, culture, and strategic initiatives.

Emphasize leadership accountability for coaching and developing employees.

Design and implement a performance academy for individual contributors and leaders.

Increase brand awareness among our membership.

Expand and innovate community engagement programs.

Increase value-added products and services to members through Gas South, Fiber and DER.

Continue to be thought leaders in electric vehicle promotion.

KPIs

SAIDI 5% better than our rolling 10-year average.

Zero lost time/injury incidents through compliance with OSHA and NRECA programs.

Top 10 PSC summer survey.

Fiber revenue starts 90 days after CAM approval.

By end of 2022, non-electric revenue growth to 26 million

Modified Debt Service Covenant (MDSC) between 1.6 and 1.7.

Equity of 43% by 2020 and 45% by 2021.

Increase employee engagement as measured by the annual Best Places to Work survey.

Implement "Our Way" academy by end of Q3, 2020

Target JD Power overall score of 783.

50% of eligible Cobb EMC members as Gas South's customers