**Our Vision:**
KUB exists to serve its customers, improving their quality of life by providing utility services that are safe, reliable and affordable.

**Shared Values:**
- We value the safety and well-being of our customers and employees.
- We value fairness, and try always to make decisions that provide the greatest good for the most people.
- We are in a position of trust and hold ourselves to high ethical standards.
- We improve the value of our services through efficiency, innovation and communication.
- We value the commitment and hard work of our employees.
- We are environmentally responsible in our operations and support the sustainability of our communities’ natural resources.
- We participate in the communities we serve.

**Our Mission:**
Our mission is to act as good stewards of our communities’ resources: utility assets, customer dollars, and the environment. We work to safeguard those resources and enhance their value for the people of the communities we serve and generations to come.

**We Measure Our Success by:**

<table>
<thead>
<tr>
<th>Customer Satisfaction</th>
<th>System Performance</th>
<th>Financial Performance</th>
<th>Safety Performance</th>
</tr>
</thead>
</table>

**Keys to Success:**

- Managing Our Utility System Infrastructure
  - Electric
  - Natural Gas
  - Water
  - Wastewater
- Improving The Customer Experience
- Managing Our Finances Effectively
- Meeting Or Exceeding Regulatory Standards
- Investing In A Skilled, Diverse Work Force
- Partnering For Economic Development
- Being Environmentally Responsible