



HORIZON 2050 UPDATE

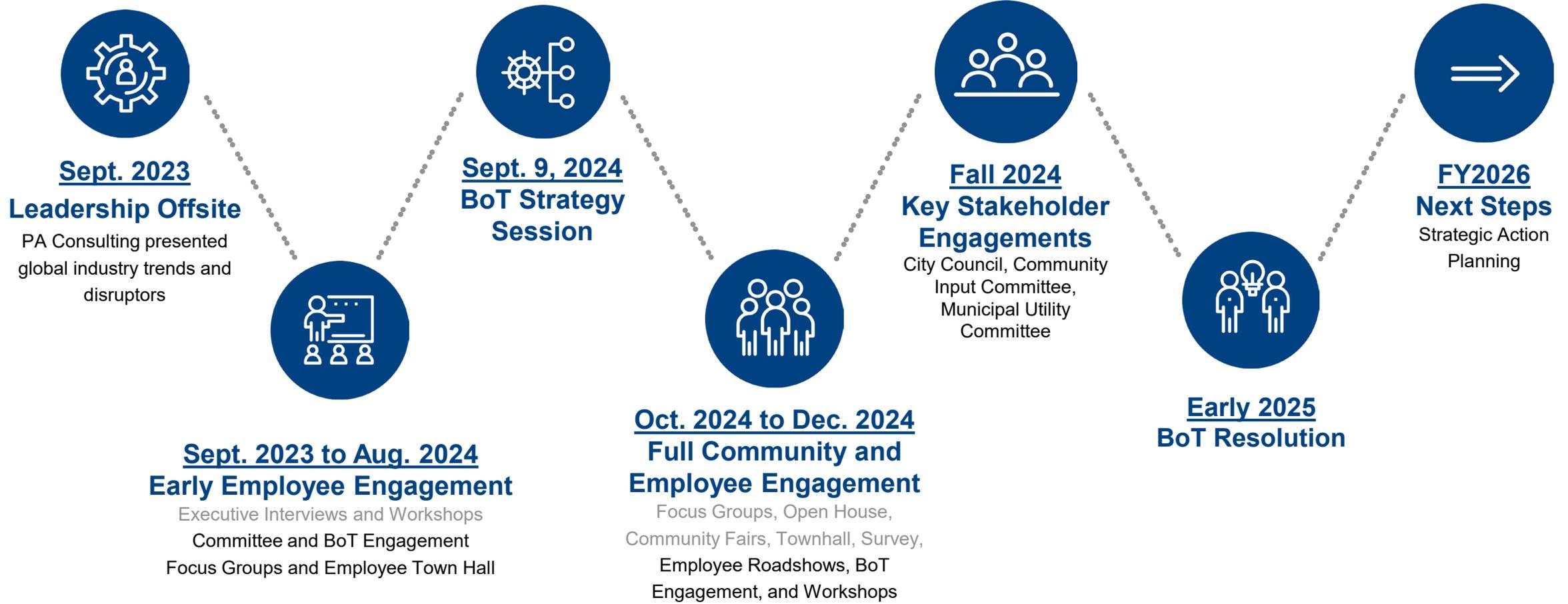
PRESENTED BY:

Elaina Ball
Chief Strategy Officer

November 18, 2024
Informational Update

AGENDA

- Roadmap
- Horizon 2050 Framework
- Stakeholder Feedback to Date
- Feedback Trends
- Horizon 2050 Survey
- Q&A



Connecting, listening, and engaging to drive our mission forward.

STRATEGIC FRAMEWORK



STAKEHOLDER FEEDBACK TO DATE

Total Engagement Feedback: 2,307

➤ **Horizon 2050 Survey Results**

- Employees: 1,038
- Community: 711

➤ **Additional Focus Groups: 558**

Vision statement is liked overall by both the community (87%) and employees (90%).

TOP 3 GOALS	COMMUNITY	EMPLOYEES
1 st Reliability	55%	67%
2 nd Competitive Price	20%	11%
3 rd	Sustainability 10%	Team/Business Excellence 10%



Horizon 2050 community pop-up at Hardberger Park (top) and Partners in Power event (bottom).

FEEDBACK TRENDS

CONSISTENT FINDINGS AS OF 11/4/2024

#1

RELIABILITY

#2

COMPETITIVE PRICE

#3

TEAM / BUSINESS
EXCELLENCE

#4

SUSTAINABILITY

#5

FINANCIAL
RESILIENCY

Goal

➤ Reliability

- Consistently top priority across stakeholders
- Major event restoration expectations

➤ Affordability/Cost

- Consistently the second most important priority among stakeholders
- Some large customers willing to pay higher rates for higher reliability

➤ Increase in partnership, transparency with CPS Energy

- Large customers stressed the capability and skill of CPS Energy team members
- Seeking more partnership, innovation and even more transparency for growing power needs
- Desire for more flexibility and options from CPS Energy

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FINANCIAL
RESILIENCY

Goal

➤ Sustainability

- Sustainability has varying levels of importance
- Qualitative and quantitative surveys indicate that it is not as important as reliability, cost & service
- Demographic and geographic trends
- Customers seek more tools/tips to conserve energy

➤ Other Key Themes

- Safety – strong recommendation to include in Business/Team Excellence
- Innovation/leadership
- Simplify language where possible

HORIZON 2050

WE WANT TO HEAR
FROM YOU!

PLEASE TAKE OUR SURVEY.

cpsenergy.com/horizon2050



Board of Trustee Meetings

cpsenergy.com/boardmeetings

Community Input Committee

cpsenergy.com/cic



CPS Energy Board Meeting

Community Fairs & More

cpsenergy.com/events



District Community Fair



THANK YOU