



Same Great Service, while Delivering More

BY **JEFF WADSWORTH** PRESIDENT & CEO

I certainly hope all you readers had the opportunity to celebrate New Year's Eve and Day over the weekend. These holidays tend to be uplifting and positive, as we celebrate the year's victories and look to the future with an open mind.

At your cooperative, we resolve ourselves to continuously carry out our mission while looking for better and more efficient ways to serve you, our members.

A big victory for your cooperative at the beginning of 2021 was holding rates stable, marking the fifth year without a rate increase. Then just a few months later we announced a rate decrease; two huge achievements in keeping our rates affordable and among the lowest utility rates in the state!

Be sure to read my article next month, where we'll be announcing exciting news about the future affordability of your electric rates.

But there is more to the affordability of our product than rates — we want to be of good value to you. We offer other services to help empower our members to use their electricity wisely. Our My Co-op, My Plan tool allows you to learn about different rate options to see if there is a better rate option for your lifestyle. **Learn more at www.pvrea.coop/service.**

As part of our continual effort to provide exceptional service, we have added new, convenient payment options including paying with credit card over the phone and through Western Union. We also offer recurring payments, pay as you go billing, and leveled billing. Services you've come to expect, but with new additions to meet the changing needs of our membership. **Learn more at www.pvrea.coop/account.**

I hope all members take full advantage of our rebate program. This year we've made changes to focus assistance on electric appliances and power equipment. Read more

about rebates on page 9 of this month's issue or at www.pvrea.coop/rebates. And on page 7, you can even read a unique story about our member, Gary Thunquest, who was the winner of the 2021 event season electric bicycle giveaway.

As we've seen technologies change and the adoption of electric tools and appliances grow, we are constantly reevaluating our programs and offerings to better match what is asked for by our members so we can support the lifestyle you want.



Read more about our electric bike winner on page 7.

A large part of delivering on our mission is providing reliable service. We're hard at work to ensure you get what you pay for every time you flip the switch. We recently completed a large transmission project which brought increased resiliency to our mountain area. Our ongoing microgrid project in Red Feather Lakes provides us a chance to learn how this new technology could better serve other areas of our service territory. And recently we have certified employees to remotely inspect power lines with drones to decrease interruptions in service.

Your cooperative delivers more than just electricity. We resolve ourselves to continually deliver reliable, affordable, best-in-class products and services to you. But know that even though we are the same electric cooperative you've come to know and trust, we're always looking at ways to better serve our members and communities. And while it may be a new year, our hope is that you will see the same great service as always.

Here's to wishing you and yours all the best in 2022.



ABOUT YOUR CO-OP

PVREA serves energy solutions to over 50,000 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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