

# YAMPA VALLEY ELECTRIC ASSOCIATION

AUGUST 2021



## MAILING ADDRESS

2211 Elk River Road  
Steamboat Springs, CO 80487



## STEAMBOAT SPRINGS SERVICE CENTER

2211 Elk River Road  
Steamboat Springs, CO 80487



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YampaValleyElectricAssociation



@YampaValleyElec



instagram.com/  
yampavalleyelectriccoop

**Yampa Valley Electric Association** is a cooperative that provides value to its consumer-members by delivering safe and reliable electric service in an environmentally and financially responsible manner.

YAMPA VALLEY ELECTRIC  
ASSOCIATION  
IS AN EQUAL OPPORTUNITY  
PROVIDER AND EMPLOYER.

## YVEA: Your Community Partner

BY STEVE JOHNSON  
PRESIDENT & GENERAL MANAGER



STEVE JOHNSON

Throughout the last 79 years, Yampa Valley Electric Association has been a strong partner with the communities we serve. Since the beginning, we realized that while bringing electricity to the more rural areas of Colorado and Wyoming was an important part of what we do, it is our legacy of being there for our communities that really makes us shine as a co-op. Yet it is often something we don't speak enough about. This engagement with our communities, partners, foundations and other services in the communities we serve is an important part of what we do and is what can inspire us to do more for our membership.

For the past 5 years, one of the greatest avenues for us to partner with the community is through our member supported program: Operation Roundup. Members have a chance to round up their monthly bill, contributing those extra cents every month to various organizations throughout our territory. If you attended our annual meeting, you heard from two of the organizations who benefited from these Operation Roundup dollars.

Dr. Jennifer Malouff, principal at Sleeping Giant School, spoke about how the donation to Childcare for Teachers allowed teachers the ability to focus on online learning during the pandemic school year. Nancy Merrill and Erin Gelling from the Colorado Crane Conservation Coalition also took time to speak to the audience about the important work they are doing to preserve and protect the Rocky Mountain population of the Greater Sandhill Cranes and their habitat. Because of the generosity of our members who participate in Operation Roundup, we were able to support these organizations and several others.

Deciding where the money from Operation Roundup goes is a lengthy process and there are times where our communities cannot wait a year before receiving assistance from YVEA. We unfortunately released a too-timely article last month about the importance of wild-fire mitigation, only to see our members under mandatory evacuations as the result of a wildfire. People were forced to leave their homes, and many of these people had limited options on where to go due to having pets and livestock with them.

A member reached out to us to see if we would reconnect service for Egeria Park Roping Club, which had become an important location for people who needed to leave their homes. This particular spot had not had electric service since 2019, and we realized this was an opportunity to assist people who were in a difficult spot. We committed to reenergizing this location and covering the electric costs for these displaced individuals and to give them a safe spot for their animals.

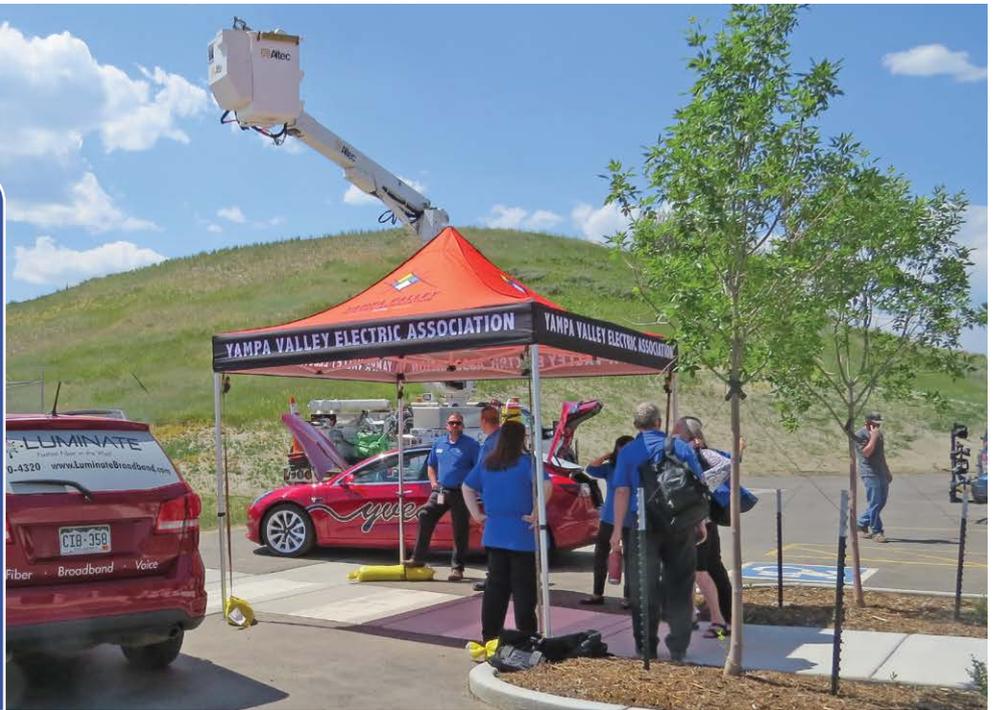
Our communities have inspired us from the first home we lit up. They continue to do so, which is why we are always looking for more ways to engage and assist with programs that are involved in our communities. These programs are as vital to our well-being as members as is the safe, reliable, and affordable electricity we provide every day.

