

THE COOPERATIVE ADVANTAGE

More than Light: Electricity Powers Quality of Life

BY JIM HERRON CEO | HERRONJC@MVEA.ORG



JIM HERRON

This month, Mountain View Electric Association will start promotions for the second part of our GO ELECTRIC! Outdoor Power Equipment Giveaway for two electric snow blowers. (See page 8.) The promotion is one way that we promote beneficial electrification—an expansion on the concept of energy efficiency, that includes the replacement of direct fossil fuel use (e.g., propane, natural gas, gasoline) with electricity in a way that reduces overall emissions, energy costs, AND benefits the end user (in this case, electric co-op members). Rapidly evolving innovations in energy technologies, and the growing demand for beneficial electrification offerings, has created new ways to use electricity that were not possible 20 years ago.

It is not a stretch to say that electricity has an impact on virtually every aspect of our lives: lighting, heating, cooling, cooking, refrigeration, cleaning, washing, entertainment, communications, and transportation. Electricity has, for many of us, gone from a luxury commodity to a necessity and an expectation. We expect the lights to come on when we flip the switch, and we expect our power to stay on during the best and worst conditions. It is easy to take for granted, to forget, the value of electricity in powering our quality of life.

According to the Energy Information Agency, the typical U.S. household now uses more air conditioning, appliances and consumer electronics than ever before. The average home also contains 10 or more internet-connected devices. Considering everything that is powered by electricity, it's no wonder that we occasionally receive calls from members with questions about their energy use. From the infrastructure of your home — appliances, water heater, and HVAC

system — to charging your smartphones, computers, TV, and Wi-Fi router, your monthly energy use is so much more than lighting.

Today, there is more demand for electricity than ever before. At home, in schools and businesses, and in commercial sectors such as transportation, the need for electricity is increasing. Typically, when demand goes up, so too does the price, as is the case with most goods or services, such as cable or even your favorite specialty coffee. However, that's not true with electricity. And, that is not the case at MVEA as we celebrate four years without a residential rate increase.

In today's world, you won't find many items that cost less than \$5. You can purchase a gallon of milk, a dozen eggs, a gallon of gas, or burger off the menu at many fast food chains. But did you know that an average day's worth of electricity from MVEA costs less than \$5? In fact, MVEA's average residential member uses 937 kilowatt-hours of electricity per month at a cost of \$4.53 a day.

Outside of MVEA's rates, let's take a look at how the value of electricity compares to other common expenses. Over the last five years, the cost of rent increased 3.4%; medical care increased 2.8%; and education increased 2.2%. But the cost of electricity only increased 1%. Considering all the ways we depend on electricity, it still remains a great value.

We care about you, the members we serve, and understand that electricity is more than a commodity—it's a necessity. That's why MVEA will continue working hard to power your life reliably and affordably.

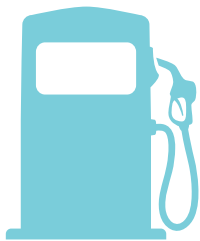
Past, Present, Future: Electricity Remains A Good Value

The cost of powering your home rises at a slower pace than many other expenses. Compare the average price increase of expenses and the value of electricity shines bright.

Data Source: US Bureau of Labor Statistics Consumer Price Index

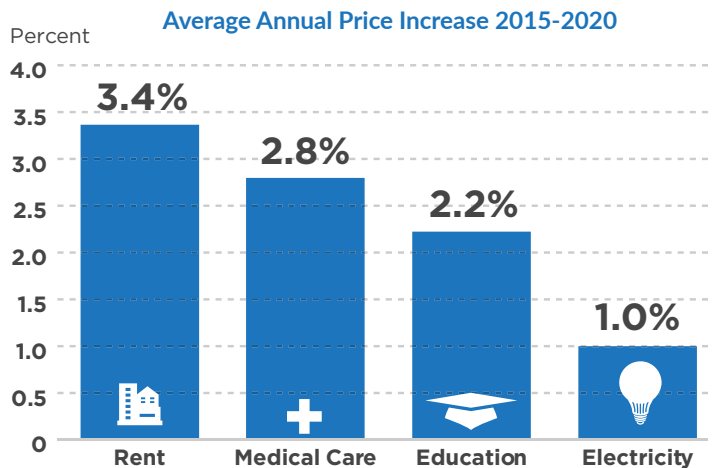
1990 Price of Gas: \$1.14 Gallon
2021 Price of Gas: \$3.24 Gallon
184% Increase

1990 Price of 12 Eggs: \$1.01
2021 Price of 12 Eggs \$1.64
62% Increase



1990 Price of Electricity: \$.07747*
2021 Price of Electricity: \$.10828*
39% Increase

*MVEA's Residential Per Kilowatt-hour Rate. MVEA's last Residential Rate adjustment was in April 2017.



