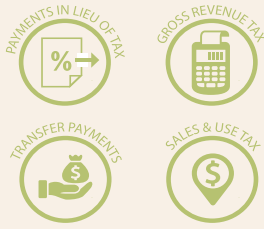


## LET'S TALK KEEPING DOLLARS LOCAL

Nebraska's community-controlled public power utilities provide affordable, reliable electricity and then put much of their revenue right back into the communities they power.

Annually, more than **\$150,000,000** is given back to Nebraska communities

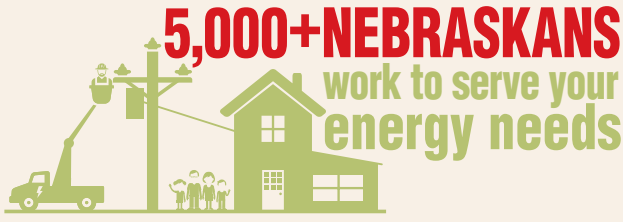


A public power employee's paycheck circulates through the local economy up to an estimated **5 TIMES**

Source: American Public Power Association

## LET'S TALK POWERING COMMUNITIES

Public power utilities are involved in their communities and care about them. From providing customers ways to save energy to economic development assistance to offering hometown careers, caring for the community is the very essence of public power.



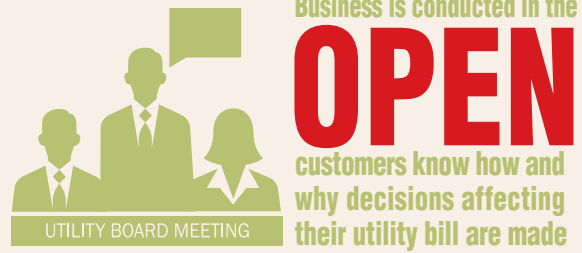
Public power utilities **SUPPORT LOCAL COMMERCE AND JOBS** and invest in the well-being of their communities



## LET'S TALK COMMUNITY CONTROL

With public power, decisions are made at the local level, by elected officials who are community residents, not by out-of-state shareholders. And since office staff, customer service representatives and field crews are local, as well, they're able to provide the most reliable, responsive service for their friends, family and neighbors.

**NEIGHBORS SERVING NEIGHBORS** is the hallmark of public power in Nebraska



Nebraska public power utilities **SERVE YOU** while keeping the community's best interest at heart



*Public Power*

**POWERING THE GOOD LIFE**

## LET'S TALK AFFORDABLE RATES

Based on the national average, public power rates are lower than those of other utility companies. That's because local, not-for-profit utilities have the power to put their communities first. Keeping energy costs affordable serves everyone's long-term needs, and that's what public power is all about.

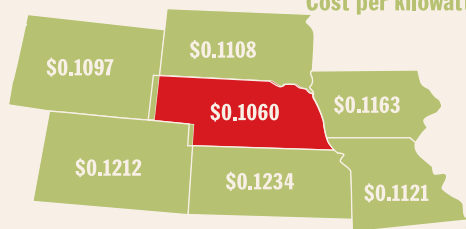
### In 2015, Nebraska had the **10<sup>TH</sup>-LOWEST** residential electric costs in the nation

Cost in cents per kilowatt-hour

- |                          |                              |
|--------------------------|------------------------------|
| 1. Washington \$0.0909   | 6. West Virginia \$0.1008    |
| 2. Louisiana \$0.0933    | 7. Oklahoma \$0.1014         |
| 3. North Dakota \$0.0962 | 8. Kentucky \$0.1024         |
| 4. Arkansas \$0.0982     | 9. Tennessee \$0.1030        |
| 5. Idaho \$0.0993        | 10. <b>Nebraska \$0.1060</b> |

When it comes to residential electric prices **HOW DO WE COMPARE** with our neighbors?

Cost per kilowatt-hour



In the U.S., homeowners served by public power **PAY 14% LESS** than those served by investor-owned utilities



Sources: American Public Power Association 2014 Survey data for 176 public power utilities and 2015 Form EIA-816 data.

## LET'S TALK RELIABLE POWER

Do you know Nebraskans enjoy some of the most reliable electricity in the nation? Your energy dollars are invested in the electric system that serves YOU, ensuring power when YOU need it.

### Nebraska ranks **#3 NATIONALLY** for the shortest outage duration

Through rain, wind, snow, sleet and hail, **NEBRASKANS TRUST PUBLIC POWER** will get their power on as soon as safely possible



Outages in U.S. are **124% SHORTER** when served by public power utilities

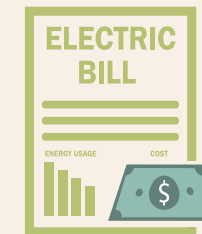
Source: U.S. Energy Information Administration. 2015 Electric power sales, revenue and energy efficiency form EIA-861 detailed data files.

## LET'S TALK VALUE OF ELECTRICITY

Electricity – it's a service most of us can't live without. It powers our homes, our businesses, our lives and continues to be a great value.

The average home-owner in Nebraska pays about	The average U.S. home-owner served by a for-profit utility pays about	The average home-owner in Hawaii pays about
<b>\$3<sup>53</sup></b>	<b>\$4<sup>40</sup></b>	<b>\$9<sup>87</sup></b>
per day for electricity	per day for electricity	per day for electricity

A day's worth of electricity for an average Nebraska homeowner **COSTS LESS** than a drive-thru meal



Public power utilities offer many ways to help customers **SAVE ENERGY AND MONEY**

Source: APPA Comparative Rate Data for 2015. Form EIA-810 2015 data. Based on 1,000 kWh average residential usage.