

# ELECTRICITY BRINGS VALUE EVERY DAY

If you're like most people, you don't think much about electricity. You expect the lights to turn on when you flip the switch and the coffeemaker to work each morning.

Because electricity is so abundant, we don't think much about it.

Since many of us have been spending more time at home over the past few months, we likely have been using more energy. And yet, we still expect an endless supply of power with uninterrupted service 24/7.

The only time we really think about electricity is when the power goes out or perhaps when the monthly bill arrives.

Given how electricity powers our modern lifestyle every day, it's a great value, especially when compared to other common services and expenses. For example, think back to the cost of a gallon of gasoline 20 years ago. Consider the cost of groceries or a cup of your favorite specialty coffee from a few years back. In comparison, the cost of electricity has remained largely flat, unlike most other consumer goods.

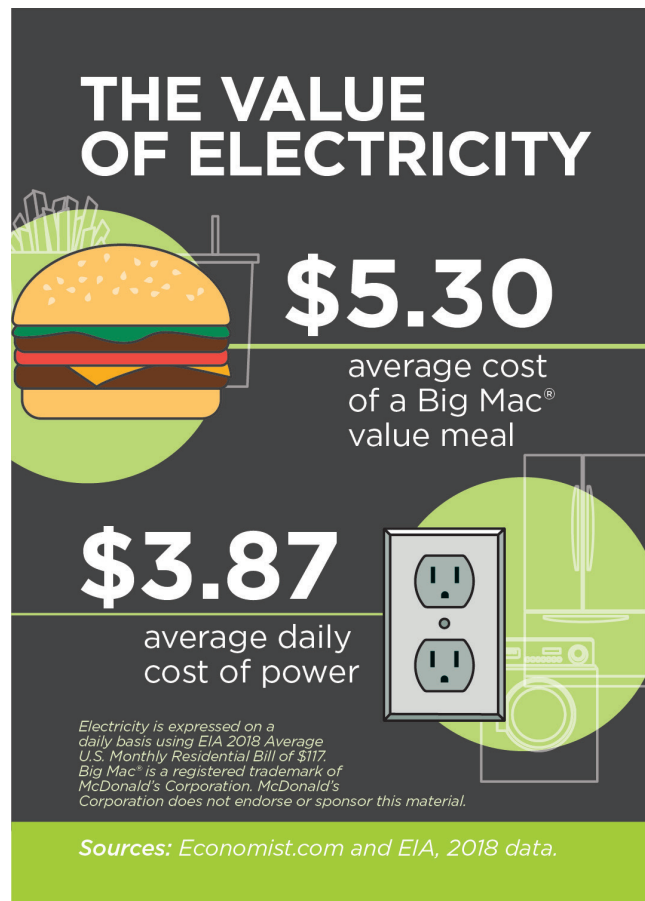
**...the cost of electricity has remained largely flat, unlike most other consumer goods.**

Most of us have a cell phone to stay connected and subscribe to cable channels to enjoy more viewing options. We consider these necessities for modern-day life. We can see what we're getting for our money, and we pay the price for those services. In contrast, when we use electricity, we don't necessarily "see" all that we're getting for our money.

But considering what electricity does for us, it's a tremendous value for our quality of life as well as our budgets. For comparison, consider that the average rent increase was nearly 4 percent each year from 2014 – 2019, according to the Bureau of Labor Statistics Consumer Price Index. The cost of medical care had an annual increase of 3% during this time, and education was not too far behind at 2.6%.

So, where did electricity rank? According to the CPI, the increase in electricity costs was less than half a percentage point, 0.4%.

The bottom line: Electricity brings everyday value. Rock Energy provides the reliable service you expect and deserve as valued members of the co-op, and as your trusted energy adviser, we want to help you save energy and money.

