SD-13: Stakeholder Outreach & Engagement

As a publicly owned utility, OPPD is committed to engaging its customers, the community and other stakeholders.*

OPPD shall:

• Use an integrated, clear and transparent engagement process that:
  – Provides meaningful ways for customer-owners to participate and provide feedback.
  – Is representative of the interested and impacted customer-owner segments that OPPD serves.

• Share context with customer-owners for key decisions.

• Continuously evaluate and improve its outreach and engagement processes.
Since last report....

✓ Progress
  • Changes to team and roles
  • Launched new engagement platform

✓ Benchmarking into action
  • Customer engagement study
  • Utility engagement benchmarking study

✓ Adapted (COVID)
  • Online forums
  • Social distancing events (i.e. walking tours)
Use an integrated, clear and transparent engagement.
International Association of Public Participation (IAP2) Spectrum

- Consistent and transparent
- Important to recognize these are levels, not steps
- Alignment with other public participation practitioners
- OPPD part of local group spearheading Nebraska IAP2 Chapter
Relationships Matter – Outreach is Ongoing

Objective:

- To inform and consult (from 1:1 meetings to large gatherings)
- Build relationships, build trust and make connections daily
- Manage and foster relationships through calls, meetings and handshakes
- Communicate and gather feedback

Outcome:

- Develop partnerships with community leaders and elected officials
- Paves the way to outreach efforts
OPPDCommunityConnect.com
Launched July 2020

Objective:
- To lead the way
- To inform and consult
- To increase interaction, including that between stakeholders
- To improve back-end reporting

Outcome:
- Increased and timely updates
- Ability to correlate traffic to activities
- Stakeholders have multiple ways to engage beyond Q&A
Share context with customer-owners for key decisions.
Outreach Approach

Phase I
Broad Awareness, Community Listening & Education

Phase II
Conversations and Updates with Potentially Impacted Stakeholders

Phase III
Engagement with Directly Impacted & Interested (community leaders)

Ongoing
Outreach and Communication to close the loop
Various Ways to Engage and Stay Informed

Phase I

• Outlet’s Newsletter (monthly)

• