



TOP 10 ADVANTAGES OF PUBLIC POWER

Platte River and its member municipal utilities are members of the American Public Power Association, an organization that represents over 2,000 community-owned electricity providers serving over 20 million customers in the United States. In addition to being community-owned, public power utilities are locally controlled and operated on a not-for-profit basis. Here are some of the key advantages of public power:

COMMUNITY FOCUS—Because we are community-owned and not-for-profit, we exist solely to provide a service that benefits local residents and businesses—not to provide a return on investment for stockholders who may live very far away.

EXCELLENT RELIABILITY AND SERVICE—Net Income that might otherwise be distributed to stockholders can be reinvested in infrastructure and equipment to maintain an exceptional level of electrical reliability.

LOW RATES AND GREAT VALUE—Our not-for-profit status, efficient operations and tax exempt financing allow us to offer affordable electric rates.

DOLLARS REMAIN IN OUR COMMUNITIES—Our low rates mean that our customers are free to spend more of their money on other goods and services, which supports local businesses.

JOBS—Our offices and operations are based in our communities—we provide jobs for local people.

ENVIRONMENTAL STEWARDSHIP—As a local company, we are dedicated to minimizing the environmental impacts of our operations.

RESPONSIVE SERVICE— We can respond quickly to problems or customer needs because our work crews are stationed within our communities.

ECONOMIC DEVELOPMENT—High-quality and reliable electric service, in addition to low rates, help attract new businesses and retain existing ones.

POLICIES AND DECISIONS REFLECT LOCAL NEEDS AND VALUES — Policies and decisions governing utility operations are made by community officials, not by federal or state commissions. As a result, we are uniquely able to respond to community needs, build on community strengths and advance community values.

CUSTOM-BUILT INFRASTRUCTURE —Local control guarantees that the selection and installation of new generation and transmission resources are best suited for the unique electricity needs, environmental interests and aesthetic preferences of our communities