

# SMUD 3.0's North Star

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**Be Safe.** We make every move a safe one for employees, our customers, and our community.  
**Always. Zero incidents and injuries**

## Treasure Our Employees

Employees are the most important part of our success, and we create an environment where employees thrive and do their best.  
**To be developed with the Directors**

## Value Our Customers and Community

We act in the best interest of our customers and community.  
**To be developed with the Directors**

## Operational Excellence

We do it right. We innovate to improve our quality of service and lower our delivery costs.  
**To be developed with the Directors**

## Financially Fit

We are financially flexible to make necessary and timely investments and take advantage of opportunities while remaining competitive.  
**Evaluate and fund discretionary capital projects based on a risk adjusted economic life**

## Sustainable Future

We embrace a low carbon future while balancing affordability, reliability and customer choice. We are committed to sustainability in our business practices.  
**To be developed with the Directors**