If you're interested in learning more about Operation Roundup, or want to sign up, please visit [www.yvea.com/operation-roundup](http://www.yvea.com/operation-roundup) or call Member Services at 970-879-1160.

# ANNUAL MEETING

Thank you to all of the members who attended this year's annual meeting. We answered some great questions, gave away some fantastic prizes, and met more of our membership in person.

If you weren't able to attend the annual meeting in person, head to [yvea.com](http://yvea.com) to watch a video of the meeting and to read the minutes.



YVEA employees explain and showcase our wide variety of fleet vehicles, including our all-electric vehicle, to members.



Board President Tom Fox speaks to the members during the annual meeting.



YVEA President Steve Johnson addresses questions asked during the open session.



Luminate employees explain Luminate service to a member.



Nancy Merrill from the Colorado Crane Conservation Coalition speaks about the organization's work with the Greater Sandhill Crane.



Dr. Jennifer Malouff, principal at Sleeping Giant School, speaks about how the teachers benefited from money donated through Operation Roundup.



A YVEA member learns more about the benefits of being a member of the co-op from Member Service Rep Anna Daniels.

# SUMMER CONSTRUCTION UPDATE

YVEA has one project we are hoping to have wrapped up around the first week of August, and a new construction project beginning August 1:

- June 1–July 30: North Steamboat Blvd (**this should be finishing around the beginning of August**)
- First or second week of August: Construction on the Brooklyn Substation in the Old Town area

You can expect to see YVEA employees, locate contractors, city and utility employees, surveyors and YVEA contractors on or around these sites. For any questions, visit [www.yvea.com/current-construction](http://www.yvea.com/current-construction)

For the public's safety and the safety of our crews, YVEA asked that you use caution near our work sites and whenever you see a YVEA or contracting crew working near the road. YVEA wants you, our crews and contractors to get home safely.



**YAMPA VALLEY ELECTRIC ASSOCIATION**  
people • pride • power

## VOLUNTEER NEEDED

Yampa Valley Electric Association is seeking an interested volunteer to serve on the YVEA Operation Round Up Board. There is one vacant seat for any YVEA member living in the Town of Hayden.

The non-paid board normally meets twice per year (May and October) during normal business hours to review funding requests. Please send a letter of interest via email to [operationroundup@yvea.com](mailto:operationroundup@yvea.com), or mail to Tammi Strickland, Yampa Valley Electric, 2211 Elk River Road, Steamboat Springs, CO 80487.



Deadline is September 20, 2021.  
If you seek additional information, contact Tammi at 871-2245 or email [tstrickland@yvea.com](mailto:tstrickland@yvea.com).

## Upcoming Sponsored Events



**August 2-7**

Moffat County Fair

**August 19-22**

Routt County Fair, Hayden

**August 7-8**

Moffat County Balloon Festival



## Why Should I Care About My Home's Building Envelope?

In today's home building we strive to "build it tight and ventilate it right". This method helps prevent your home's heating and cooling systems from fighting the exterior temperature. It also reduces the "drafty" feeling in your home and lowers the chance of mold or mildew growth. A "tight" building envelope with a well-designed ventilation system uses less energy and gives better control over your home's temperature, air quality, and humidity levels.

YVEA's Energy Hero Program has a series of DIY resources available on its website to help you identify and define your home's unique building envelope. [yvea.com/energy-hero](http://yvea.com/energy-hero)

## YVEA Energy Hero Rebates

Yampa Valley Electric Association offers Energy Hero Rebates to help offset the cost of your new electronic appliance or device purchase. If you're switching an over or clothes dryer to electric, have your eye on a new electric bike, or want to upgrade to LED bulbs, visit [www.yvea.com/rebates](http://www.yvea.com/rebates) for more details or to submit a rebate request today!

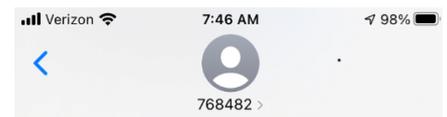
## 2020 Member Survey

The results of our 2020 Member Survey are posted here: <https://bit.ly/3e3hZTB>. If you didn't receive a survey and would like to for 2021, please reach out to member services at 970-879-1160 to update your email address.

