



# UNDERSTANDING FACTORS THAT IMPACT YOUR ENERGY BILLS

By Tim Holtan, CEO

February brings some of the coldest weather of the year, and as our home heating systems work harder and longer to keep us warm, we typically see higher energy bills. There are a few key factors that affect electricity prices, as well as a few ways you can make a meaningful impact on home energy savings.

When you receive your monthly bill from Riverland Energy Cooperative, you are provided with a summary of how much electricity you used during the billing cycle. You can see how electricity use may have spiked in months when you used more electricity, such as particularly cold months. For example, using electric heaters more frequently in January could lead to a noticeable increase in your daily average usage compared to milder months like April. Additionally, you can see how your daily average usage compares month to month. But you might be surprised to learn that beyond your monthly energy consumption, there are external factors that can impact the cost of electricity.

## Fuel Prices

Riverland Energy Cooperative is a member-owner of Dairyland Power Cooperative, our wholesale power provider. We purchase power at a wholesale cost, then we deliver that power to you, our Members. The cost of generating and transmitting electricity from Dairyland Power accounts for a sizable portion of the cost to provide electric service to local homes and businesses—and the cost of fuels that are used to generate that electricity, such as natural gas and coal, fluctuate based on supply and demand. While these fluctuations can impact the cost of electricity, we work closely with Dairyland Power Cooperative to plan and help stabilize electricity prices for our members.

## Extreme Weather

While we cannot control the weather, we can review weather patterns and forecasts to prepare for times of extreme cold or heat, when we know the demand for electricity will increase. But when temperatures become extremely cold and the demand for electricity spikes, the price of electricity can also increase.

## Infrastructure and Equipment

To cover a portion of the costs associated with providing electricity to your home or business, Riverland members pay a monthly service charge. This monthly fee helps cover the cost of equipment, materials, labor, and daily operations for all members in Riverland's service territory. To ensure the

reliable service you expect and deserve, we must maintain the local grid, including power lines, substations, and other essential equipment.

## Energy Policy and Regulations

Federal energy policies and regulations can have a profound impact on electricity costs. As energy generation shifts to the use of more renewable sources and stricter regulations for traditional, always-available fuel sources, such as natural gas and coal plants, costly upgrades and technologies must be constructed and deployed. These additional costs are passed to Members.

U.S. power consumption is expected to double by 2050. Across the country, electric cooperatives are working with members of Congress to advocate for smart energy policies that reliably power our local communities. We are urging the Trump Administration to take concrete steps to repeal the EPA's power plant rule and bolster the long-term reliability of the nation's grid.

## You Have Control

While many of these external factors that impact electricity costs are out of our control, we all have the power to manage our energy use at home. The most effective way to lower use is thermostat management. Since heating and cooling account for a major portion of home energy use, adjusting the thermostat to the lowest comfortable setting can help you save energy and money. Remember to service your heating and cooling system annually and replace dirty filters as needed.

You can also reduce energy costs by taking advantage of the Time-of-Use rate, using electricity during off-peak periods when the demand for electricity is lower. Reserve energy-intensive chores for off-peak times, before 1:00 p.m. and after 6:00 p.m. Monday – Friday from June through August. Be sure to seal air leaks around windows, doors, and other areas where gaps are possible. This will help your heating and cooling system work less and improve the overall comfort of your home.

Riverland Energy Cooperative is your local energy partner, and we are here to help. Visit our website at [www.riverlandenergy.com](http://www.riverlandenergy.com) to learn about our efficiency programs, such as Time-of-Use, which are designed to help you save. As always, we will continue working diligently to provide you with reliable power at an affordable cost.

# RIVERLAND'S ROUNDING UP FOR COMMUNITY CARES GRANT APPLICATIONS DUE



## Making a Difference Together

Riverland's Rounding Up For Community Cares enables REC members to unite in supporting our community. By rounding up the monthly bills of participating members, we generate extra change—ranging from \$0.01 to \$0.99—that funds requests from local charitable organizations. These small contributions collectively make a significant impact.

## How to Participate

Join this voluntary program by signing up through our website, checking the box on your billing statement, or enrolling via SmartHub.

## How to Get Funding

If you have a community project or organization in need of funding, complete the application online or call to request one. Submit the application with supporting documentation for consideration. (9g15c0226)

## Contribution Guidelines

Contributions will primarily be distributed within the local areas served by Riverland Energy Cooperative. Donations are limited to non-profit, charitable organizations, with priority given to those granted IRS Code 501(c)(3) status.

## Application Deadline

Applications for funding will be accepted until February 13, 2025.

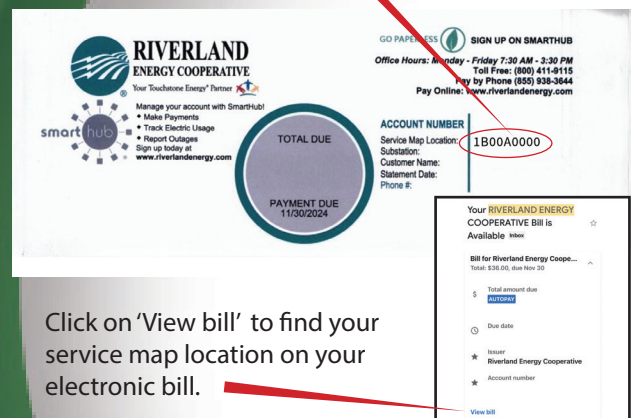


## SPOT YOUR SERVICE LOCATION NUMBER WIN A \$25 BILL CREDIT!

To reward our *Wisconsin Energy Cooperative News Magazine* readers, we are going to randomly select two service map location numbers to be hidden within the newsletter. The hidden service map location numbers are displayed in this format (Ex. 1B00A0000).

