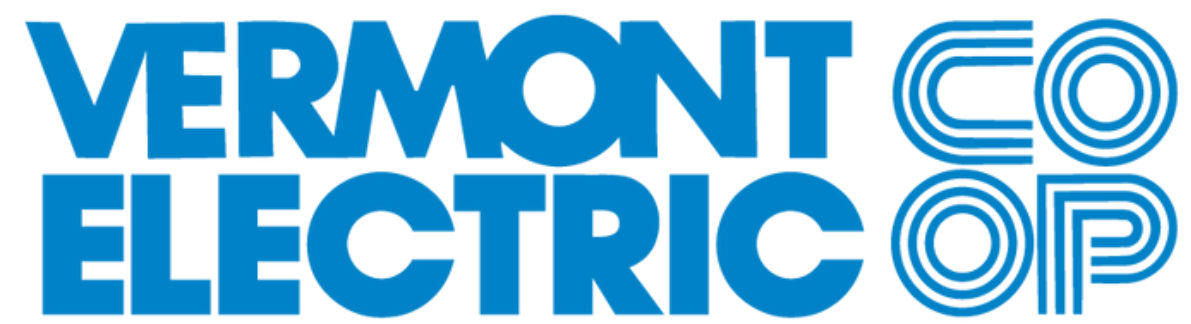




# STRATEGIC GOALS & OBJECTIVES

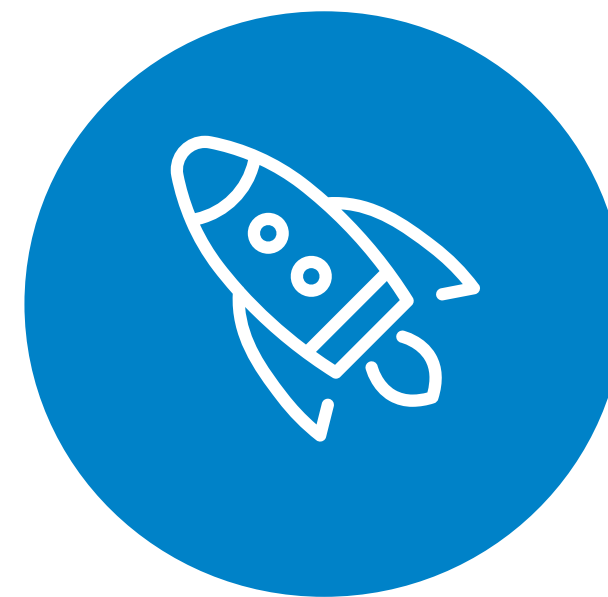
September 2025





## OUR VISION

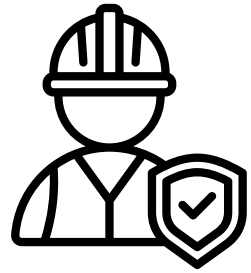
Lighting the path to  
affordable clean  
energy, together.



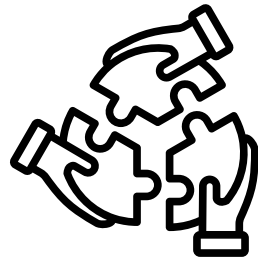
## OUR MISSION

Vermont Electric  
Cooperative is a  
member-owned electric  
distribution utility that  
provides safe, affordable,  
reliable, and sustainable  
energy services.

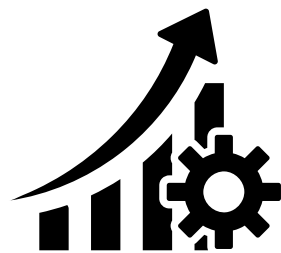
# RULES OF ENGAGEMENT



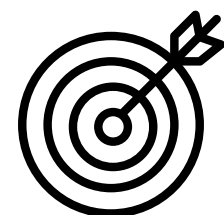
Live  
SAFELY



Collaborate  
to ACHIEVE



Strive for  
IMPROVEMENT



Deliver  
RESULTS



Demonstrate  
INTEGRITY



Be Positively  
ENGAGED



Show  
APPRECIATION



Communicate  
OPENLY

# GOAL 1: LEAD WITH PEOPLE



Promote zero injury philosophy across the organization



Advance cybersecurity capabilities to protect critical systems, member information, and financial resources



Foster a culture of leadership and learning, as the energy world and technology evolve

# GOAL 2: EVOLVE VEC'S RATES AND INCENTIVES

Develop rate structures and incentives to shape load, mitigate revenue risk, enhance equity, and align costs with rate classes

