



## PRESS RELEASE

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# Loup Retail Rates to Remain the Same in 2021 For the Fourth Consecutive Year

**COLUMBUS, Neb.** — Retail rates for Loup Power District’s retail customers will remain the same in 2021 for the fourth consecutive year.

The Loup Power District Board of Directors reviewed current rate levels as well as budgeted revenue and expenses at the November and December board meetings. This also included a review of a retail cost of service study performed by management.

As part of this review, the board analyzed the purchased power costs from Nebraska Public Power District (NPPD), the District’s wholesale power supplier.

NPPD’s overall costs and rates to Loup did not change for 2020, even though some costs did change between the summer and winter season. Therefore, the District’s Board of Directors felt there was no need to change retail rates.

“Prior to the recent run of consistent retail rates, the District has reacted to changes in wholesale power and operational costs by making changes to the retail rates,” said Jim Donoghue, chairman of Loup’s Rates Committee. “However, the District Board has worked with management to keep retail rate levels steady, even given the effects of the damages from the 2019 storm to the District’s hydroelectric system and the impact of the COVID-19 pandemic on District customers in 2020.”

Donoghue added that Loup’s board has implemented a long-term strategy to maintain its reserve margin at reasonable levels and keep retail rates competitive.

Loup Power District's overall rates are 24.8 percent below the national average and 11.2 percent below the Nebraska average based on data from a 2019 American Public Power Association survey.

"Loup's rates remain among the lowest in Nebraska and the Nation," said Loup Board Chairman Chris Langemeier.

Overall, Loup Power District's rates are in the lowest tenth percentile both statewide and nationally.

Energy or kilowatt-hour (kWh) usage is always the determining factor in a customer's bill. Customers in all rate classifications continue to have opportunities to reduce their costs by taking advantage of numerous programs offered by the District.

These programs include energy incentives and home energy audits. For more information on the District's retail rates and energy-saving programs, visit the District's website at [www.loup.com](http://www.loup.com).

**ABOUT LOUP POWER DISTRICT:** For more than 80 years, Loup Power District has provided reliable, low-cost electricity to customers in Boone, Colfax, Nance and Platte Counties and part of Madison County. The District also provides economic development and five parks in these areas. More information about Loup is available at [www.loup.com](http://www.loup.com).

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