GO ELECTRIC! Giveaway Winner Spotlight:

Sarah Keeker, Colorado Springs

Sarah Keeker, an MVEA member for 25 years, is the second winner of MVEA's Summer Series Electric Outdoor Power Equipment Giveaway. She is now the proud owner of a Ryobi electric pressure washer. When asked if she had tried out the electric pressure washer and how it had measured up, she replied, "It is fabulous. I already washed my car."

MVEA's GO ELECTRIC! Outdoor Power Equipment Giveaway promotes the expanding selection of electric outdoor power equipment products eligible for MVEA's popular rebate program. While the first products were announced in 2020 and included an electric mower, chainsaw, snow blower, and more, the 2021 offering was expanded to include a pressure washer and electric bicycle.

Why do we promote the use of electric outdoor power equipment? Small changes can have a big impact on the world around us. MVEA and

Tri-State Generation and Transmission, our power supplier, work together to create programs that promote the smart use of fuels and conservation of resources. That message is important to Sarah, "I strongly believe that we need to shift to green energy alternatives and work together to control climate change."

By upgrading to electric outdoor power equipment and using one of MVEA's rebates, MVEA members can make the beneficial electrification switch while offsetting the cost to go a little greener. If you would like to learn more about energy efficiency rebates, visit www.mvea.coop/rebates.

If you would like to enter for chance to win one of two electric snow blowers, visit www.mvea.coop/greengiveaway. Entries will be accepted through October 28. Two winners will be selected. Don't miss your chance to GO ELECTRIC!



▲ Sarah Keeker and Rick Wycloff pose with the Ryobi electric pressure washer that Sarah won through MVEA's Summer Series Electric Outdoor Power Equipment Giveaway.

Ditch The Snow Shovel

GO ELECTRIC!

Outdoor Power Equipment Giveaway

Enter for a chance to win an Electric Snow Blower.
Two winners will be selected in November.
Giveaway Entry Deadline: October 28

Low Noise • Zero Gas • Zero Emissions • Low Maintenance

2021 Outdoor Power Equipment Giveaway Entry Form

Visit www.mvea.coop/greengiveaway to enter online and for a complete list of giveaway rules. The giveaway is open to all MVEA residential members in good standing who agree to contest rules and requirements. Current or former MVEA employees, affiliates, related entities, and the immediate family members and household members of all such employees are not eligible to win.

Enter online, return entry form with your monthly payment, or mail entry form to MVEA, Attn: Green Giveaway, 11140 E. Woodmen Road, Falcon, CO 80831.

MVEA Member Name: _____
 Address: _____
 City: _____ Zip: _____
 Account #: _____
 Phone #: _____
 Email: _____



▲ An MVEA member enjoys an iced drink courtesy of MVEA at the Coffee Power Hour at the Coffee Shack Brew & Q in Peyton.

Another Successful Coffee Power Hour!

Coffee Shack Brew & Q, Peyton

To safely connect with MVEA co-op members over the last several months, and to help power a small business comeback, MVEA has hosted Coffee Power Hours at local coffee shops that are part of the Co-op Connections program. In May, Coffee Shack Brew & Q in Peyton, hosted MVEA's most recent Coffee Power Hour.

Jo and Ross Hadley, owners, served MVEA members small or medium beverages, courtesy of MVEA, as well as their popular breakfast burritos during their two-hour event. They reported that they typically serve around 20 customers on a Wednesday from 9 to 11 a.m., but during MVEA's Coffee Power Hour, they served

99 customers the beverage of their choice!

"We LOVED hosting the Coffee Power Hour. The feedback we received from both new and existing customers was great — they were extremely impressed with the event. We are SO thankful to MVEA for choosing us," Jo said.