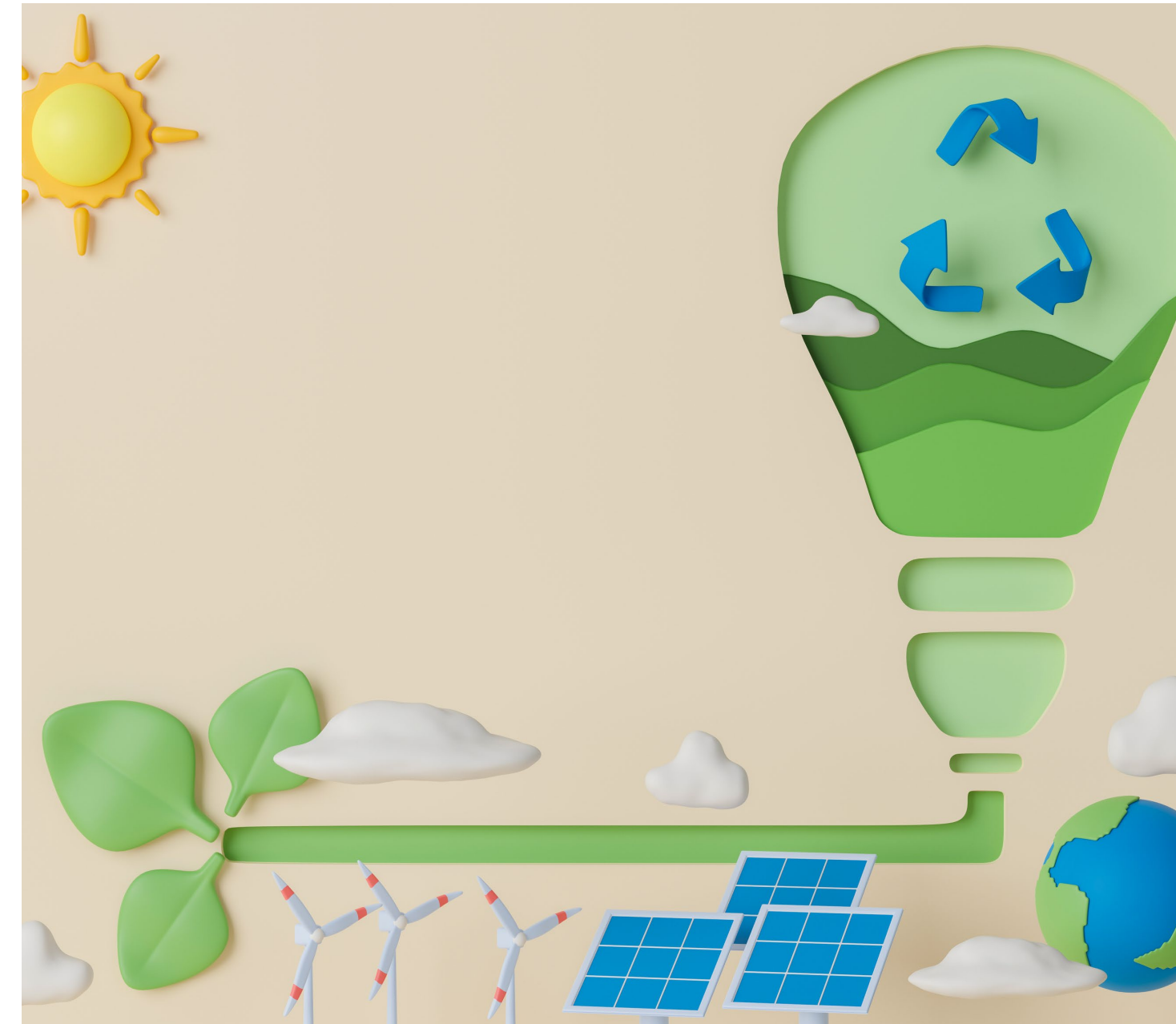
Assess member impact to implement a member and stakeholder communication plan that achieves program goals while maintaining transparency and trust



# GOAL 3: DELIVER AFFORDABLE CLEAN ENERGY

Assess VEC's clean energy commitments by considering current energy policy, cost, market opportunities and risk, and availability of power supply resources

