The Board of Directors shall establish a directional rat target of 20% below the West North Central Region average published rates on a system average basis.

OPPD shall strive to provide affordable energy services and set rates in order to achieve the long-term health of the organization.

In implementing this rate target directive, OPPD shall adhere to these principles:

- Maintain fair, reasonable and non-discriminatory rates as stated in Nebraska Revised Statutes § 70-865;
- Equitably assign costs across and within all customer classes;
- Monitor affordability indicators;
- Pursue rate process and structure changes to reflect the cost of energy when it is used;
- Offer flexibility and options; and
- Be simple and easy to understand; and
- Pursue a directional rate target of 10% below average published rates of seven states in the North Central Region on a system average basis."

**TEAMS AND DEFINITIONS**

- Seven states in the North Central Region: Illinois, Iowa, Indiana, Kansas, Missouri, Nebraska, South Dakota
- System Average Basis: Total revenue billed to retail customers divided by total kWH sold to retail customers. The result is measured in cents per kWh or the average system basis.

*Defined in Glossary*