The Coffee Shack Brew & Q offers all MVEA members a 10% discount off their entire order when they show the Co-op Connections deal. To find the discount, and hundreds more, download the free app on your smart phone or learn more at www.mvea.coop/co-op-connections. You can also watch for new Co-op Connections businesses and deals on MVEA's Facebook and Twitter pages.

We Don't Just Brighten Homes, We Brighten Futures.



High School Sophomores & Juniors Win a Summer Trip! MVEA Youth Leadership Trip Contest

High school sophomores and juniors are just a couple of short questions away from an opportunity to win a once-in-a-lifetime all-expenses paid trip. Top-placed winners will receive either a trip to Washington D.C., with students from across the U.S. for the Electric Cooperative Youth Tour, or will be invited to the Colorado Electric Education Institute's Cooperative Youth Leadership Camp in the mountains outside of Steamboat Springs. For additional details and an entry form, visit www.mvea.coop/leadershiptrip. Deadline: Thursday, November 11, 2021.

Need Cash For College? Win a Scholarship! \$26,000 In Scholarships Available

MVEA's scholarship program includes scholarships to accredited colleges, universities, junior or community colleges, as well as Vocational/Technical Scholarships. Additional scholarships include Power Lineworker Scholarships for students pursuing a career through a lineworker training program, as well as a Power Engineer Scholarship for current college students pursuing a power engineering career. Visit www.mvea.coop/scholarships to learn more. Deadline: Monday, January 17, 2022.

Questions? Contact Erica,
(719) 494-2654,
erica.m@mvea.coop.



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This Association is an equal opportunity provider and employer.

18th Annual Slavic Fest

St. Mary's Orthodox Church
19485 N. Calhan Hwy. Calhan, CO 80808

Saturday, October 9 • 11 a.m.-5 p.m.

Sunday, October 10 • 11 a.m.-3 p.m.

Traditional Slavic & Czech Food (\$15 Per Plate)

Live Dancing & Entertainment

Learn more! www.holydormition.net



A Future Powered by Fiber: The Gold Standard of Transmission



Mountain View Electric Association and its fiber broadband partner, Conexon Connect, have been hard at work to begin building the network that will deliver world-class high-speed internet access and HD-quality phone service options to 100% of members.

Building a fiber network takes several years. Some have asked if fiber technology is going to be obsolete by then.

The short answer is no. Fiber technology is here to stay and will continue to power the internet revolution for years into the future. Fiber internet is super-fast and more reliable than traditional copper phone lines, cable, or fixed wireless technology.

WHAT MAKES FIBER INTERNET BETTER?

- Consistent high speeds for both uploading and downloading
- Better reliability and more consistent performance than DSL, cable, or fixed wireless
- Greater bandwidth than other technologies and no data caps

Follow Connect, powered by Mountain View Electric Association, on Facebook for the latest updates. Visit [ConexonConnect.com/MVEA](https://www.conexonconnect.com/) for more information and to pre-register.

FIBER-OPTIC NETWORK

Delivers service via fiber along electric infrastructure
Thread-like glass strands use light waves to transmit data
Sends and receives large amounts of data at speed of light



COPPER-BASED DSL

Delivers service via phone lines
Distance-sensitive: signal strength and speed decrease further from central office
Service can be slow and unreliable in rural areas



CABLE NETWORK

Delivers service over copper coaxial cables
Shared connections over limited bandwidth result in network congestion and disproportionately slower speeds for uploading



FIXED WIRELESS

Delivers service over airwaves, from tower to dish affixed to home
Requires line-of-sight connectivity with tower, typically limited to <10 miles with no obstructions
Rural terrain limits availability



• Celebrate National Co-op Month | October 2021 •

MVEA Member Appreciation Days

MVEA *Because you're not just a customer, you're a co-op member!*

Free Event! Join MVEA for lunch to celebrate 80 years of powering possibilities through decades of innovation and industry changes!

October 13, 2021
11 a.m. - 1 p.m.

MVEA's Limon Office
1655 5th St.
Limon • 80828

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October 14, 2021
11 a.m. - 1 p.m.

MVEA's Falcon Office
11140 E. Woodmen Rd.
Falcon • 80831

CDC and county COVID-19 mandates in effect at the time of the event will be observed.