



Beneficial Electrification

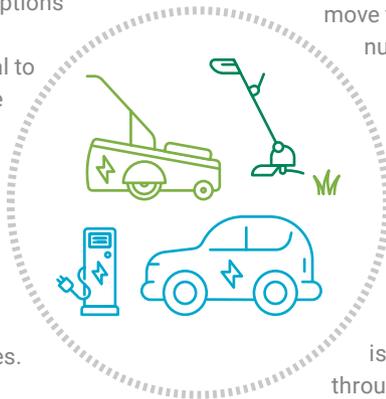
BY JEFF WADSWORTH PRESIDENT & CEO



Wouldn't it be great if we could both save money on energy costs and do our part to help the environment? Well, we can through a concept called "beneficial electrification!" This industry jargon means the innovations in energy technologies are creating new ways to use electricity instead of on-site fossil fuels such as propane and natural gas in ways that reduces overall energy costs and emissions.

ELECTRICITY IS GETTING CLEANER

In essence, by virtue of being plugged into the grid, the environmental performance of electric devices improves over time. As we tap into more renewable options in the future, your electric appliance has the potential to become greener and more energy efficient. Because large appliances have a typical lifespan of about 10 years, it means that you can benefit from the flexibility of the grid in addition to the increased efficiency of the appliances.



right for them. **More information about EVs is available at www.pvrea.coop/ev.** Additionally, we also offer you the convenience of managing and monitoring your energy use through our app. To save you money as you move to electrification, we also offer numerous rebates for your homes and businesses, **and more information can be found at www.pvrea.coop/rebates.**

SMALL STEPS HELP

For members looking for environmentally friendly options, choosing electric is an easy solution. Whether through electric lawn mowers or electric water heaters and other appliances, beneficial electrification is a means to reducing our overall energy costs while helping our environment.

HOW WE'RE DOING OUR PART TO HELP THE ENVIRONMENT

We are making advances in how your energy is generated by added more renewable energy. This means Poudre Valley REA can leverage the flexibility of the grid as we move towards our goal of providing 80% renewable energy by 2030. We will maintain the focus that ensures our energy supply is not only greener, but reliable and affordable to the communities we serve. To that end, it is important to note we will still need baseload generation (until proven technology arrives) to ensure 365/24/7 power on the coldest or hottest of days. **Stay informed on our progress towards our 80 by 30 goal at www.pvrea.coop/80by30.**

We also promote energy efficiency, like through our Choose EV Program which helps members understand if Electric Vehicles are

When you participate in the energy efficiency programs and incentives we offer, you are doing your part to save energy and better our environment. While each member's reduction might be small, together, they can be significant.

Our Energy Resources team of experts is standing by to help you use your electricity more wisely and provide beneficial electrification solutions. I hope you'll reach out to us, your trusted energy partner – just email us at energyuse@pvrea.coop or call **800-432-1012**.

ABOUT YOUR CO-OP

PVREA serves energy solutions to over 48,000 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.



CONTACT US

1-800-432-1012
pvrea@pvrea.coop
www.pvrea.coop



MAILING ADDRESS

Poudre Valley REA
 7649 REA Parkway
 Fort Collins, CO 80528



SOCIAL

facebook.com/PoudreValleyREA
twitter.com/PoudreValleyREA

BOARD OF DIRECTORS

- | | |
|--|---|
| Chair
<i>Steven Anderson</i>
Larimer County | Director
<i>Thaine Michie</i>
Larimer County |
| Vice Chair
<i>Rick Johnson</i>
Larimer County | Director
<i>Jan Peterson</i>
Larimer County |
| Director
<i>Bryan Ehrlich</i>
Larimer County | Director
<i>Jack Schneider</i>
Weld County |
| Director
<i>Sheryl Dryer</i>
Henderson
Larimer County | Director
<i>Ron Sutherland</i>
Boulder County |
| Director
<i>Peter Hyland</i>
Weld County | |