



The People's Power

EPUD Vision...

to put people first, with innovative utility leadership and exceptional customer service.

EPUD Mission...

to improve the lives of our Customer-Owners by delivering reliable utility services.

EPUD Values...

Customer Driven/Customer Pride

Emerald establishes meaningful involvement of Customer-Owners in its decision making; advocates the principles of public power; and educates regarding energy issues and options in a truthful, timely, and cost-effective manner.

Responsive Energy Services

Emerald provides superior energy service that is innovative and cost-effective. Expansion will be based on cooperation with other energy providers and with the support of present and future Customer-Owners. The District pursues a variety of energy options, including, but not limited to, federal power marketing agencies, renewable resources, transmission, conservation, and end-use efficiency.

Effective Decision-making

Emerald values diversity and broad debate while seeking clear consensus and respecting the varied backgrounds and interests of Board and staff. Decisions are made with clear and specific procedures, opportunity for review, and public input and evaluation.

Innovative Organization

Emerald creates opportunities for structured Customer-Owner education, dialogue, and involvement. Emerald participates in and influences local, regional, and national policies and legislation and is willing to take risks on behalf of its Customer-Owners. As an innovative organization, Emerald creates an environment that promotes high employee morale.

Financially Sound

Emerald seeks to set a competitive rate structure in keeping with the goals of a financially sound organization and reflecting the principles of public power.

Citizenship

Emerald informs Customer-Owners about safety, health, and environmental concerns by providing energy services that respect the public trust assigned to the Board and staff. Good citizenship and customer, Board, and staff communication are encouraged, while remaining sensitive to Emerald's fiscal responsibility.

Environmentally Responsible

Emerald provides cost-effective energy services through sound resource planning which includes economic, environmental, and social costs. Emerald is an accountable steward of natural resources and is committed to a sustainable, efficient energy system including conservation and renewable resources. Emerald strives to enhance the environmental quality in its service territory and within the region.

