

YVEA CHARTS THE COURSE FOR 2021 AND BEYOND

BY STEVE JOHNSON GENERAL MANGER



STEVE JOHNSON

The Yampa Valley Electric Association management and board of directors met August 26 for a strategic planning session, laying out initiatives for 2021 and beyond. This planning session was set to identify, discuss and prioritize 2021 strategic direction for our cooperative. Kent Singer, executive director of the Colorado Rural Electric Association, facilitated our retreat this year.

The directors of YVEA along with the management teams have a responsibility to develop and set the direction of our co-op. They help fulfill this duty through strategic thinking, identifying goals through strategic planning and authorizing the appropriate allocation of resources needed to reach these goals. Annual strategic planning provides our staff the information needed to set departmental goals and helps develop decisions regarding staffing, budgets and project timelines. Understanding what the board's goals are helps the company's management determine where it needs to allocate resources for education and

development of programs and if we are on the path to success or need to modify our current course.

Successful strategic planning is dependent on a variety of factors. Planning depends on establishing a baseline understanding of our current makeup of consumer-members, communities, employees, location and density, and is also guided by the larger picture of regional issues, legislative issues affecting cooperatives, and power supply aspects. All of these issues are paramount to understanding the future direction we should chart for our co-op.

To this end, we perform an annual survey of our membership. Normally performed each fall, this survey helps our board and staff understand what our consumer-members' concerns and expectations are so we can work these items into our planning sessions for discussion and evaluation. To see part of the survey from 2019, please visit <https://bit.ly/34XBEP1>.

Our member survey this year will commence on November 15. We will email the survey to all members who have an email address on file with us. Paper surveys will be available to members in both the Craig and Steamboat offices. The survey must be completed by December 31.

For a majority of their existence, electric cooperatives have been a very predictable, steady business — they purchased

electricity from a base load power plant, and distributed and sold electricity to their membership. However, as many of our consumer-members are experiencing firsthand, the energy industry is changing quickly. More than ever, successful electric cooperatives like YVEA must identify change as a key to survival and, in some ways, reinvent ourselves as flexible organizations capable of responding to market forces and consumer-member demand.

The YVEA Board of Directors has the responsibility for evaluating the long-term health of the organization through its fiscal responsibilities. At this year's strategic planning retreat, the board participated in an enterprise risk assessment looking at some of our current perceived risks — if we don't know what our primary risks are, we cannot modify our current course to avoid these risks. As a team, we also looked at these issues in a different way: these perceived risks to YVEA also present opportunities for us to improve our operation and become a stronger, more resilient cooperative.

After lengthy discussion, the YVEA board and management staff identified the top four enterprise risks to YVEA as follows:

1. Wildfires
2. Power supply

YVEA Mission Statement:

Yampa Valley Electric Association is a cooperative that provides value to its member-owners through technology that delivers safe and reliable electric service in an environmentally and financially responsible manner.



YVEA Offices are closed November 26 and 27 in observance of the Thanksgiving holiday.

We are thankful for our members and wish you and yours a happy and safe holiday.

- 3. Economic impacts of coal plant/mine closures
- 4. Maintaining reliability of service.

Building on the enterprise risk assessment, our board established the following **2021 Actions Items for staff:**

- Property acquisition for renewable energy project
- Investigate partnerships with our local communities
- Broadband buildout throughout our territory
- Beneficial Electrification workplan
- Scope and develop one EV charge station for YVEA per year for 10 years

- Develop a more robust communication plan
- Power supply monthly updates
- Development of wildfire mitigation plans

The challenges we will face in the future will be more complex and challenging. YVEA must establish a clear and effective understanding of the roles we play as both board members and management. Overall, the board and management teams want you, our consumer-members, to know that we hear you and value your involvement. We will do what is necessary to maintain reliability and be successful — we are all in this together.

Green Choice

Renewable Energy Credits Program

Green Choice is an attainable renewable energy program that allows our local community to set renewable portfolio goals that are reachable within a short period of time. **For more information on Green Choice, visit www.yvea.com/green-choice-program.**



Transmission Project

YVEA contractor sets one of three laminate poles for transmission line rework through Steamboat's Brooklyn neighborhood.

