

SWRE POWER SOURCE

A Supplement to Oklahoma Living

STAY SAFE THIS SUMMER: BACKYARD ELECTRICAL SAFETY

As the weather warms, and you spend more time outdoors, it's essential to prioritize electrical safety. Hidden hazards can pose serious risks. Here are some critical safety tips to keep your loved ones safe in your backyard.

STAY AWAY FROM POWER LINES

Overhead power lines can be closer than they appear. Teach children never to climb trees near power lines; and never to fly kites, drones, remote-controlled toys or balloons in areas where lines are present. If you see a downed power line, stay at least 50 feet away and report it to your local utility company immediately.

SUPERVISE CHILDREN AROUND ELECTRICAL EQUIPMENT

Children are naturally curious, which is why they should be kept away from outdoor electrical equipment like utility boxes, transformers and air conditioning units. If you have an outdoor generator, make sure it is stored in a secure, ventilated area that children cannot access and never plug a generator directly into your home's electrical system.

FIND MORE SAFETY TIPS

Visit [SWRE.com](https://www.swre.com) to find more tips on trampoline and water safety, outdoor sports, and the importance of hiring licensed electricians.





A LETTER FROM CEO DAN LAMBERT

RATE STUDY RECOMMENDS ADJUSTMENT

COMING MAY 1, 2025

// Members are at the heart of the cooperative business model – you are an owner of the cooperative, not just a customer. It's important that you are informed and involved in the co-op's business matters. Your economic participation in Southwest Rural Electric is not only the reason we exist, but it is Cooperative Principle #3.

Just like any home or business, inflation has significantly impacted our cost of doing business. Since SWRE's last rate adjustment in 2019, the cost of vehicles, materials, insurance, labor, and interest rates have substantially increased.

The board of directors follows a well-defined financial policy which is reviewed and adjusted as needed. SWRE periodically conducts a cost-of-service study with an independent consultant to evaluate our current rate structure and the potential need for a rate adjustment. Both the financial policy and the cost-of-service studies promote long-term planning for the co-op.

C.H. Guernsey & Company, a respected engineering and architectural consulting firm, examined our rates in 2024 to ensure that rates are fair and equitable for all customer classes. The cost-of-service study reviews a year's worth of operational data including expenses for new infrastructure, maintenance, labor, and financing costs.

Following the study, the SWRE board of directors has approved a recommended adjustment of **6.85%**, which will become **effective May 1, 2025** and will be reflected on the bill(s) you receive in **June 2025**. This equates to an approximate **\$9 per month** increase for the residential rate class. An updated rate chart that details changes to each rate class is available online at [SWRE.com/Rates](https://www.swre.com/Rates).

An adjustment is essential for the co-op to match the rising operational costs it takes to provide service and to ensure we continue providing quality electric service for years to come. This adjustment helps all members understand their equitable share in the cost of service, and it makes sure that no rate class is subsidizing another.

We know that any slight increase to our members puts a strain on your pocketbook, so we want you to know that the decision to adjust rates was done with the utmost care. This is the first rate adjustment in six years, and it equates to **about a 1% increase annually**—a reflection of our commitment to keep rates affordable. SWRE is a not-for-profit electric cooperative, and we do everything we can to try to minimize the impact of increased costs to our membership without sacrificing system reliability.

The individuals serving on the board of directors are members of the co-op, just like you. Every decision that is made for the co-op takes into consideration the financial health of the cooperative and the impact those decisions will have on our members. I also see first-hand how our employees diligently plan, work efficiently, and are good stewards of our members' investment into the co-op. The employees who work here are your neighbors and are deeply rooted in the local community.

Our commitment to provide safe, reliable, and affordable power to your home and business remains our top priority just as it has been for the last 88 years. If you have questions about your specific account(s), please give our member service team a call during business hours at 1-800-256-7973, and we're happy to walk through it with you. //

RIISING COSTS FOR AN ELECTRIC CO-OP

Overhead and underground equipment price changes from January 2020 - May 2024. These percentages are a general representation modeled after a typical electric cooperative distribution system.

