

Special Insert



PLATTE RIVER PUBLIC POWER & IRRIGATION DISTRICT



Water-Energy-Security-Prosperity, Today and in the Future

COMMITTED TO SURFACE WATER

Central has, throughout its history, ensured reliable surface water delivery at the lowest cost possible, and south central Nebraska has thrived as a result. **Nothing changes with Platte River Public Power and Irrigation's commitment to surface water** – not the use of hydropower revenue to keep it at a low cost, not the operation of the system seasonally to ensure delivery for irrigation, and especially the commitment to achieve sustainability of our water resource into the future for our customers. The same management and directors that have governed and delivered surface water, as well as managed generation facilities and energy delivery to our producers, will be doing so far into the future. Speculation to the contrary simply looks to generate fear with no basis in fact. Actions speak louder than words.

LOW COST STABILITY FOR OUR CUSTOMERS

Platte River PPID's electrical operations will benefit from using its own hydropower generation, long term wholesale agreements with our public power partners and access to the Southwest Power Pool, while its irrigation, groundwater recharge and recreational operations will benefit from a steady revenue stream and enhanced financial capacity. All of this will **enable Platte River PPID to keep its irrigation and electric rates among the lowest in Nebraska and the nation, saving customers real money and ensuring water supplies for the future.** This diversification is an advantage that no other single stream irrigation district or public power district in Nebraska can offer, an advantage built on Nebraska's most vital resource - water and energy - and an advantage that will only multiply opportunities for our people in the future.

MAKING DECISIONS HERE

The best decisions for our customers, residents, and area are those informed by our regions' needs and made by those who live, work, and value this region, not in eastern Nebraska or Washington D.C. Platte River PPID's board will represent the same counties Central's does – Dawson, Gosper, Kearney, Keith, Lincoln, Phelps - while adding Buffalo and very small portions of a few adjacent counties. **Those who live here have shared interests**, that benefit us and our descendants, making decisions locally, not folks to the east of us or thirsty developers in Colorado or environmental activists in Washington, but by those who have a real stake in them - south central Nebraskans. As a public entity governed by an elected board, Platte River PPID will put our citizens, our region and our area's economic interests first.

SECURING OUR MOST IMPORTANT RESOURCES

Our greatest resource is our people and Platte River PPID will have the financial resources and scope to enable it to **attract high quality talent**, including many of our daughters and sons who grew up here, **to serve our customers and live in our communities**. Platte River PPID will partner with all our counties and communities to **grow our local economy**, providing clean energy and low cost power, a key factor in economic development recruitment. With greater financial strength, Platte River PPID will be able to **maintain, improve and expand its nearly 80 year old reservoir, dam, and canal system** without having to spend all of its reserves to do so. After all, that infrastructure is the key to ensuring the project can deliver water for the next 80 years.

MAKING THE FUTURE

Platte River PPID will be a vital voice and important partner in economic development throughout its area. It will have the opportunity to not only ensure that our agricultural based economy not only continues to succeed, but thrives in south central Nebraska and ensure that our region maximizes the attraction and development of new opportunities, including those previously that seemed out of reach or not contemplated altogether in the area. **This will directly impact job creation and employment**, expand opportunities for residents in an increasing number of careers and professions, and increase overall economic output to benefit its people, communities, and counties, strengthening the region to be increasingly vibrant and robust regardless of general economic conditions.

STRONGER TOGETHER

Platte River PPID will realize benefits that neither Central nor Dawson could do alone, increasing its impact on and contribution to all of south central Nebraska. Bringing them together in a single entity under a shared governance and administrative structure will maximize the fit of surface water irrigation and electrical power. As a single district, **Platte River PPID will comprehensively manage surface water, power distribution, and hydropower generation together for the good of surface and ground water irrigators, energy customers, recreationalists, and the entire south central region of Nebraska**. Some argued the development of our Districts was wrong in the 1930s - they may have been putting something first, but it wasn't south central Nebraska.

Platte River Public Power and Irrigation District will be the fulfillment of Sen. George Norris' original vision for his "little TVA" project in his home state –

"in the revival of these ancient river valleys, in the security and stability which irrigation provides, and in the cheap electricity of the years ahead, I am sure this river plan will justify itself."

Ready for your future – now is the time for Platte River Public Power & Irrigation District to begin working for you.