Luminate Broadband

With November comes the season of thankfulness. Luminate Broadband is thankful to have your support and the opportunity to bring a service to our community that is so greatly needed. We are thankful to bring gigabit speeds and enhance your work-from-home or school-from-home scenarios. Luminate Broadband is thankful to be part of our communities and their economic health, growth and well-being.



We are also thankful to continue expanding our service territory in Craig, Hayden and North Routt. We are hard at work preparing for our 2021 construction. If we are not in your area yet, please preregister as this helps us to determine our next phase. Visit luminatebroadband.com or call 970-GIG-DEAL (970-444-3325) to sign up for service and show your interest. **It's a BIG GIG deal to us to have your support and be in such great communities. From all of us at Luminate Broadband, we wish you a happy Thanksgiving.**

YVEA Fair Livestock Purchase Program

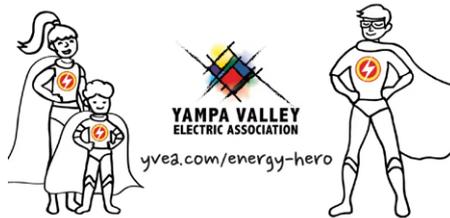
Although the fairs looked a bit different this year, YVEA was proud to participate and support the 4-H clubs in our territory at the livestock auctions. We purchased three steers, four hogs and one lamb as part of our employee buyback program for employees and their families.

YVEA Prepares to Conduct Online Survey: Members Update Your Email

YVEA will conduct an online survey of its members between November 15 and December 31, 2020. The survey will be sent to every member with an email address on file.

“As a member-owned cooperative, member feedback is important to us. We encourage all members to complete this survey,” Steve Johnson, general manager of YVEA said.

Because YVEA values member feedback, other short surveys may be sent via member email throughout the year. To ensure the YVEA member surveys can reach you, please make sure you have an up-to-date email on file with YVEA. To update your email address, please use the SmartHub app or contact a YVEA member service representative at 970-879-1160.



Energy Hero Program Presents New Space Heater Video

Have you ever wondered how to use a space heater properly or how much a space heater is costing you per month? Energy Hero has a new space heater video on YVEA.com to answer those questions. Learn more at yvea.com/energy-hero.



New Heat Tape Video on YVEA Website

Many members in our cold climate use heat tape to prevent ice from forming on roofs and gutters and to prevent pipes from freezing. Yet, most members do not realize how these increase their electric bills.

Energy Hero has a new heat tape video on YVEA.com to answer questions and make recommendations on how to use heat tape. Learn more at yvea.com/energy-hero.

Be an Energy Hero and fight energy waste!

November Construction Update

YVEA works year-round to keep your power flowing. As part of its 2020 construction work plan, YVEA will have several contractors working in the service territory.

- Work in the Craig area around Pizza Hut, McDonald's and Centennial Mall is almost complete.
- **Glacier Ridge Road** is a fitting name for the area that is essentially built into the rocks. YVEA contractors were trying to bore the lines in that area and were unsuccessful because of the rocky landscape. YVEA will need to consider a different process to address this area next year. A big thank you to the members that live on Glacier Ridge Road as they were very helpful and understanding.

If you have any questions, please visit our website or contact Dan Trevithick at YVEA at 970-871-2253.

The contractor crews will be wearing yellow safety vests and hats emblazoned with “Yampa Valley Electric Association Contractor” on them. For the public's safety and the safety of its crews, YVEA asks that you use caution near contractors' worksites. YVEA wants you and its contracting crews to get home safely.



Glacier Ridge Road

For more information on construction projects, please visit www.yvea.com/current-construction or follow YVEA on Facebook, Twitter and Instagram.

New Electric Vehicle Charging Station Rate in Development

YVEA is developing an electric vehicle charging station rate designed to recover costs on our co-op-owned public electric vehicle charging stations.

Currently we have co-op-owned stations located at our Craig and Steamboat campuses available for anyone to use. As with all rate design, these fueling rates will align with our mission to be fair, equitable and recover costs associated with delivering power and maintaining these units for the drivers who use them.

Look for this rate to go into effect in December 2020 or January 2021.

Electric Vehicle Charger Rebate

YVEA has a new rebate offering for residential Level 2 EV chargers. Visit our website at www.yvea.com/rebates for more information.



