



FISCAL YEARS 2013 & 2014 STRATEGIC PLAN

MISSION

Provide reliable and safe energy
with excellent customer service at the lowest reasonable cost

VISION

Provide KEYS customers with outstanding service, responsiveness and
accessibility to enhance their quality of life

VALUES

Relationships: We value our customers, our community and our workforce. We will treat all with respect, fairness and equality and foster open communications.

Integrity: We expect honest and high ethical standards from all employees and Board members in our organization.

Safety: Safety is critical in everything we do.

Simplicity: We will avoid being an organization that is bureaucratic or full of red tape. We will look for the simplest means to achieve our goals.

Innovation: We will look to new technology and consider new ideas to improve our service.

Environment: We will take steps to care for our unique Florida Keys environment specifically and our Planet Earth as well.

GOALS & STRATEGIES

Maintain long-term reliability levels compared to industry benchmarks

- Develop 20-year Transmission System Integrity Plan
- Coordinate transmission reliability improvements planning with FKEC
- Improve distribution reliability for feeders that experience higher than normal outages
- Ensure compliance with NERC standards
- Implement Smart Grid per feasibility study
- Strengthen KEYS Facilities
- Maintain Reliable 60% Backup Generation

Improve the Customer Service Experience

- Review and Revamp the phone service
- Review and Revise Customer Policies with a goal to simplify the process
- Develop a policy regarding service guidelines for governmental entities

Reduce KEYS average bill to customers

- Determine why KEYS rates are higher than other Florida utilities.
- Reduce our power supply bill.
- Reduce internal operating costs by a minimum of three percent.
- Assist Customers to reduce their monthly kWh consumption

Cultivate a highly effective, qualified, responsible staff

- Identify and then address Employee issues
- Plan for succession and provide developmental opportunities to prepare employee for advancement
- Cultivate a "well" employee by emphasizing the importance of health and balance