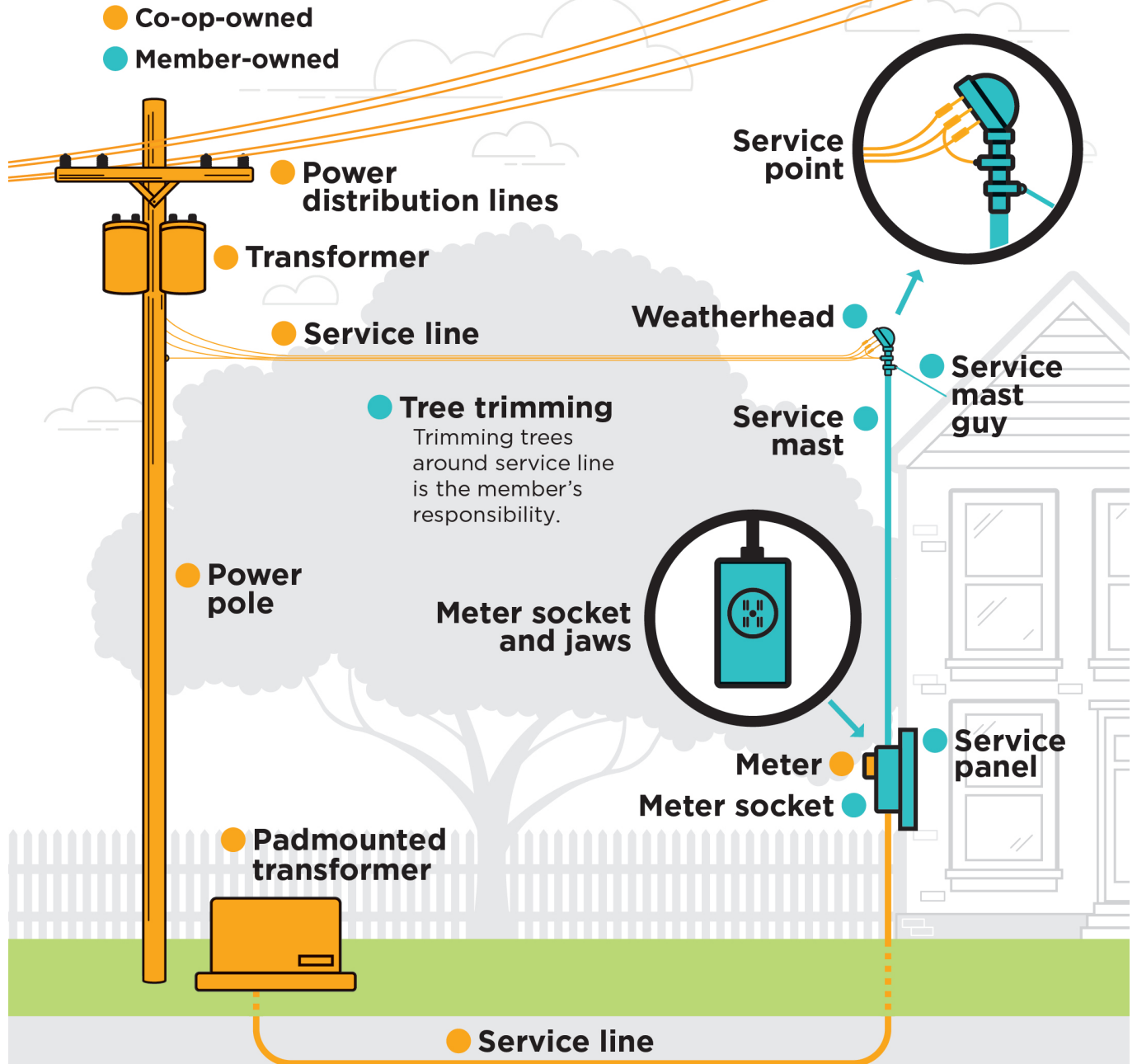




# Who Owns What?

## Electric Co-op-Owned Equipment vs Member-Owned Equipment

This graphic depicts equipment owned by the co-op (gold) and the member (blue). If a storm damages any equipment owned by the co-op, we are responsible for repairs. If a storm damages any member-owned equipment, the member is responsible for repairs. Members should hire a licensed electrician when making any repairs to member-owned equipment.



*Note: This graphic depicts overhead and underground service. Please be aware of which type of service you receive at your home.*

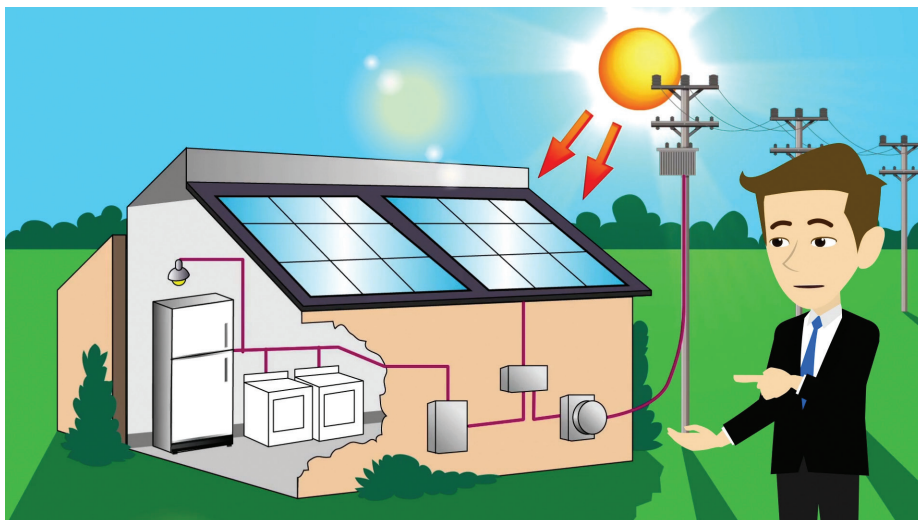
# VISIT WEBSITE BEFORE INSTALLING SOLAR

If you're thinking about installing a solar generation system on your property, make sure to learn all the facts before signing a contract.

To get started, go to [www.rock.coop/solar](http://www.rock.coop/solar). There you will find a helpful video that introduces you to solar, Rock Energy's rate information, and a checklist that outlines the steps you need to take from start to finish.

