



ELECTRICITY BRINGS EVERYDAY VALUE

BY JEFF WADSWORTH PRESIDENT & CEO

Even though I work in the energy industry, like most people, I still don't think much about the electricity I use. I expect the lights to turn on when I flip the switch each morning. Because electricity is so abundant, we don't think much about it. Since many of us have been spending more time at home over the past few months, we have likely been using more energy. And yet, we still, and should, expect an endless supply of power with uninterrupted service 24/7. The only time we really think about electricity is when the power goes out or perhaps when the monthly bill arrives.

Given how electricity powers our modern lifestyle every day, it's a great value, especially when compared to other common services and expenses. For example, think back to the cost of a gallon of gasoline 20 years ago. Consider the cost of groceries or a cup of your favorite specialty coffee from a few years back. In comparison, the cost of electricity has remained flat at PVREA, unlike most other consumer goods. We've had one small increase (1.7% in 2017) in the past 7 years and will not have an increase through 2021.

Like many of you, I have a cell phone to stay connected, and I enjoy streaming music and video. Many of us consider these necessities for modern day life. We can see what we're getting for our money, and we pay the price for those services. In contrast, when we use electricity, we don't necessarily "see" all that we're getting for our money.

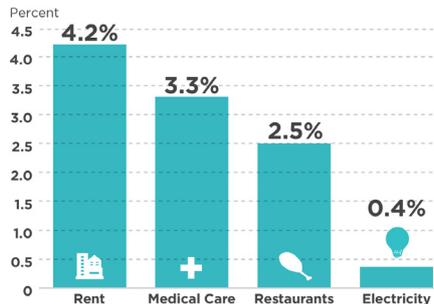
But considering what electricity does for

us, it's a tremendous value for our quality of life as well as our budgets. The bottom line: electricity brings everyday value.

PVREA ELECTRICITY REMAINS A GOOD VALUE

The cost of powering your home rises slowly when compared to other common expenses. Looking at price increases in our area over the last five years, it's easy to see PVREA electricity remains a good value!

Average Annual Price Increase 2015-2020



Sources: U.S. Bureau of Labor Statistics Consumer Price Index

Considering that electricity is something that we all use around the clock, I'm very proud of our track record. At the same time, we are striving to increase our service reliability, reduce those brief interruptions and reduce costs. We are continually working to improve our operations to ensure a more resilient grid and actively exploring more renewable energy options.

We recognize that the past few months have been challenging for many of our members and we're here to help. If you have questions about your account or are looking for ways to save energy at home, please give us a call. PVREA is your electric co-op and our sole purpose is to serve you and the energy needs of our community. That's everyday value. ✂



ABOUT YOUR CO-OP

PVREA serves electricity to 45,000 homes and businesses in Boulder, Larimer, and Weld Counties. We are a member-owned co-op, led by those we serve.

OUR MISSION

We are committed to providing safe, reliable, efficient energy solutions with exceptional service to our members.



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