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Resolve to Electrify: LPEA Unveils New Member Electrification Opportunities

New battery program, enhanced EV incentives, expanded rebates

Durango, Colo. – (January 10, 2025) – As National Cut Energy Costs Day shines a spotlight on saving money through energy efficiency, La Plata Electric Association Inc. (LPEA) is proud to introduce its "Resolve to Electrify" campaign. This 2025 initiative includes new and updated programs designed to help members reduce energy costs, improve home comfort, and contribute to a cleaner, more sustainable future.

“Resolve to Electrify is more than a campaign—it’s a call to action to join LPEA in shaping a brighter energy future,” said Chris Hansen, CEO of LPEA. “Every step we take together—whether it’s installing a battery system, transitioning to electric vehicles, or upgrading to energy-efficient appliances—helps us modernize the grid. When we come together as a community, our collective efforts can make a profound impact, not just on our homes, but on the future.”

The "Resolve to Electrify" campaign is grounded in the principle of Beneficial Electrification (BE)—ensuring the transition to electric technologies delivers net positive outcomes for both individuals and communities. From lowering utility bills to improving air quality and reducing greenhouse gas emissions, LPEA’s 2025 initiatives, including the launch of the Community Power battery storage initiative, are designed to deliver practical solutions and bring meaningful benefits to members.

Battery Storage Rebate Program – Save Up to \$3,000

The cooperative announced its first Battery Energy Storage System (BESS) rebate program enabling members to invest in home energy storage. Members can receive up to \$2,000 in rebates for home battery systems, with an additional bonus rebate of up to \$1,000 for systems in interconnection limited zones. By storing excess energy from off-peak hours (when it’s cheaper and cleaner) for use during peak demand, members save money and help reduce grid stress. These systems also support demand response, helping optimize energy use during peak times and reduce overall energy costs for the cooperative. To learn more, [click here](#).

LPEA Increases EV Rebates Up to \$500

LPEA’s EV program is central to the cooperative’s commitment to BE, empowering members to reduce their carbon footprint while strengthening the grid. The program now offers up to \$500 in rebates for Level 2 home chargers of a member’s choice, a significant increase from the previous



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\$125. With more flexibility than ever, members can build their home charging infrastructure on their own timeline—installing a charger before purchasing an EV to ensure convenient charging from the first day of ownership.

Through LPEA’s Time-of-Use (TOU) rate program, members can reduce costs by shifting electricity use to lower-rate periods, making EV charging a simple and effective way to save money while reducing strain on the grid. LPEA’s EV program isn’t just about driving electric vehicles—it’s about driving a sustainable energy future for all. To learn more, [click here](#).

Expanded All-Electric Rebates, Now for Remodels

LPEA is expanding its rebates for members transitioning to all-electric heating and cooling, water heating, and appliances. Residential members building new all-electric homes or completing a fully electric remodel conversion can receive a \$500 bonus rebate. LPEA members are eligible for this bonus on top of the other rebates available for each specific equipment type. Eligible upgrades include heat pumps, electric heat pump water heaters, induction cooktops, smart thermostats, and more—each helping reduce greenhouse gas emissions and promoting energy efficiency. To learn more, [click here](#).

Connect & Electrify: Member Events

To further engage with the new program offerings, LPEA is hosting a special webinar on January 29 at 1:00 p.m., where members can learn more about the exciting initiatives within the “Resolve to Electrify” campaign. The webinar will cover the new rebate programs, energy storage options, and enhanced EV incentives, with opportunities for Q&A and additional guidance from LPEA experts. In addition to the webinar, LPEA will host two in-person “Ask an Expert” events for members who prefer face-to-face interaction. These sessions will take place on:

- **Pagosa Springs:** Wednesday, February 5, from 11:30 a.m. to 2:30 p.m. at the Ruby M. Sisson Memorial Library.
- **Durango:** Thursday, February 20, from 1:00 p.m. to 4:00 p.m. in LPEA’s BE Lobby.

These events offer a great opportunity to connect directly with LPEA experts for personalized advice and to learn more about the latest energy-saving programs and incentives available.

National Cut Energy Costs Day highlights practical ways to reduce energy consumption and lower utility bills. In addition to rebates, LPEA offers energy efficiency audit rebates for both residential and commercial members. By securing a professional audit and completing at least one recommended upgrade, members can receive up to \$250 for residential properties to help reduce energy costs and improve efficiency. To learn more, [click here](#).



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“This is a true example of community power in action,” added Hansen. “As a cooperative, we’re all in this together. By working collectively, we can reduce energy costs and accelerate the adoption of innovative energy technologies. Every member’s participation strengthens our community and moves us closer to a sustainable, resilient energy future.”

LPEA encourages members to explore the "Resolve to Electrify" programs to take actionable steps toward energy efficiency and sustainability by visiting lpea.coop.

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About LPEA

LPEA is a member-owned, not-for-profit, electric distribution cooperative serving La Plata and Archuleta, with segments of Hinsdale, Mineral, and San Juan counties. LPEA is the fifth largest cooperative of 22 in Colorado, and aims to provide safe, reliable electricity at the lowest reasonable cost to its approximately 36,500 members. For additional information, contact LPEA at (970) 247-5786 or visit lpea.coop.