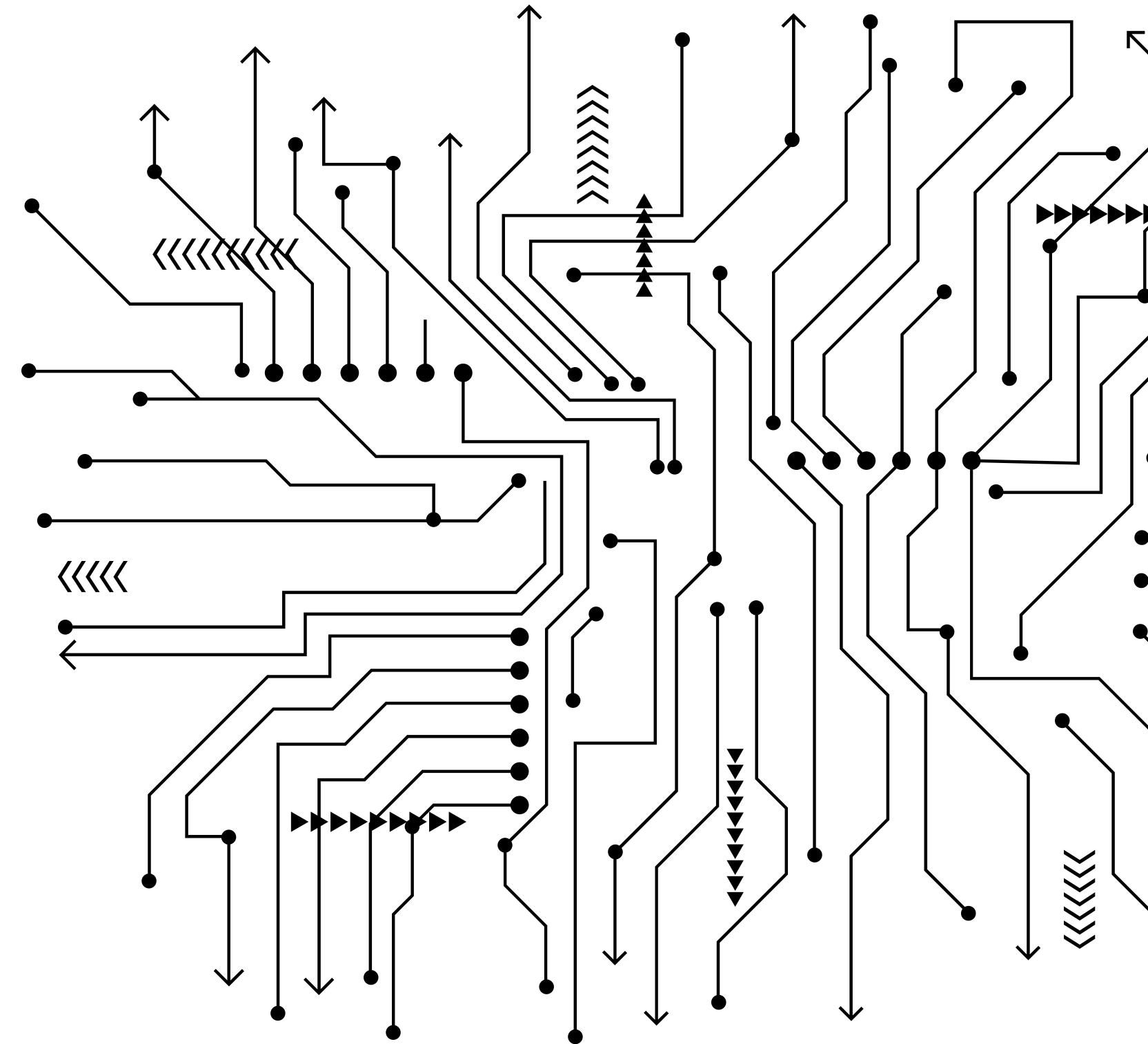
Pursue proactive strategies to achieve regional transmission and clean energy power supply goals at least possible cost while balancing market risk with price and source stability



# GOAL 4: LEVERAGE GRID TECHNOLOGIES

Optimize grid operations through acquiring and integrating high integrity data

Implement the AMI upgrade project - focusing on member communication, technical excellence and budget





## GOAL 5: SMART LOAD MANAGEMENT AND INFRASTRUCTURE INVESTMENTS

Shift and shape VEC's system  
load profile to mitigate  
transmission expenses and  
defer infrastructure investment

Develop ongoing proactive,  
integrated infrastructure  
investment approaches

Continue to improve programs  
and member engagement to  
cost effectively manage load

Advance resiliency  
strategies to reduce costs  
and outages