Primary Wire
+61.78%

Primary Underground Cable
+92.83%

Surge Arrestors
+88.85%

Secondary Underground Cable
+84.88%

Secondary Wire
+32.27%

Meter Cans
+67.84%

Red Roll Pipe
+71.38%

Crossarms
+103.37%

Secondary Service Boxes
+112.85%

Cutouts
+57.94%

Residential Meters
+8.01%

Ground Wire
+51.09%

Insulators
+58.03%

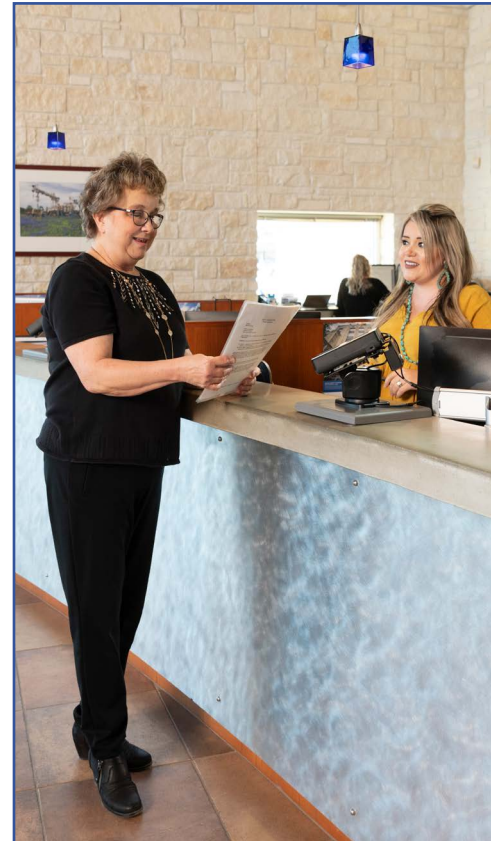
Single-Phase Residential Transformer
+92.86%

Transformers
+98.50%

PVC Pipe
+37.73%

Guy Wire
+89.07%

Sources: CEEUS and CFC



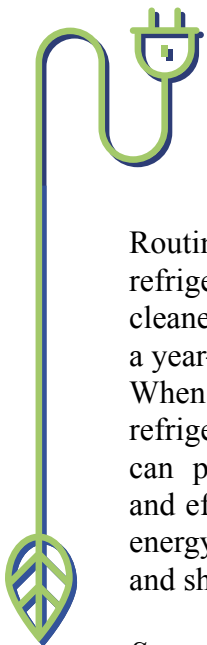
COOPERATIVE PRINCIPLE #3: MEMBER'S ECONOMIC PARTICIPATION

Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital remains the common property of the cooperative. Members allocate surpluses for any or all of the following purposes: developing the cooperative, setting up reserves, benefiting members in proportion to their transactions with the cooperative, and supporting other activities approved by the membership.



LOCAL STUDENTS ATTEND LEADERSHIP SUMMIT

Timber Mefford of Frederick and *Garrett Munson of Vernon* recently attended Leadership Summit hosted by Oklahoma's Association of Electric Cooperatives. Exceptional students from across the state listened to two dynamic speakers who gave them tools to find success, balance and ways to live a less stressful life – so they can lead with confidence and enjoy the journey. At the end of the event, both students were awarded with a \$500 cash scholarship from Southwest Rural Electric.



ENERGY EFFICIENCY

TIP OF THE MONTH

Routine maintenance is important to keep your refrigerator running efficiently. Lint and dirt should be cleaned from the refrigerator coils every six months to a year—and more often if there are pets in the home. When coils are coated with lint, dust or pet hair, your refrigerator works harder than it's designed to, which can prevent the appliance from cooling properly and efficiently. The additional work can increase the energy costs of the refrigerator by as much as 35% and shorten the life of the appliance.

Source: energy.gov

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Bill Pay Options:

24/7 Bill Pay: 1-855-940-3943
SmartHub App or SWRE.com

Outage Reports:

24/7 Hotline: 1-833-590-0353
SmartHub App

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**WE'RE
PROUD TO
POWER YOU.**