

For Immediate Release
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Poudre Valley Rural Electric Association Sets Long-Term Goal for Increased Reliance on Carbon-Free Energy Sources

PVREA's "80 by 30" initiative is the co-op's first-ever carbon reduction goal, seeking to increase carbon-free energy from 33 percent today to 80 percent by 2030

Poudre Valley Rural Electric Association, Inc. (PVREA), an electric distribution cooperative serving 44,000 homes and businesses in Northern Colorado, today announced the "80 by 30" goal, a long-term process to increase carbon-free energy sources from an estimated 33 percent in 2019 to 80 percent by 2030. This is the first time the co-op has established a carbon reduction goal; the initiative was approved by the co-op's Board of Directors in May.

"Establishing the '80 by 30' goal is our first step toward increased reliance on carbon-free energy sources," said Jeff Wadsworth, president and chief executive officer of PVREA. "By setting this ambitious goal, we have the opportunity to proactively address Colorado's evolving regulatory environment and manage costs associated with potential future regulatory requirements."

"With support from our Board of Directors, PVREA is up to the task of achieving this important goal. We're beginning the process of defining specific actions to achieve the '80 by 30' goal while maintaining the affordable rates and reliable service our members expect," continued Wadsworth.

To help reach the "80 by 30" goal over the next decade, PVREA will look to advancements in technologies, including battery storage and grid management systems. PVREA will also continue to promote the development of a regional transmission organization and proactively pursue carbon-free generation opportunities.

In recent years, PVREA has made significant carbon-free advancements by incorporating local renewable energy into the electric grid through long-term purchase power agreements with smaller, carbon-free generators within its service territory. PVREA's current power mix includes two hydroelectric generators, four large solar arrays, and three community-owned solar farms. PVREA plans to continue the expansion of its local renewable energy generation as a part of the "80 by 30" goal, starting with the completion of two, new large solar arrays in 2019.

PVREA purchases most of its power from Tri-State Generation and Transmission Association, Inc. (Tri-State G&T), a wholesale power supplier, and generates the remaining balance from local renewable energy facilities and member-owned solar arrays. Tri-State G&T has added nearly 800 megawatts of renewable energy projects in the last decade and plans to add more in the future.

Additional information on the "80 by 30" initiative is available at www.pvrea.coop/80by30.

About PVREA

PVREA is a member-owned, not-for-profit electric distribution cooperative serving over 44,000 homes and businesses in Boulder, Larimer, and Weld Counties in Northern Colorado. More information is available at www.pvrea.coop.

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