

# MISSION

To provide our members safe, reliable, affordable, and responsible electric service and access to broadband services.

## SAFETY

To support and enrich our culture of safety for employees, members, and contractors

## RELIABILITY & RESILIENCY

To position MVEA as an industry leader in providing reliable and resilient energy services

## EMPLOYEE RELATIONS

To foster a purpose-driven culture where employees feel rewarded and valued

## AFFORDABILITY

To offer competitive rates to the MVEA membership through cost management and strategic rate design

## TECHNOLOGY/ INNOVATION

To develop a systematic approach to technology deployment and innovation while building a culture of security

# VISION

To be conscientious stewards of our resources and adopters of beneficial ideas and technologies.

# VALUES

Integrity, Safety, Reliability  
Affordability, Service  
Community, Accountability

## MEMBER ENGAGEMENT

To provide service excellence across all member touchpoints while being a trusted partner in our communities



ROOTED IN  
**RELIABILITY**  
MOUNTAIN VIEW  
ELECTRIC ASSOCIATION  
**2026 Strategy Map**