If you spot your service map location number, contact the cooperative by the 20th of the current month to claim your \$25 bill credit.

Your service map location number can be found here on your paper bill:



Click on 'View bill' to find your service map location on your electronic bill.



# 2025 SCHOLARSHIP APPLICATIONS AVAILABLE DUE MARCH 14



## \$1,000 Traditional and At-Large Scholarships

Riverland Energy is offering 30 scholarships, each worth \$1,000, to high school seniors whose parent or guardian resides within the Riverland Energy service area. Two graduating seniors from each of the following schools will be selected: Alma, Arcadia, Blair-Taylor, C-FC, Durand, Eleva-Strum, G-E-T, Gilmanton, Holmen, Independence, Mondovi, Onalaska, Osseo-Fairchild, and Whitehall. Additionally, two at-large scholarships will be awarded to eligible seniors who live in our service area but do not attend any of the listed schools.

## \$5,000 Luck of the Draw Scholarship

Riverland Energy will draw one additional \$5,000 scholarship from all of the qualified applicants. The applicant, or the applicant’s parent or guardian, must be present to win.

The recipients for the Traditional and At-Large Scholarship and the one \$5,000 luck of the draw scholarship will be chosen in a random drawing at the Annual Meeting on Saturday, March 22, 2025. To be eligible to win, the applicant or their parent/guardian must be present at the Annual Meeting.

## Non-traditional Scholarships

Riverland Energy will award up to three \$750 scholarships to an adult student who is either headed to college for the first time, returning to complete an interrupted education, or looking to return to college to improve his or her career opportunities.

Recipients will be chosen in a random drawing at the Riverland Energy Board of Directors Meeting from all completed and verified applications.

Deadline for all scholarship applications is March 14, 2025. Applications can be found on our website at [riverlandenergy.com](http://riverlandenergy.com) or through your high school guidance counselor.



*You're invited!*

**2025 RIVERLAND ENERGY ANNUAL MEETING**

**SATURDAY, MARCH 22**

Riverland Energy Cooperative’s Annual Meeting will be held on Saturday, March 22, at the Arcadia High School.

Pancake Breakfast — 8:00 a.m.–9:45 a.m.  
Business Meeting—10:00 a.m.

There will be door prize drawings, scholarship drawings, and an attendance gift. We will be live streaming the meeting on our YouTube channel. *Reminder: You must be present at the Annual Meeting to be eligible to win the door prizes and scholarships.*

The districts with director elections are District 3, 4, and 8. Members in those districts will receive ballots to vote either by mail in, electronic, or in person voting.



# ASSUME A DOWNED POWER LINE IS DEADLY

**O**verhead power lines carry thousands of volts of electricity. If a line is down, always assume it is energized and dangerous, even if the power is out in your area. Touching or getting near a live power line injures and kills.

Never approach an accident scene where a line is down or damaged. If you run toward the accident to help, you too could become a victim by entering the energized area.

Power lines can come down or sag close to the ground for a few reasons: severe weather or damage due to a car accident. A downed line isn't always visible. After severe weather, lines can lurk underneath water or debris. (2b09a0016)

Stay clear of all types of utility lines. Even if you think lines might be designated for telephone or cable service, they may have contact with damaged and energized power lines nearby. Safe Electricity and Riverland Energy Cooperative offer these additional safety reminders:

- Call 9-1-1 to report fallen or damaged power lines.
- Power lines do not have to be arcing or sparking or making a humming noise to be live.
- Do not attempt to move a downed line or anything it is touching with another object such as a stick or pole. Even materials that don't normally conduct electricity can do so if they are slightly wet.
- Do not step in water or walk in debris near a downed power line.
- Stay at least 10 feet away from the downed power line.
- Do not attempt to drive over a downed power line.
- If a power line falls on your vehicle while driving, do not attempt to drive away or get out. Call for help and **STAY INSIDE THE VEHICLE** until utility crews say it is safe to get out. If there is a fire or you smell gasoline, hop out without touching the vehicle at the same time and **DO NOT WALK**, but hop away to safety.
- Line properties can change: Any power line that is dead could become energized at any moment due to power restoration or back feed from backup generators.
- Always consider all lines, regardless of the type, energized at deadly voltages.


**Tim Holtan, CEO**

608-323-3381 • 1-800-411-9115 • [www.riverlandenergy.com](http://www.riverlandenergy.com)

**Jordan Lien, Editor**



**Riverland Energy  
Cooperative**

Your Touchstone Energy® Partner 

## **Arcadia Office**

N28988 State Road 93,  
P.O. Box 277,  
Arcadia, WI 54612

## **Holmen Office**

1800 Granary St.  
Holmen, WI 54636

## **Outages & Emergencies**

Call 1-800-927-6206  
24 hours a day

## **Office Hours**

Arcadia: 7:30 a.m.–3:30 p.m.  
Holmen: 7:30 a.m.–3:30 p.m.

## **Officers of the Board of Directors:**

Bea Zingsheim, Onalaska, President  
Dan Filla, Arcadia, Vice-President  
Dennis Frame, Osseo,  
Secretary/Treasurer