



Review of Strategic Directive BP-SD-07 Public Relations

NPPD Board of Directors Meeting August 2025

Heidi Elliott, Corporate Communications and Public Relations Manager



Strategic Directive BP-SD-07

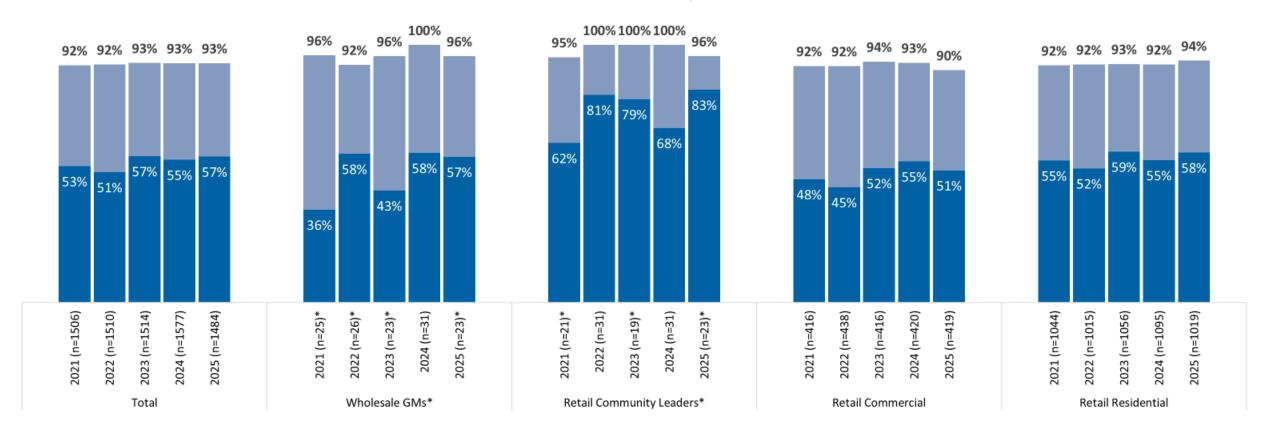
- Nebraska Public Power District (NPPD) is committed to educating customers
 and stakeholders about public power's business model and benefits including
 reliability, local control, and cost control. NPPD also promotes its leadership in
 developing sustainable solutions that maximize efficiencies, improve the
 environment, and innovate the way we generate and deliver electricity
- NPPD will be transparent in the development and execution of its policies and operations consistent with sound business practices.
- The District will **continuously measure the effectiveness of its communication efforts** by using collective data, anecdotal feedback, and relevant surveys. NPPD's goal is to achieve 93% of high 'Good' or 'Excellent' public perception ratings in its annual reputation survey.



Perception of NPPD's reputation continues to remain positive, with at least nine out of ten respondents giving NPPD a "good" or "excellent" rating.

NPPD REPUTATION





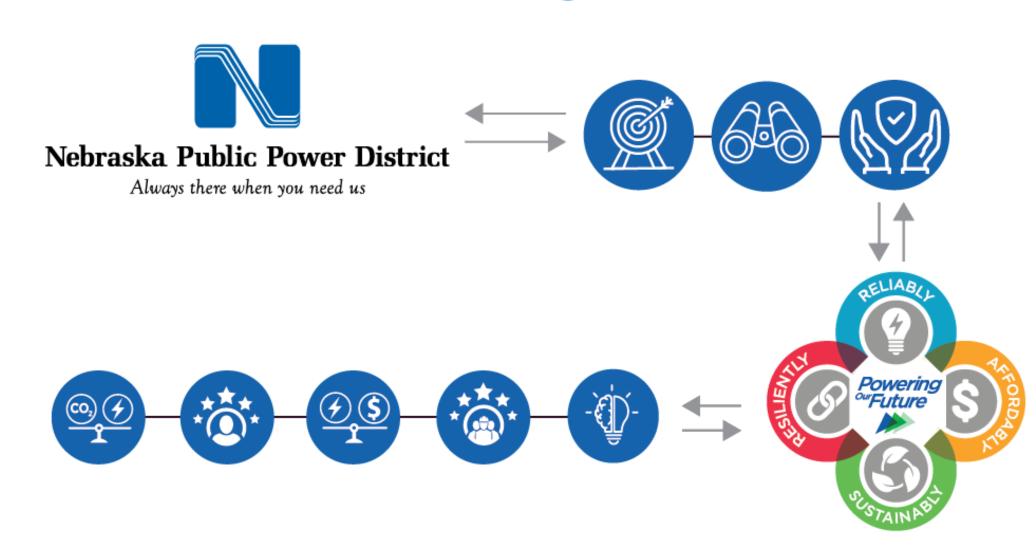


^{*}Small sample sizes. View results with caution.

