

CURRENTS

JNEC's February 2026 Newsletter

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The Power Surge

Factors Driving the Rising Demand for Electricity
Article provided by NRECA

Across the U.S., the demand for power is climbing at one of the fastest rates in decades. As the economy becomes more reliant on electricity and data centers continue to sprout up in many parts of the country, electric cooperatives are preparing to meet the challenges that skyrocketing demand brings.

The North American Reliability Corporation—the watchdog for the U.S. electric grid—recently released the 2025-2026 winter reliability [assessment](#), which echoed other recent reports, including longer-term outlooks that expect sufficient energy resources during normal conditions but potential supply shortfalls and outages under more intense weather conditions.

Extreme weather coupled with additional factors that are driving increased demand creates challenges for electric utilities, including cooperatives, in their mission to provide reliable power around the clock.

Several key factors are driving increased demand—including economic growth, expanded manufacturing, data center development and increased electrification in transportation. Together, these trends are reshaping how much electricity we consume and how quickly utilities like Jasper-Newton Electric Cooperative must adapt to meet future needs.

One of the biggest drivers of rising demand is increased electrification. More homes and businesses are transitioning to electricity for home heating, water heating and transportation. EVs are becoming more common on the road, and many states are offering incentives to help consumers make the switch. Additionally, electric heat pumps are replacing traditional furnaces in many homes due to their efficiency. These transitions mean more energy use and pressure placed on our electric grid.

Final Call for 2026 Student Opportunities!

*Don't miss your chance to apply for the
2026 ETREYS Youth Tour, and JNEC Scholarships.*

*Deadline: Thursday, February 6, 2026
by 5:00 PM/JNEC Office*

*Ensure all completed applications are turned in by the deadline to
be considered for these incredible opportunities!*

TIPS TO AVOID

ENERGY SCAMS

Enrolling in autodraft payments with your utility provider can help prevent certain types of utility bill scams. If a scammer contacts you with fake disconnection threats, you can rest easy knowing your bill is paid automatically through a pre-arranged, secure channel. Autodraft payments also eliminate the risk of exposing checks and personal banking info through the mail. If your utility offers autodraft payments, consider enrolling to stay on track and avoid certain scams.

Source: AARP



*JNEC AutoDraft is free to enroll with no fees.
Get Signed Up Today!*

Data centers are another major contributor to rising demand. As AI, cryptocurrency and cloud computing technologies grow, the need for data processing and storage has skyrocketed. Data centers require huge amounts of power to operate servers and cooling systems 24/7. Tech companies are building new facilities nationwide—many of which are in electric cooperative-served areas—and these regions are experiencing multi-year surges in electricity demand as a result.

Economic and manufacturing growth are also contributing to higher electricity use. As businesses expand and new industries take root, especially in rural and suburban areas, the demand for reliable, high-capacity power is increasing. The resurgence of domestic manufacturing has led to major facility construction. These facilities often require substantial energy loads, and many operate continuously to keep production lines running. This growth brings jobs and investment, but it also puts new pressures on the electric grid.

Population growth and housing development are also contributing to rising demand in many regions, and everyday life is becoming more energy dependent, too. Smart appliances, connected devices, home offices and entertainment systems are adding to overall consumption, even as efficiency improves.

While increased demand presents new challenges for electric utilities, it also has the potential to create significant opportunities for co-ops and the communities they serve, such as job growth, steady revenue and improved infrastructure. Electric co-ops are responding by planning carefully for the future—investing in grid modernization and offering programs and services to help co-op members conserve energy. Strategic planning is critical to ensuring the grid can support everything from EV charging to large-scale manufacturing plants.

Electricity powers nearly every aspect of today's economy, and its role will only grow stronger. As electrification accelerates, long-term planning becomes more important than ever.

Jasper-Newton Electric is ready to meet rising demand in our local communities. Through innovation, investment and collaboration, we are preparing for a more reliable and resilient energy future.

Beginning **JUNE 2026**, return envelopes will no longer be included with electric bills.

If you have questions or concerns, please contact a Member Service Representative at (409) 423-2241.

Why Is My Electric Bill More Than My Neighbor's?

