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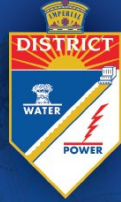
# Strategic Direction SD-1 Mission and Vision

Jamie Asbury  
General Manager  
February 3, 2026



# Aligning with IID's Mission and Vision

SD-1 provides direction for IID's long-term planning and daily operations, ensuring alignment with the Board of Directors' priorities, goals, and commitment to public service.



**OUR MISSION**

Imperial Irrigation District provides water and power, essential to life and progress for the communities we serve.

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**OUR VISION**

As a community-owned utility, we are committed to providing reliable and cost-effective water and power.

We will achieve this by protecting and maintaining our resources and assets while continuously improving the quality of service for our customers.

We aim to be a trusted partner in the overall well-being of the communities we proudly serve.



# Mission

Explains *why* the organization exists, *what* it provides, and *whom* it serves, giving employees, leadership, and stakeholders a shared sense of purpose.



## OUR MISSION

Imperial Irrigation District provides water and power, essential to life and progress for the communities we serve.



# Vision

Provides Long-term Goals and defines clearly where we are going and what success looks like.

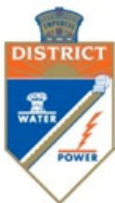


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**IID**

*A century of service.*

# Reliability of Power Services

- Powering Our Community Together
  - **\$3.4 billion investment**
  - **Over 270 infrastructure projects planned over 15 years**
- Hardening the grid (8,000 poles)
- Energy Imbalance Market
- Increase generation



# Reliability of Water Service

- Water Conservation Leader
  - **700,000** provisional conservation yield - 2025 (*highest ever*)
  - **23%** of annual entitlement conserved
  - **>800,000 AF** for Lake Mead (2023-2026)
  - **9.1 MAF** conserved since 2003
- Support for Lower Basin's Post 2026 Proposal
- Expansion of Species Conservation Habitat Project



# Improving the Customer Experience

- \$81 Million in Customer Relief
  - *25% discount during the 2025 summer months*
- \$10 Million in Additional Customer Support
  - *\$5 million additional payment assistance programs*
  - *\$5 million for expanded energy efficiency programs*
- Community Engagement
  - *18 open houses and 187 outreach events across both Valleys*
- 2025 Record Enrollment & Investment
  - *READY and CARE: over 12,675 qualified participants*

**\$4.9**  
**MILLION**  
READY discounts

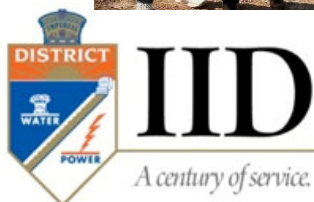
**\$1.7**  
**MILLION**  
in pledges for CARE



[www.iid.com](http://www.iid.com)

# Community Well-Being

- Educational Initiatives
- Tree for All Program
- Energy Efficiency
- Community Investments
- Partnerships for Progress



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## Recommendation for Policy SD-1: Mission and Vision

Staff recommends that the Board find that the District is substantially in compliance with Board Policy SD-1: Mission and Vision