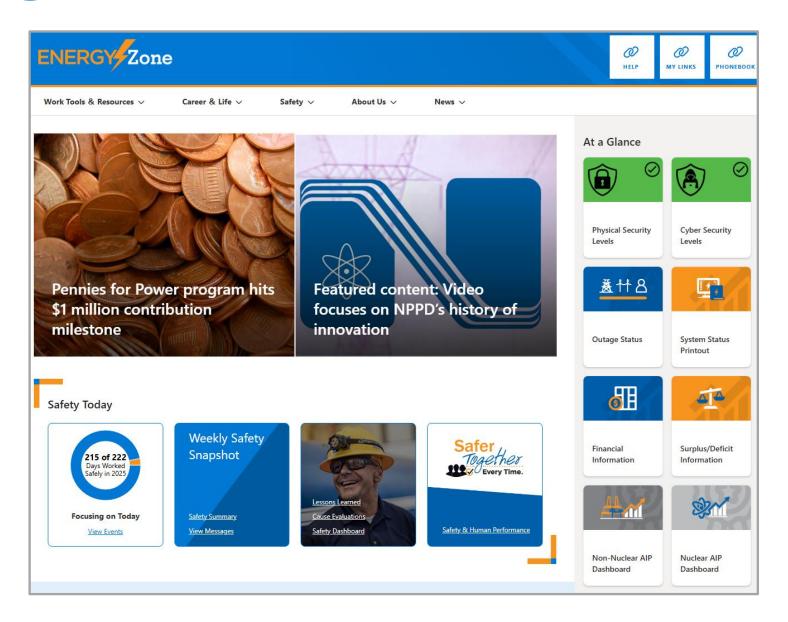
No significant differences at the 95% confidence level in 2025 compared to 2024.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

Communication Alignment



Staying Connected with Teammates



Staying Connected with Customers





We are a premier energy provider bringing the best of public power to Nebraskans, powering everyday life and a brighter future.

Kearney account manager talks mobile app benefits



Grant Flami Retail Accoun

Welcome to this issue of NPPD's customer newsletter. I'm Grant Flamig, retail account manager. In addition to Kearmey, I serve the communities of McCook, Alma, Minden, Elm Creek, Gibbon, Shelton, Ravenna, Loup City and Ashton. I began my career with NPPD in 2007, and before my current role, I was a distribution planner scheduler creating work orders for capital projects and line maintenance.

Communication and education are top priorities for me as I work with customers. I'm proud to help NPPD maintain low rates, high reliability, and provide outstanding customer service. NPPD strives to be a premier energy provider and to always be there when you need us.

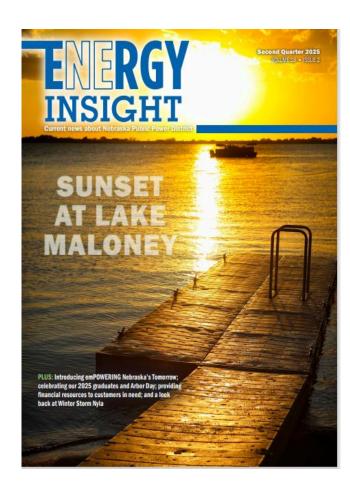
So NPPD can better serve you, I encourage you to use NPPD's web portal and mobile app. This tool allows for text and email notifications to keep you informed. For example, you can sign up for paperless billing and get a text that your bill is ready, or you can receive notifications of upcoming planned outages. You can even set up usage limits and receive notifications when you approach that limit.

