

**PUBLIC UTILITY DISTRICT No. 1  
of Whatcom County**

**NOTICE OF SPECIAL COMMISSION MEETING FOR  
PUBLIC UTILITY DISTRICT NO. 1 OF WHATCOM COUNTY**

Notice is hereby given that the Board of Commissioners (“Commission”) of Public Utility District No. 1 of Whatcom County (“District”) will hold a Special Meeting on **Friday, August 15, 2025 from 1:00 PM to 2:30 PM at the district’s office, located at 1705 Trigg Road, Ferndale, WA. The meeting will be hybrid in person and zoom.**

The purpose of the Special Meeting will be to:

1. Hold a Vision Workshop to work on the PUD’s vision and mission statements.

The special meeting is anticipated to last three (1.5) hours **(The length of the meeting is approximate and subject to change.)**

**Notice:**

All Commissioners will participate either via In-Person, Zoom/internet or teleconference.

**The public meeting can be accessed;**

**By internet: <https://us02web.zoom.us/j/82679738638>**

*Note: if attending via zoom we would appreciate your full name for the commission record though it is not required.*

<p><b>Or telephone:</b> Dial 1 (253) 215 8782 <u>or</u> 1 (253) 205 0468 <b>Webinar ID:</b> 826 7973 8638</p>
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# Staff Feedback

## Mission, Vision and Values

Whatcom PUD  
2025

### Current Mission Statement

*Whatcom Public Utility District is a steward of public assets and resources, providing locally controlled utility services for the benefit of the community.*

### Questions for Reflection:

What aspects of this mission resonate with you?

- We like the “benefit of the community”
- Stewardship (x2)
- Local

What do you feel is missing from this mission statement?

- We are a rate-based organization, we don't manage “public assets”
- We call ourselves several different names eg. Whatcom PUD, Public Utility District #1, etc
- Balancing helping the community without harming customers
- Local control
- The phrase, “to to benefit of the community” doesn't feel accurate
- It's not memorable
- Sounds like we serve all of the community
- Don't like the word “stewardship”
- Needs more of an environmental focus

**Recommendation: Leave as-is or consider ways to strengthen the mission to ensure it's accurate and answers the question, “what is the PUD's role in helping to achieve our vision?” Be sensitive to inadvertent wording changes that impact the fundamental purpose of the PUD.**

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## **Vision Statement**

**For this exercise, I asked staff to list words that come to mind when they read the**

**Draft Vision statement:** *Building resilience in our community by investing in clean and sustainable infrastructure.*

### **Below are their answers**

- Vague (x2)
- Unclear
- Undefined
- Corporate (buzzword)
- Not motivational
- Expensive
- Unauthorized
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**Next, I proposed a revised Vision statement that adjusts focus onto the desired end state:** *A resilient community built with clean, sustainable infrastructure*

### **Below are their thoughts**

- Better than the first
- Simple
- Robust
- Redundant
- Reliable
- Too aspirational
- Doesn't connect to our daily work

**Recommendation: consider using the revised statement, which is more in line with traditional visions.**

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## Values Statement

Staff were asked to repeat the exercise that we conducted with Commissioners i.e. to identify 1-3 observable workplace behaviors at Whatcom PUD that exemplify each value.

### Draft Values:

#### Integrity

- Treating all customers fairly
- Say what you'll do, do what you'll say (x2)
- Make tough choices
- Accept responsibility
- Do your homework
- Show up prepared
- Doing the job correctly without shortcuts
- Respect and support others

#### Service

- Respond to customers in a timely fashion
- Find a way to say, "yes"
- Have an office presence
- Water and power are provided with no interruptions
- Effectively communicate with internal and external stakeholders
- Respond to customer questions (x2)
- Help coworkers
- Follow-through with what you say you will do

#### Adaptability

- Providing the same results to different customers, under different circumstances
- Accept failure and move on
- Adjust to meet the needs of customers
- Implement creative solutions
- Be flexible to reroute tasks to meet organizational priorities
- Take-on tasks outside of your work area/norm
- Pivot to topics of current interest to elected officials
- Build a float for the parade 😊

## Safety

- Wearing close-toed shoes
- Ask for help (x2)
- Offer to help
- Be engaged and present in your work
- Be engaged and present
- Wear your PPE
- Check batteries in AFD (?)

**Recommendation: Based on the fact that staff were able to see their work represented in these values, I recommend that you consider them final.**

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**SUGGESTED STAFF REVISION TO PUD GOALS**  
**Whatcom PUD Strategic Plan 2025**  
**June 23, 2025**

#	Category	Draft Goal
1	<b>Water and Power Supply Source &amp; Delivery Infrastructure</b>	Ensure the long-term operational integrity and efficiency of utility services to meet current and <u>potential</u> future customer needs.
2	<b>Workforce, Administration and Organizational Culture</b>	Foster a resilient, inclusive and mission-aligned team culture by prioritizing staff wellbeing, professional development and collaboration. <u>ve (alt: shared leadership)</u> .
3	<b>Finance and Rates</b>	Judiciously manage financial resources to successfully implement the District's Strategic Plan, and <u>establish-maintain</u> rates that are <u>competitive</u> , reasonable, fair, and sustainable.
4	<b>Community and Customer Relations</b>	Actively strive to meet customer and community needs through excellent service, meaningful engagement, resilience-building, and strong collaborations and partnerships.
5	<b>Legislative and Regulatory</b>	Be a trusted advocate and informed partner by proactively addressing legislative and regulatory developments that impact our <u>vision and</u> mission.
6	<b>Innovation, Technology &amp; New Services</b>	Deliver significant value to customers and Whatcom County citizens by proactively researching and pursuing viable and innovative technologies, services and projects that support economic development and environmental protection and that are broadly supported.

**Commented [HW1]:** Staff would like some more detail here.

**Commented [HW2]:** General sense from staff that this should be more closely aligned with PUD service areas/areas where PUD has agency, or should be eliminated.