



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Helgeson, Brown, Mital, Simpson and Carlson  
FROM: Frank Lawson, General Manager  
DATE: August 30, 2017  
SUBJECT: Update to Board Policy SD1, Mission, Vision, Values & Legacy  
OBJECTIVE: Board Action

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## **Issue & Background**

Board Policy GP3 requires that the board review and approve the strategic direction of the organization. At the August 1, 2017 board meeting, Commissioners approved the 2017-2020 Strategic Plan.

At this time, Management requests action to provide revisions to Board Policy SD1 titled Mission, Vision, Values & Legacy. The highlighted language on the pages that follow has been updated to be consistent with the Plan changes.

## **Requested Board Action**

Approval of Resolution No. 1717: Revisions to Board Policy SD1, Mission, Vision, Values & Legacy.

**Policy Number:** SD1  
**Policy Type:** Strategic Direction  
**Policy Title:** Mission, Vision, Values & Legacy  
**Effective Date:** September 5, 2017

**Mission:**

EWEB's core mission is to enhance our community's vitality by delivering drinking water and electric services consistent with the values of our customer-owners.

**Vision:**

EWEB's vision is to be a local utility that inspires our customer-owners to invest in and rely on us.

**Organizational Core Values:**

- **SAFE:** We value workforce and public safety
- **RELIABLE:** We value the continuous, on-demand, delivery of quality drinking water and electricity
- **RESPONSIBLE:** We value the prudent and sustainable local stewardship of our customers' limited financial and natural resources
- **COMMUNITY:** We value our commitment and obligation to serve our local community

**Fundamental Legacy:**

Our values are supplemented by a set of principles and behavioral expectations, as follows:

- Providing affordable products and services
- Caring about our community and the environment
- Continuously improving our efficiency and effectiveness
- Emphasizing customer service and defining value through our customers' eyes
- Treating each individual respectfully
- Providing a quality work environment for our employees

**We meet our customers' needs by:**

- Providing reliable and high quality utility products and services
- Providing services in a responsive manner
- Providing prices and fees that are reasonable and stable

**The organization:**

- Uses an integrated planning process based on vision, strategic direction, critical success factors and results management
- Uses innovation and creativity to develop solutions to complex and challenging issues
- Is flexible, adaptive, and learns from prior experiences
- Is financially stable
- Supports excellence in the workforce by providing competitive wages, benefits and development opportunities

**We meet the community's needs by:**

- Dealing effectively with tensions between social, economic and environmental factors
- Demonstrating concern and responsiveness to social issues involving the provision of energy and water services
- Supporting a sound economy through fiscally prudent prices
- Demonstrating sensitivity and responsiveness to environmental concerns; recognizing the importance of a healthy ecosystem to its operations

**The Board of Commissioners:**

- Effectively governs, resulting in clear leadership at a policy level
- Provides direction and makes decisions anchored in a sound assessment of priorities and strategic risks
- Maintains a strong connection to customers and the community

Source: Board Approved 05/04/2004, Ratified 04/19/2005, Revised 10/6/2015, Resolution No. 1527, Revised September 5, 2017, Resolution No. 1717.

**RESOLUTION NO. 1717  
SEPTEMBER 2017**

**EUGENE WATER & ELECTRIC BOARD  
RESOLUTION APPROVING REVISIONS TO BOARD POLICY SD1**

**WHEREAS**, the Eugene Water & Electric Board (EWEB) maintains a Board Policy Manual that contains governing policies for the Board of Commissioners; and

**WHEREAS**, the Board of Commissioners periodically reviews said policies and identifies required modifications or amendments to those policies; and

**WHEREAS**, the Board of Commissioners periodically determines that new policy is required to adequately document the work or intention of the Board with regard to governance, Board-staff linkage, strategic direction or executive limitations; and

**WHEREAS**, the Board of Commissioners has reviewed a modification to Board Policy SD1, Mission, Vision, Values & Legacy and has determined that the modification is appropriate and necessary.

**NOW, THEREFORE, BE IT RESOLVED** the Eugene Water & Electric Board hereby approves the revisions to Board Policy SD1 - Mission, Vision, Values & Legacy.

DATED this 5<sup>th</sup> day of September 2017.

THE CITY OF EUGENE, OREGON  
Acting by and through the  
Eugene Water & Electric Board

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President

I, ANNE M. KAH the duly appointed, qualified, and acting Assistant Secretary of the Eugene Water & Electric Board, do hereby certify that the above is a true and exact copy of the Resolution adopted by the Board at its September 5, 2017 Regular Board Meeting.

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Assistant Secretary