

ROCHESTER PUBLIC UTILITIES  
BOARD POLICY STATEMENT

POLICY SUBJECT:           Mission Statement

POLICY OBJECTIVE:

It is the objective of the Board to adopt a mission statement that defines the long-term goals of the business as it relates to our customers, our employees and our business purpose.

POLICY STATEMENT:

RPU is a municipally-owned utility which exists solely to provide safe, reliable, responsive, not-for-profit utility services to its customers and the community. The Board believes municipal ownership affords advantages by being directly accountable to the customers it serves thus assuring that the specific and long-term needs of the community are met. Therefore, it is the Board's intent to preserve municipal ownership of the utility systems which it is authorized to manage, control and operate. To accomplish its purpose the following mission statement has been established:

*We provide the highest quality services and products for our customers. With our experience and resources, we enrich people's lives, help businesses prosper and promote the community's welfare.*

To accomplish its mission, the Board and management of the RPU will endeavor to achieve the following strategic objectives:

1. Deliver and assure long-term future delivery of utility services with a level of quality and reliability which equals or exceeds industry standards.
2. Recover from consumers no greater revenues than are needed to pay all costs of ownership and operation, protect against unforeseen contingencies, and preserve equity.
3. Avoid rapid changes in revenue requirements by establishing financial plans which recognize long-range costs and maintain favorable access to other sources of capital.
4. Monitor, understand, and respond promptly to the changing needs of consumers. Educate consumers to understand and respond effectively to the cost impacts of their decisions to use utility services.
5. Maintain the right to exercise local control of utility services by effectively protecting the consumer and ownership interests of the people and organizations which it serves.

6. Seek out and implement cost-effective new technologies and other means to increase efficiency and prevent obsolescence.
7. Provide a working environment which attracts and retains qualified employees and encourages human productivity and development.
8. Recognize and act responsibly to reduce the adverse and enhance the beneficial environmental and social results of its actions.
9. Identify and measure key indicators of performance in achieving the foregoing objectives and carrying out the mission.
10. Retain the flexibility to respond to unexpected levels of performance or changes in the operating environment.
11. Provide a culture that embraces the core values of:

**Safety**

*Protect every individual*

**Integrity**

*Demonstrate honesty, respect and good faith*

**Service**

*Leave every individual with a positive impression*

**Stewardship**

*Protect our environment through the wise use of resources*

**Accountability**

*Take ownership and responsibility for actions and outcomes*

**Skill**

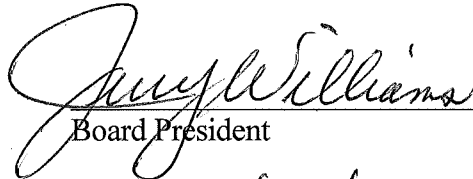
*Improve our own and others' abilities and knowledge*

RELEVANT LEGAL AUTHORITY: City of Rochester Home Rule Charter Chapter XV

EFFECTIVE DATE OF POLICY: May 8, 1984

DATE OF POLICY REVIEW: February 28, 2012

POLICY APPROVAL: June 26, 2012

  
Board President

6/26/12  
Date