

GVEA’S VISION, MISSION, AND VALUES

I. OBJECTIVE

To state GVEA’s vision, mission, and values.

II. POLICY

A. It will be the aim of GVEA to maximize the value provided to our member-owners by continually improving our products and services.

1. VISION

Working together to improve the quality of life for the members we serve.

2. MISSION

Recognizing GVEA’s importance to the economic, environmental and social viability of our communities, the Cooperative’s mission is to safely provide its member-owners with reliable electric service, quality customer service and innovative energy solutions at fair and reasonable prices.

3. VALUES

We, the people of GVEA (Board of Directors, management and staff) pledge to demonstrate the following values, beliefs, principles and standards of professional behavior as we fulfill the duties of our positions:

- A. Integrity and honesty in all we do.
- B. Full and open accountability for all of our decisions and actions.
- C. Dedicated stewardship (economic, environmental and social) in the management of all the resources entrusted to our care.
- D. Equitable rates for power and services that reflect costs.
- E. Sensitive to the impacts of rates on our members.
- F. Open, transparent and effective communications with our members.
- G. Respect for and responsive to the needs of each member while considering the impact of our actions on other members.
- H. Leadership, innovation and vision in regional utility issues and solutions.
- I. Safe, reliable and predictive operation and maintenance of our generation, transmission and distribution systems.
- J. Respect and goodwill toward one another in support of cooperative unity.
- K. Loyalty to the philosophy of cooperative ownership and adherence to cooperative principles.
- L. Recognize the importance of a diverse work force composed of safe, committed and self-motivated employees.
- M. Continuous improvement in all that we do.

In advancing GVEA's mission and values, GVEA will foster a culture of safety within the organization and our communities.

III. RESPONSIBILITY

It will be the responsibility of the board, management and staff to ensure that GVEA's mission and values are met.

*Associated Administrative Procedures: AMP 1.1

ADOPTED: November 1, 1989

AMENDED: April 26, 2022