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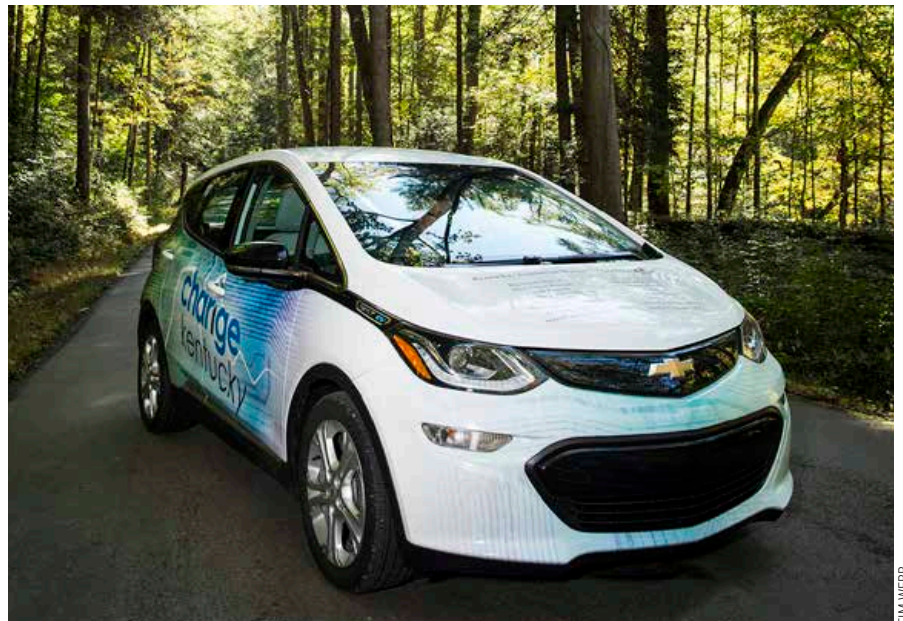
## Your next car may be electric

**W**hen the 2021 annual auto issue of *Consumer Reports* arrived in the mailbox, the cover photo of three battery-powered vehicles made one thing clear: My next car—and yours —may be electric.

Called EV, for short, the current lineup of electric vehicles features options that are both practical and affordable for the average auto buyer. Once limited to sedans and small hatchbacks, manufacturers are now rolling out electric versions of the pickups and SUVs we Kentuckians love—with the power our driving habits and lifestyles demand.

Longer driving ranges are also attracting buyers to EVs. Most new models can travel 200 to 300 miles before requiring a charge. Ranges of 500 miles—enough to make three round trips between Lexington and Louisville—are on the horizon.

Cost is also contributing to the growing popularity of EVs. Their prices are falling, making them competitive with conventional internal combustion engine vehicles. Plus, they cost less to fuel. The U.S. Department of Energy says electricity to fuel an EV is equal to \$1 per gallon of gasoline. EVs



are also much cheaper to maintain because they have fewer moving parts.

Another roadblock that's quickly disappearing is the availability of EV charging stations. Public stations are popping up all over. Jackson Energy has three local co-op member businesses that offer a public charging station—Hampton Inn and Fairfield Inn in London (Laurel County) and Baymont Inn in Mount Vernon (Rockcastle County). Jackson Energy was one of the first in the state to install EV charging stations at local hotels.

In addition to hotels and Kentucky tourist attractions, you can find them at supermarkets like Whole Foods and some locations of retailers like Walmart. Check out PlugShare.com for a map of more locations. You can also charge your EV at home overnight as well—just plug it in!

If you're considering making your next car electric, you can depend on Jackson Energy to be a trusted source of information on charging and more. We're here to answer your questions, so give us a call at (800) 262-7480.

The future is electric! So, who's up for a test drive?

## SPOTLIGHT

Lisa Baker, Editor  
Published by Jackson Energy

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Jackson Energy

*Working for You*

## Texas experience highlights importance of reliability

**A**t Jackson Energy, we take the reliability of your electric service seriously. We want to be there for you, every moment of every day.

But sometimes Mother Nature intervenes, as happened in February. We experienced repeated severe ice and snow storms, knocking out power to thousands.

When power lines were knocked down, electric cooperatives responded by immediately sending crews to fix them. Crews from other cooperatives around the country came to help. They worked hard under very challenging conditions to restore power as quickly as possible.

Meanwhile, Texas was experiencing power outages that were even more widespread, affecting millions. But the cause was different. For the most part, power lines were not damaged; rather, the weather affected power plants, freezing natural gas pipelines and wind turbines. In fact, all types of power plants experienced challenges.

This is a serious situation any time, but especially when temperatures are well below freezing. A single power line outage might affect thousands, but power plant outages can affect tens of thousands or even hundreds of thousands. Fortunately, in Kentucky, our power plants are prepared for bitter cold conditions.

For electric utilities, the Texas experience emphasizes the fact that we must prepare for extreme situations. And we need options; as they say, "all of the above." Some must be dependable 24/7/365.

As we become more dependent on renewable energy, especially wind and solar, we must understand and plan for how and when they operate. They need wind and sun to generate electricity; nothing we do will change that. For now, battery storage can provide only a few hours of electricity in limited areas.



Wind turbines and solar panels have much to offer. Notably, they do not emit carbon dioxide when they make energy. Plus, we do not have to pay for the wind and sun that fuels them. But the fact remains that we cannot depend on them 24/7/365. We need to retain traditional sources of power that we can switch on anytime, regardless of the weather.

As we transition to a grid where renewables play a greater role, I can assure you Jackson Energy and our power provider will remain focused on reliability, along with maintaining competitively priced power and building greater sustainability for the future.