Also included are guidelines for technical requirements and our interconnection policy. This information can be provided to potential vendors so they are aware of the cooperative's requirements.

If you have any questions after reviewing the information, please call us at 866-752-4550 or email [DG@rock.coop](mailto:DG@rock.coop).



Our video "Solar 101: Learn the Basics" can be found at [www.rock.coop/solar](http://www.rock.coop/solar).

## ROCK ENERGY NEWS

August 2020

**What's Happening**

Send your current email to [info@rock.coop](mailto:info@rock.coop) for a chance to win a \$25 bill credit!

**Aug. 11**  
National Safe Digging Day  
Remember to call 811 before any digging project.

**Sept. 5**  
Labor Day  
Offices closed, but crews available for outages.

**Oct. 5**  
84th Annual Meeting  
Visit [www.rock.coop](http://www.rock.coop) for details.

**Rock Energy Cooperative**

[www.rock.coop](http://www.rock.coop)  
P.O. Box 1758  
2815 Kennedy Rd.  
Janesville, WI 53547-1758

P.O. Box 126  
15229 Willowbrook Rd.  
South Beloit, IL 61080  
(800) 752-4550  
or (866) 752-4550

Shane Larson  
Chief Executive Officer  
Barbara Unbehauen  
Editor

### Value of Electricity Continues to Shine

Think about everything in your home that's plugged in right now: lamps, TVs, computers, printers, gaming consoles, music and video players, various appliances, and plenty more. The power you receive from Rock Energy Cooperative keeps you connected to the modern world.

Electricity is so much a part of our daily routine that we take it for granted without stopping to think about what a tremendous value it is.

Along with everything else, the cost of electricity has increased over the years. But its cost has not gone up as much as some other items. Since 2014, rent, medical care, and education costs have increased at rates of 2.6 percent or more each year. Electricity costs, however, have risen just 0.4 percent a year.

When it comes to value, electricity is a clear winner, and Rock Energy is always looking for ways to work with you to make its value even better. We promote energy efficiency and technology designed to give you more control over your energy use, so you can live within your budget.

That's going to become more important as our use of digital devices and Internet-connected technologies increases.

### ELECTRICITY REMAINS A GOOD VALUE

The cost of electricity you have paid this month compared to the same month last year. (Based on your account over the last 12 months of a year.)

Category	Percentage Increase
Electricity	0.4%
Rent	3.7%
Medical Care	3.0%
Education	2.6%

Average Annual Price Increase 2014-2019

**Newsletter Gets New Look**

Starting this month, Rock Energy News has a new format to bring you information about your co-op every month. We hope you enjoy the updated design with full-color photos and graphics.

## NEWSLETTER GETS NEW LOOK

Rock Energy News, the newsletter that's delivered each month with your energy statement, will have a new look beginning with the August issue.

You'll still find energy-efficiency advice, safety tips, and lots of co-op news. But the new format will feature an updated design with full-color photos and graphics. Also included will be a "What's Happening" section that lists upcoming co-op events.

## Happy Labor day!

Rock Energy Cooperative offices will be closed on Monday, Sept. 7, in observance of Labor Day. Members can make payments in the drop boxes at both offices throughout the holiday weekend and at the payment kiosk outside our South Beloit office, 15229 Willowbrook Road. Even though our offices are closed, standby crews are always available 24 hours a day. If you need to report a power outage, please call 866-752-4550.

## Energy Efficiency Tip of the Month

Installing a smart power strip is a quick and easy way to start saving money while making your home more energy efficient. Smart power strips can actually cut power off to save energy since they are able to detect when a device is in standby mode.—Source: [energy.gov](http://energy.gov)





# RESCHEDULED

## 84<sup>th</sup> Annual Meeting

**6 p.m. Monday, Oct. 5**

Eclipse Center, Beloit  
Business meeting only

Watch for details  
in next month's  
magazine.

**Send your current email  
to [info@rock.coop](mailto:info@rock.coop)**



**for a chance to win  
a \$25 bill credit!**

## GET IN ON APPLIANCE RECYCLING.



Need to get rid of an extra refrigerator or freezer that's wasting energy? We'll pick it up for free and recycle it responsibly.

### Why should you recycle your old fridge or freezer with us?

- 1 Simple savings**  
Recycling a working fridge or freezer can help you reduce energy costs by up to \$150 a year.\*
- 2 Responsible recycling**  
When recycled incorrectly, fridges and freezers can release harmful chemicals into the environment. We'll ensure that everything is disposed of safely.
- 3 Extra space**  
Decluttering your home is no easy task. Leave the heavy lifting to us.

Schedule a pickup online at [focusonenergy.com/recycle](https://focusonenergy.com/recycle) or give us a call at **800.762.7077** and we'll schedule it for you after asking a few short questions.

\* [energystar.gov](https://energystar.gov)

#### REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed. © 2020 Focus on Energy



**WISCONSIN**



### Shane Larson, CEO

P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547  
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080  
608-752-4550 • 866-752-4550



**Rock Energy  
COOPERATIVE**  
Empowering Members Since 1936