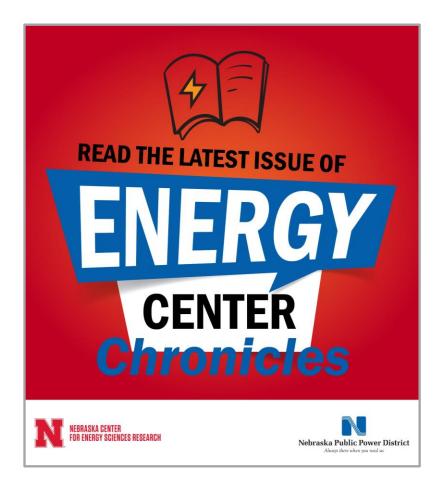
Take advantage of these and other options by logging in, selecting notifications, and setting your preferences.

To register for our mobile app, "NPPD On the Go!" you must have your account number, service address, zip code, and phone number ready. Search "NPPD" in the Google Play or Apple App Store. Click "Register" and continue by completing the account information.

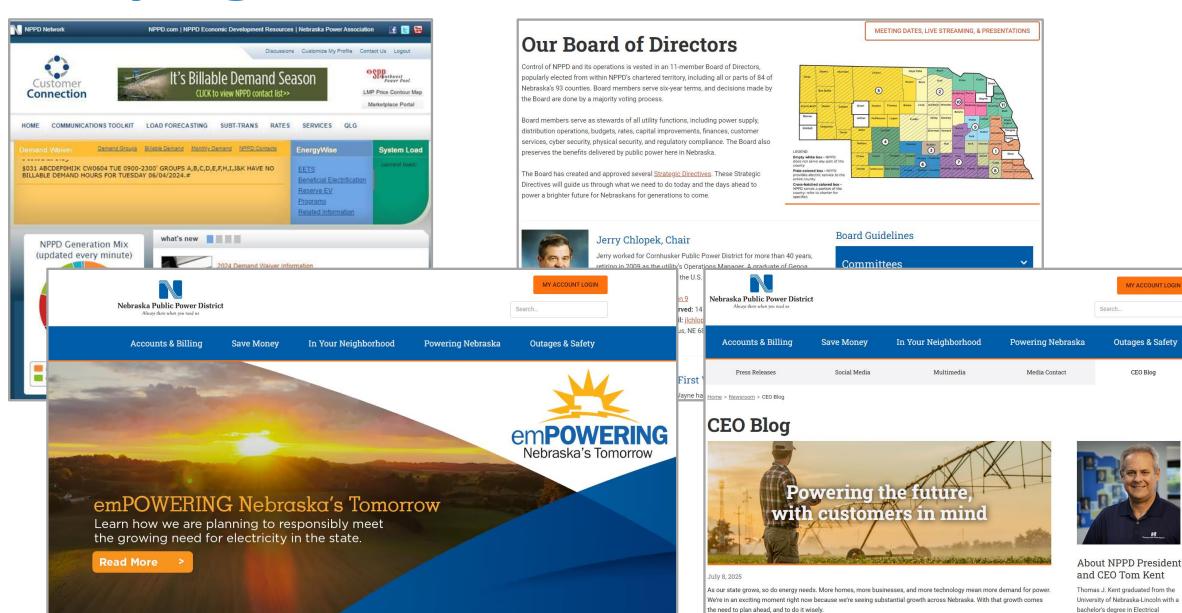
Have a great summer, and remember to always put safety first!





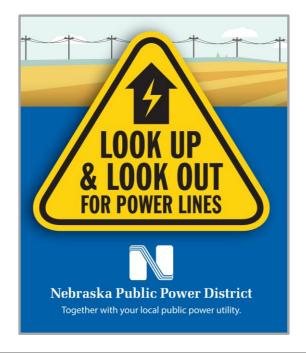


Staying Connected with Customers



Targeted Engagement Opportunities







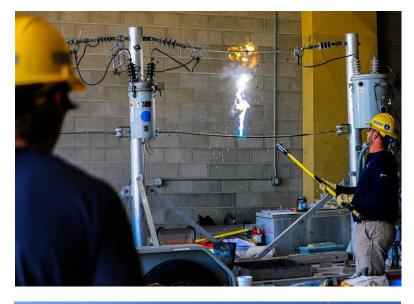




Engagement at Public Events

COMMUNITY ASSISTANCE FAIR

Health and Human Services • Energy Efficiency Housing • Employment • Public Benefits











HUSKER HARVEST DAYS.

