



El Paso Electric Transforming Our Strategic Plan

MISSION We are Transforming the Energy Landscape.

VISION Together we are powering the next hundred years of growth, innovation and economic vibrancy.

1

Build a Trusted Partnership with Customers and Community

1.1 Champion customer affordability

1.2 Drive reliability and customer service

1.3 Deliver customer choice for programs and rates

1.4 Develop a transparent education and communication plan

1.5 Partner with institutions to build connections and social improvements for our region

2

Propel Growth in Our Company and the Region

2.1 Partner with local educational institutions to develop, create and retain the workforce of the future

2.2 Actively participate in economic development to grow our region's commercial and industrial base

2.3 Provide energy solutions for electrification and our community's emerging energy needs

2.4 Proactive engagement in energy sector's legislative and regulatory construct

2.5 Develop business initiatives for the growth of our company

3

Leverage Technology to Drive Efficiency and Security

3.1 Capture opportunities in our evolving industry

3.2 Modernize the grid to meet the customer's energy needs

3.3 Implement technological resources and data analytics to automate and optimize business operations

3.4 Provide robust cyber and CIP security technology for data and systems

3.5 Optimize assets for participation in regional markets

4

Lead Environmental Sustainability

4.1 Offer customers green energy options

4.2 Drive solutions for greater renewable energy integration and clean energy

4.3 Manage energy demand growth and levelize peak load

4.4 Replace aging power generation and grid infrastructure

4.5 Transform our fleet and facilities environmental footprint

5

Drive a Work Culture of Empowerment, Accountability, and Inclusion

5.1 Create a culture and system for safety performance

5.2 Develop programs for health and wellness

5.3 Drive leadership development and effectiveness

5.4 Institute and incentivize performance management and employee accountability

5.5 Optimize organizational structure for effectiveness and agility



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Powering Our Strategic Plan

