



THE POWER OF PEOPLE



# Retail Customer Assistance Programs Update

NPPD Board Presentation  
August 2025

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# Customer Assistance Programs

- Pennies For Power Program
  - History
    - Program Inception 2002
  - Recent Program Administration Change
  - Our Numbers
    - Total 2025 Applications = 121
    - Total 2025 Grants = 61
    - 2025 County Participation = Buffalo (19), Madison (12), & Scottsbluff (9)
    - Total Program Contributions = \$990,733.25
    - Total Program Dollars Applied = \$818,113.39
    - Total Program Customer Accounts Assisted = 5,253

# Customer Assistance Programs continued..

- Nebraska Utility & Agency Collaboration
  - Leverage Community Partnerships – We collaborate with existing community resources and partners to build a robust network that supports local needs and expands our reach.
  - Agency Partnerships - We collaborate with and accept guarantees for payment on customer accounts from many agencies across the state. There are many others that assist customers and send payment to us.
    - Norfolk & Surrounding Area - 23
    - Kearney & Surrounding Area - 9
    - Plattsmouth & Surrounding Area - 11
    - York & Surrounding Area - 12
    - Ogallala & Surrounding Area - 7
    - Scottsbluff & Surrounding Area - 8
    - Chadron & Surrounding Area - 11
    - McCook & Surrounding Area - 5

# Customer Assistance Programs continued..

- Community Assistance Fair
  - What Is it?
    - Uniting as a community to ensure all have what they need to build a strong family and thrive far into the future!
  - What's the Intent?
    - Bringing those together to build a stronger, more resilient community together for our neighbors.
      - Provide Awareness and Education about resources available to those that are in need.
  - Pilot in 2024
  - Our Numbers
    - 33 Families Visited
    - 16 Agencies
  - What's Next?
    - Omaha Public Power District Partnership Event 07/2025
    - NPPD Event 2026
      - Partnership with Black Hills Energy on other events where we share a customer base









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## Questions

Stay connected with us.



Nebraska Public Power District

*Always there when you need us*