Social Media 6800



Nebraska Public Power District

Published by Nppd Ann ② · October 9, 2024 · ③

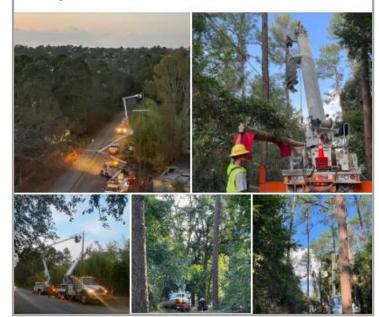
Our teammates continue to assist Georgia Power in mutual aid restoration efforts following Hurricane Helene. Crews are working through heavy tree damage to help rebuild the system around August, GA.

It is anticipated that our team members will wrap up mutual aid efforts in Georgia on Wednesday afternoon. They will then be on standby to support residents in Florida after Hurricane Milton passes.

Thanks, teammates, for all your hard work and stay safe!

#NPPD #PublicPower

#AlwaysThereWhenYouNeedUs #MutualAid



Nebraska I Published by

Nebraska Public Power District

Published by Nppd Ann ② · March 21 · ③

UPDATE (3/21) - 8:30 a.m.

This morning, as the sun rose, our crews from across the state rolled out to restore power to approximately 200 customers. Our team has been in full restoration mode and has made significant progress.

Access to damaged areas has been challenging due to very muddy conditions, which can slow progress. We ask that you continue to give our crews the space they need to work safely.

All available teammates are committed to this power restoration effort. #NPPD #PublicPower #AlwaysThereWhenYouNeedUs



Views: 190.7K Reactions: 1.5K

Comments: 97

Shares: 202

Views: 37.5K Reactions: 1.1K

Comments: 210 Shares: 87

Media

Nebraska Public Power District sparks interest in electrical safety at State Fair



The Nebraska Public Power Dist



RRN/Bob Brogan - Nebraska Public Power District's Gerald Gentleman Station near Sutherland

May 12th, 2025 | Nebraska Public Power District

Columbus, **Neb**. – Nebraska Public Power District (NPPD) has launched the emPOWERING Nebraska's Tomorrow program to share information about upcoming generation and infrastructure projects.

NPPD has been working with wholesale and retail customers to plan for continuing load growth within the state. This load growth includes the addition of new loads as well as the growing electric use of current customers.

Press Releases

Helicopter to assist with transporting power pole structures near Lexington

Columbus, Neb. – Nebraska Public Power District crews will use a helicopter to deliver power pole structures north of Lexington starting this week in an effort to rebuild a damaged transmission line.

7/11/2025 Planned outage for customers in Oshkosh

Columbus, Neb. – A planned outage is scheduled for electric customers in Oshkosh, Wednesday, July 16 from 7 to 11 p.m. Mountain Time, to

allow for work at a substation in the area.

7/3/2025 Emergency board meeting called to approve transmission line repair, following storm

 $\textbf{Columbus, Neb.} - \textbf{The Nebraska Public Power District Board of Directors held an emergency virtual board meeting Wednesday at 9 a.m. to the property of t$

discuss the restoration of a transmission line damaged by a recent storm.

7/2/2025 Scottsbluff Power Project Construction Completed

Columbus, Neb. - Construction on the Scottsbluff Power Project transmission line is completed, and the new line has officially been energized.