Carol Wright  
President & CEO

# Jackson Energy members give a little to give a lot back to their communities

Since 2004, Jackson Energy members have donated over \$412,000 to community programs and services through the Operation Round-Up program.

Operation Round-Up allows a member to voluntarily round up their monthly bill to an even dollar amount, and that extra money is placed in a trust account that is used to fund community projects.

Average contributions are only 50 cents a month, but when the spare change is added together, it can make a difference.

An independent board reviews grant applications from community groups for funding.

Projects funded in 2020 and 2021 totalled \$44,500 and consisted of the following organizations:

- \$500 to Jackson County High School Baseball

- \$1,000 to Lee County High School Prom Project
- \$1,150 to the Beattyville Volunteer Fire Department
- \$1,500 to East Bernstadt Fire Department
- \$2,750 to the Laurel County Shop with a Cop
- \$950 to Owsley County High School Senior Trip
- \$500 to Roundstone Elementary Parent-Teacher Group
- \$750 to Brodhead Family Resource Center
- \$500 to Clay County High School Cheerleaders
- \$2,000 to Advent Health
- \$3,000 to Fogertown Fire Department
- \$870 to Hospice Care Plus
- \$1,000 to PAID, Inc.
- \$1,200 to Jackson County Cooperative Extension
- \$2,000 to Pond Creek Fire/Rescue
- \$480 to Lee County Skills U



- \$2,000 to Beattyville Volunteer Fire Department
- \$1,000 to Lee County Family Resource Center
- \$1,500 to Kiwanis Club of Laurel County
- \$750 to Owsley County Public Library
- \$1,000 to Rockcastle County Middle School Youth Service Center
- \$1,500 to Climax Volunteer Fire Department & Community Care
- \$1,000 to Stay in Clay

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## Cooke appointed to Jackson Energy Board of Directors

Laurel County District #3 co-op members have a new director. Brian Cooke was recently selected by the Jackson Energy board of directors to fill the remainder of the term of former director Steve Patton.

Cooke is a graduate of Middlesboro High School and moved to London in 2006 after graduating from Campbell University college of pharmacy in North Carolina.

Laurel County is where Cooke met his wife, Brittany, and they are raising two beautiful daughters.



He is the clinical pharmacist at CHI Saint Joseph London and currently owns the Plaza Drug Speciality Care pharmacy.

He serves as a deacon at The Creek Church and also serves on their finance committee.

“It’s both an honor and a privilege to be involved in a way that can directly benefit my county and region,” Cooke says, “and growing up in Southeastern Kentucky, I can understand the difficulties our area faces and I look forward to serving the members of Laurel County.”



# Don't fall victim to utility scams

Every day, millions of Americans are targeted by scammers through phone calls, emails, text messages, online or in person. Scammers' tactics can change daily, which is why it's important for consumers to stay on top of the latest scam reports from local and national news outlets, as well as your local utility companies.

Just last month, several Jackson Energy members were targeted through a phone scam where the scammers demanded immediate payment and threatened to shut off power if the money was not received. Remember, Jackson Energy will never call you and demand immediate payment without notice.

We want you to be aware of two trending scam tactics. One is the overpayment trick, where a scammer contacts you and claims that you have *overpaid* your utility bill. The scammer will say they need your personal banking information to deposit the credit back to your checking account. Don't fall for this scam! If you make an overpayment on your energy bill, Jackson Energy will automatically apply the credit to your account, which will carry over to your next billing cycle.

Another trending scam is smishing (short for SMS phishing). Many consumers know to watch out for suspicious emails, but we tend to trust text messages sent to our smartphones. Always question suspicious texts, especially from someone claiming to represent a utility. Jackson Energy will only send you important updates via text if you've signed up through our SmartHub app. These are just a couple examples of trending scams, so it's

important to watch for any red flags.

Here are a few reminders on how to take control of the situation when you've been targeted by a scammer:

**Take your time.** Utility scammers try to create a sense of urgency so that you'll act fast and hand over personal information, especially over the phone. Take a moment to think about the situation before acting.

**Be suspicious.** Scammers typically request immediate payments through prepaid debit cards or third-party apps. Unusual requests like this should raise red flags. Remember, if the request seems strange and out of the ordinary, you're likely being targeted by a scammer.

**Confirm before you act.** If you're contacted by someone claiming to represent Jackson Energy or another utility but you're unsure, just hang up the phone and call the utility directly. You can reach us at (800) 262-7480 to verify the situation.

Our increasingly connected world provides scammers with more opportunities to connect with unsuspecting consumers. Be vigilant, and please report any utility scams to Jackson Energy so we can let others in our community know. Together, we can help prevent our friends and neighbors from being victimized.



## CONTINUED FROM PAGE 28C

- \$500 to Rockcastle County Development Board
- \$2,000 to Clay County Little League
- \$2,100 to Jackson County Farmer's Market
- \$1,000 to Lee County Youth Sports, Inc.
- \$1,000 to Downtown Beattyville Alliance
- \$2,250 to Lee County Volunteer Fire Department
- \$500 to Resurrection Home, Inc.
- \$1,500 to Brodhead Elementary Parent-Teacher Group
- \$1,250 to Clay County Fire Alliance
- \$500 to Cooperative Extension 4-H Clubs in each county

If you'd like to sign up to participate in Operation Round-Up, apply for an Operation Round-Up grant, or for more information, go to [www.jacksonenergy.com/operation-roundup](http://www.jacksonenergy.com/operation-roundup) or call us at (800) 262-7480.