You have a TV, microwave, electric range, cooktop, refrigerator, heat pump, and computer. So does your next-door neighbor. So why is your electric bill almost twice as high every month?

Consider: How well are your walls insulated compared to your neighbor's? Do you take longer, hotter showers? Are you cooking complicated meals or baking from scratch while your neighbor opts to microwave? Does the TV keep you company even when you're not watching it?

Just as no two families are alike, no two electric bills are alike. Comparing your monthly statement to anyone else's would be like comparing your weekly grocery tabs. It's unlikely that any two families will spend the same amount on food because tastes and habits differ.

Think about the conveniences you might be willing to pay for that your neighbor isn't. Are you more comfortable sleeping in an extra-cool house on summer nights? Maybe your neighbor's thermostat setting is a few degrees warmer at bedtime.

The best way to lower your electric costs is to use energy more efficiently before the bill comes. If your neighbor's bill is lower than yours, ask for some tips about how to save money by conserving energy around the house.

Operation Round Up A Successful Membership Program in 2025

To Join Operation Round Up call JNEC at 409-423-2241 or 800-231-9340 and tell our Member Service Representative that you want to be in Operation Round Up!

Operation Round Up is an innovative community service fundraising program. Beginning in January 2002, a voluntary and exciting member-funded program supporting worthwhile projects in our communities was implemented at Jasper-Newton Electric Cooperative, Inc. (JNEC). Operation Round Up funds are spent locally. An Operation Round Up committee consisting of members representing each district in JNEC's service area decides how donations are distributed.

Operation Round Up is successful with over \$59,750 distributed in 2025. Since 2002, JNEC members have contributed over \$1,712,123 to their local communities. Every month, your additional pennies, nickels, and dimes are added to this special fund that helped in 2025. The following local community activities and projects throughout JNEC's service area:

- BUNA PUBLIC LIBRARY
- NEWTON VOLUNTEER FIRE DEPARTMENT
- BUNA FFA ALUMNI ASSOCIATION
- DEWEYVILLE 4H CLUB
- BUNA 4H
- FRIENDS OF THE KIRBYVILLE PUBLIC LIBRARY
- DEWEYVILLE 4H & FFA ALUMNI
- DEWEYVILLE PROJECT GRADUATION 2025
- EVADALE VOLUNTEER FIRE DEPARTMENT
- DEWEYVILLE VOLUNTEER FIRE DEPARTMENT
- KIRBYVILLE WOMEN'S CIVIC CLUB
- BULLSEYE 4H CLUB
- SANTA'S TOY BRIGADE
- WILDCAT 4H
- DEWEYVILLE YOUTH BASKETBALL
- NEWTON FOOD SHARE
- EVADALE OPERATION GRADUATION 2025
- KIRBYVILLE CHRISTIAN OUTREACH
- EVADALE LITTLE DRIBBLERS
- JASPER VOLUNTEER FIRE DEPT
- MASA HOPE & COMMUNITY OUTREACH
- BHS PROJECT GRADUATION
- DEWEYVILLE YOUTH FOOTBALL & CHEER
- EAST TEXAS BAPTIST ENCAMPMENT
- KIRBYVILLE YOUTH SOCCER LEAGUE
- BURKEVILLE 4H
- EVADALE LITTLE LEAGUE
- BUNA LITTLE LEAGUE
- TROUT CREEK VOLUNTEER FIRE DEPARTMENT
- NEWTON OPERATION GRADUATION 2025
- JASPER COUNTY HISTORICAL MUSEUM
- THE RENEWAL PROJECT
- NEWTON COUNTY PUBLIC LIBRARY
- NEWTON FAIR BUYERS COMMITTEE
- JASPER COUNTY JR LIVESTOCK FOUNDATION
- EAST TEXAS PREGNANCY HELP CENTER
- BEECH GROVE VOLUNTEER FIRE DEPARTMENT
- BUNA LITTLE DRIBBLERS
- CHAMPION OAKS RANCH
- KIRBYVILLE YOUTH FOOTBALL
- SOUTHEAST TEXAS FIRST RESPONDERS