Nebraska's Atomic Experiment

7/1/2025 Planned outage fo

Columbus, Neb. – A substation in the area

6/12/2025 Kearney Power Pr

Columbus, Neb. - C

6/3/2025 27 students attend

Columbus, Neb. - No at inspiring a new ge

5/30/2025 Planned outage J Columbus, Neb. – N Air Date: 05/29/2025

0:00 / 40:47

Once Again

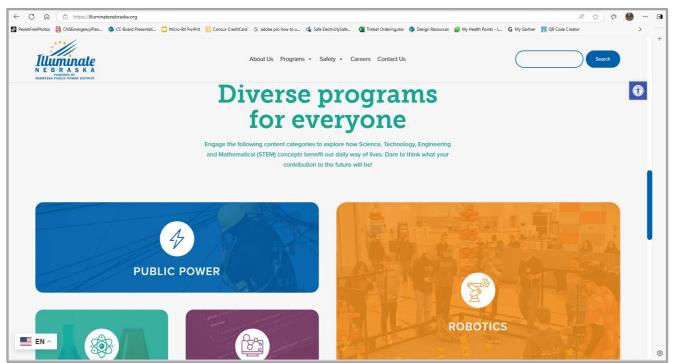
ر•



Energy Education

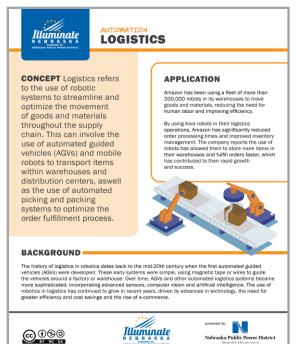
STEM Program

- Website, STEM Content & Challenges
- In-person Education & Opportunities
- Teacher Professional Development Workshop / Train the Trainer





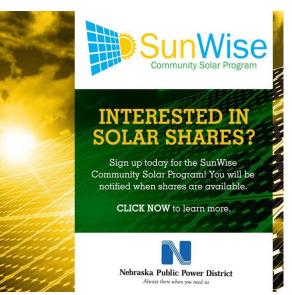




Examples of Content Delivered



Nebraska Public Power District









We are a premier energy provider bringing the best of public power to Nebraskans, powering everyday life and

A message from customer services



Tomas Jimenez Customer Services Welcome to the spring issue of NPPD's customer newsletter. I am Tomas Jimenez, a customer services leader at NPPD's Norfolk Operations Center. My career with NPPD began in 2019, and I'm honored to lead and provide exceptional customer service in the Norfolk area and throughout the state.

NPPD's team is excited about several

upcoming events. In April, we look forward to celebrating 25 years since the Norfolk Customer Centralized Contact Center opened its doors and my team is also thrilled to bring the first Community Assistance Fair will be an excellent opportunity for residents to learn about available resources and how these resources can assist Norfolk and surrounding areas.

Residential accounts are a key compubusiness, and NPPD takes pride in of

Community Assistan

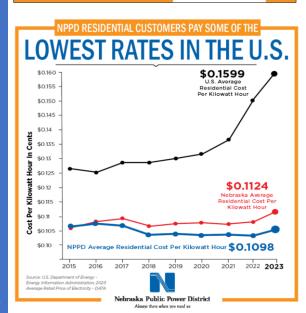
the best value for electricity for a safe, comfortable home. We also take pride in the relationships we build across the state, and this time of year, our focus turns to various community events, whether participating in home shows, entering local parades, or hosting Arbor Day tree plantings in our retail communities.

And speaking of Arbor Day, we will celebrate with the community of Tekamah as we kick off our annual Arbor Day celebration planned for this April. The event showcases our pride in communities and our desire to spread Arbor Day's importance, teach students about planting correct vegetation and help them understand the benefits this vegetation brings to customers.

It is a pleasure to work hand-in-hand with community members and support them throughout ber to enjoy the changing season

Nebraska Public Power District

Nebraska Public Po



For more information, visit nppd.com/scams

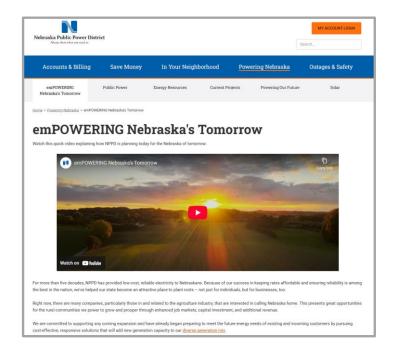


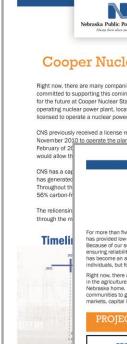




emPOWERING Nebraska's Tomorrow









Right now, there are many companies interested in calling Nebraska home, and NPPD is committed to supporting this coming expansion. As a step toward that goal, we are planning for the future at Cooper Nuclear Station (CNS), Nebraska's longest and only current operating nuclear power plant, located near Brownville. NPPD is one of only 21 U.S. utilities licensed to operate a nuclear power plant

CNS previously received a license renewal from the Nuclear Regulatory Commission in November 2010 to operate the plant until January 2034. NPPD's board voted during



PLANNED GENERATION KEY FACTS

For more than five decades. Nehraska Public Power District has provided low-cost, reliable electricity to Nebraskans. Because of our success in keeping rates affordable and ensuring reliability is among the best in the nation, our state has become an attractive place to plant roots - not just for ndividuals, but for businesses, too.