## New SMS Text Messaging

If you are signed up for SMS messaging through SmartHub, you will receive your messages from 855-939-3597 instead of the previous number 768482. **If you**

**would like to sign up for SMS messages**, which will alert you when your bill is available, payment confirmations and power outages, please visit SmartHub or contact Member Services at 970-879-1160.



SmartHub  
Your COOP ELECTRIC  
SERVICE bill is available for  
the following account(s):

# It's Really About the Experience

What makes an Internet provider great? This is the question we've been working through the last couple of months to help guide consumers to make educated decisions on which provider in the Valley is "the best."

On the surface, and no secret to the industry, is that fiber optic-based networks, Fiber to the Home (FTTH), are far superior to copper, coax, satellite and fixed wireless. Now, we at Luminate Broadband are biased that we provide the best experience, but we recognize that great service is more than simply having fiber to your home or business. While this is critical to being relevant, viable and sustainable for many years to come, the reality is that the Luminate team works equally as hard on building out the network as we do in providing an exceptional customer experience. This effort starts with the website, extends to our communication and, ultimately, to the service that you receive from start to finish.

Providing such a great experience is an all hands-on-deck approach to ensure that your discretionary dollars are producing exceptional value to you — whether working from home or school, or connecting for telehealth, gaming, video streaming, security, reliability or parental controls. Additionally, speed is important and no other competitor in our market can consistently deliver speeds that Luminate offers at the same price. Now, the truth is, not everyone needs or wants gigabit service and that is well understood. What everyone does desire is consistent, reliable service unaffected by

weather, water, aggregated congestion or some other factor resulting from a medium other than fiber optics.

To elevate the customer experience, Luminate just launched the myLuminate app, something we are excited about. myLuminate is purely designed to provide consumers the ability to manage their home or business network with ease. The three primary flavors of myLuminate are network security, network management and parental controls.

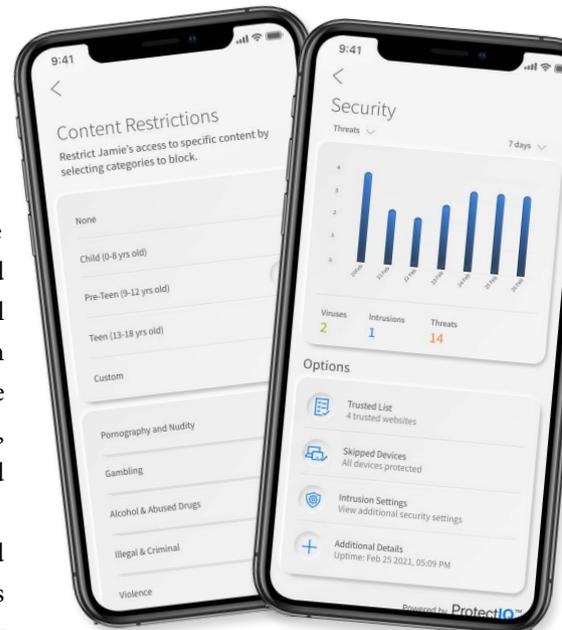
Network security, or ProtectIQ, is inherently designed to run in the background to safeguard your network and all connected devices from the bad guys. This feature protects against viruses, spyware, malware, ransomware and other harmful web-based cyberattacks.

Once enabled, ProtectIQ runs behind the scenes within myLuminate and does its job, blocking harmful attacks and giving you the ability to see what takes place. At the end of the day, most consumers are happy to know that someone or something is constantly working to protect them and that's peace enough. The reality is, that's what myLuminate does.

Next is ExperienceIQ, which also runs inside the myLuminate app and gives you, the owner, the ability to control who, what and when. While the main use case of ExperienceIQ is to protect our youth from potentially harmful content, there is also a great deal of value for everyone, including middle aged and older adults. For instance, this feature is designed to be set up at the

user level, regardless of device type or quantity, thereby protecting that user from inappropriate content. The little secret about inappropriate content is that it is generally littered with harmful internet traffic, resulting in viruses, malware, adware, etc. — all of which put your network, your identity, and your privacy at risk.

Luminate Broadband does provide the best internet. It's hard to dispute given the speed offerings for the price. However, we are not satisfied stopping there. Our purposeful goal is to provide you with the



world's greatest experience from our first touchpoint and indefinitely thereafter. We want you to know that the Luminate team is focused on you and we strive to provide the tools that make you confident in speed, reliability, security and safety; all contributing to an exceptional experience where you're happy with your choice to not only move to Luminate Broadband, but to stay with Luminate for years to come.

