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IPSWICH ELECTRIC LIGHT DEPARTMENT  
**IDENTITY & VALUES**

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**Mission:** Provide a reliable electric system and ancillary services to our customers in a sustainable way at a reasonable price

**Vision:** Continue to develop our position as a relevant and valued asset to the community by anticipating challenges and adapting to meet customer expectations as the industry landscape evolves

**Core Values:**

- Fundamental Safety – Take all reasonable steps to prevent injuries and damaged equipment
- Customer Centric – Strive for the highest level of customer service
- Reliable Service – Set clear customer expectations and consistently meet or exceed them
- Ready Response – Anticipate problems and be prepared to resolve them
- Resilient Thinking – Adapt to transform challenges into opportunities
- Deliberate Action – Drive a desired outcome by taking decisive steps toward clear goals

**Sustainability Strategy:** Seek solutions that are economically, socially, and environmentally responsible