Right now, there are many companies, particularly those in the agriculture industry, that are interested in calling Nebraska home. This presents great opportunities for rural communities to grow and prosper through enhanced job markets, capital investment, and additional revenue.

We are committed to supporting any coming expansion and have already begun preparing to meet the future energy needs of existing and incoming customers by pursuing costeffective, responsive solutions that will add new generation capacity to our diverse generation mix

The planned new generation will complement our existing fleet and strengthen our ability to be the affordable, reliable resilient provider Nebraskans have come to know and trust. As we look toward the Nebraska of tomorrow, we are excited to partner with every customer, from the smallest of families. to the largest of businesses, to make their aspirations a reality.

PROJECT INFORMATION

PROJECT	ESTIMATED MW	LOCATION	TOTAL COST	TARGET IN SERVICE
Reciprocating Internal Combustion Engines (RICE)	216 MW	Princeton Road Station North of Sheldon Station	\$789 Million	June 2029
Combustion Turbines (CT)	478 MW	Princeton Road Station North of Sheldon Station	\$720 Million	June 2029
Combustion Turbines (CT)	717 MW	Beatrice Power Station	\$1,052 Million	2031 / 2032 / 2033
Cooper Nuclear Station (CNS) License Extension	835 MW	CNS	\$115 Million	January 2034

RISKS, CHALLENGES AND SUPPORTING WORK

- · Southwest Power Pool (SPP) generator interconnect process
- · Changes in SPP resource adequacy
- Negotiation of vendor contracts · Supply chain impacts on ordering
- · Changes in load growth forecasts
- · Economic changes and financing options
- · Environmental permitting
- · Nebraska Power Review Board approval
- · Contract labor availability and quality
- Fuel supply
- · Political administration changes
- · Nuclear Regulatory Commission approval for subsequent

NEW LOAD PROCESS

WHY CHANGE THE PROCESS?

For more than five decades, NPPD has been proud to provide low-cost, reliable electricity to Nebraskans. Due in part to public power's success in keeping rates affordable and reliability rankings high, our state has become an attractive place to plant roots - not just for individuals, but for businesses, too!

A recent, unprecedented influx of companies wanting to call Nebraska home has presented some wonderful opportunities for our rural communities. Amid the excitement, however, is a challenge. As a utility, we must to ensure we can support the coming expansions while meeting the continued needs of existing customers.

In early 2024, NPPD thus established a New Load Process to manage the loads seeking service in years to come

The goal of the New Load Process is to balance electrical requirements of new loads with the generation and ransmission infrastructure needed to serve them. Outlined below, this process will help manage customers' expectations as they look to begin construction and come on-line. Most importantly, the process will do so without sacrificing the affordability, reliability, and resiliency that Nebraskans have come to know and trust.

WHAT IS THE NEW PROCESS?



WHAT ARE T

The New Load Proce

estimated in-service the agreements and ensure that this peri

PRINCETON ROAD STATION

Nebraska Public Power District

Nebraska's demand for electricity is continuing to grow. Many of the state's existing companies are looking to expand their businesses, and new companies, particularly those within or related to the agriculture industry, are interested in planting roots in our communities. To meet these anticipated future energy needs, Nebraska Public Power District (NPPD) is hard at work in the present. Soon, construction will begin on a new facility called Princeton Road Station (PRS), PRS will be built on NPPD-owned land adjacent to our existing plant, Sheldon Station, in southern Lancaster county, just south of Hallam.

em**POWERING**

NPPD plans to install natural gas-powered generation at PRS - Combustion Turbines (CTs) and Reciprocating Internal Combustion Engines (RICE). These units will add a total of 694 megawatts to our fleet, which is estimated to serve 318,000 residential homes! Furthermore, CTs and RICE units are known for their quick-start capabilities, making them flexible, efficient additions to our diverse generation mix.

PROJECT Reciprocating Internal Combustion Engines (RICE)	216 MW 478 MW	TARGET START OF CONSTRUCTION	ESTIMATED TOTAL COST	June 2029
		Estimated 2025	\$789 Million	
Combustion Turbines (CTs)		Estimated 2025	\$720 Million	June 2029

1 ⊗ ⊚ ⊙ np

Frequently Asked Ouestions

Where exactly will PRS be located?

. PRS will be situated on the corner of West Princeton Road and SW 42nd St. outside of Hallam, Nebraska. The map to the right illustrates this with

How did NPPD choose these specific types of generation for PRS?

. When adding any generation resources, NPPD carefully compares cost, risk, environmental attributes, operating flexibility, and accredited capacity and how the resources will complement our existing resource mix. As these factors were considered, CTs and RICE became the best options at this time to add generation without sacrificing the reliability, resiliency, and affordability our customers have come to expect.

How will PRS impact the local economy?

. Currently, there are plans to hire approximately 32 teammates to staff and run the new plant. Will roads around PRS be closed during

. There are currently no road closures planned, but if a road closure is necessary, the public will receive advanced notification.





⊕ ⊕ ⊕ nppd.com (877) ASK-NPPD

Next Generation Nuclear



Our community is 1 of 16 that has been chosen for the second phase!

Date:

Time:

Location:

Learn how being selected as a potential site could benefit our community.

Legislation was passed by the legislature and appropriated to the Nebraska Department of Economic Development to grant \$1 million for the purpose of conducting a feasibility study. This will assess siting options for new advanced nuclear reactors throughout Nebraska and existing generation facilities based on key compatibility assets for such advanced nuclear reactors.

Electrical generation is key to growing Nebraska's economy. Further, a next generation nuclear plant will provide a tremendous economic impact to any community where it's located. As a result, this siting study was a good investment by the State of Nebraska and is an important first step to make wise decisions about where to host this technology in the future.

K.C. Belitz

Director, Nebraska Department of Economic Development

nextgennuclearne.com

NEXT GENERATION NUCLEAR

nextgennuclearne.com

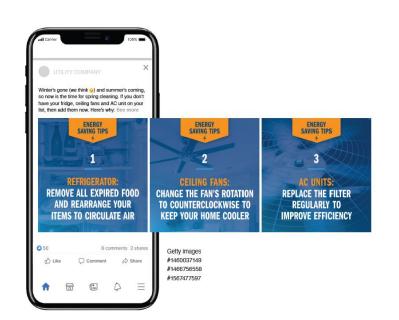


Continued Omnichannel Advertising Delivery

As customers toggle between devices and platforms, we monitor and discover what content resonates, where audiences are spending their time, and shift media buys and messaging for the best return on investment.



Cohesive Advertising





LEARN MORE



More than 80 communities across the state count on Nebrasika Public Power District to power their everyday. From preparing them for economic growth to partnering in local events to educating tomorrow's workforce, our role is more than "keeping the lights on." We are charged with creating community connections that are just as trusted and resiable as the electricity we provide. And we love what we do.

Nebraska Public Power District

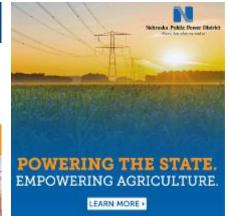
POWERING OUR STATE. EMPOWERING OUR COMMUNITIES.



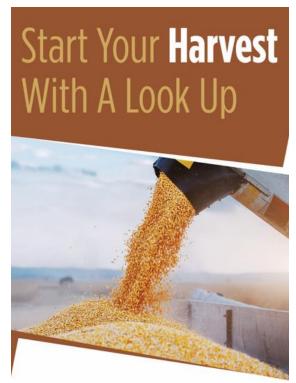








Wholesale Co-op Advertising Program



Today's farming operations involve bigger equipment, which can make you more productive. However, failure to notice overhead power lines can be a deadly oversight. Remember to look up and look out for overhead power lines.

In partnership with our supplier, Nebraska Public Power District.





36 topics available for download

Print ads – Social Media Content – Digital Display Ads – Videos – Radio Scripts





Questions

Stay connected with us.









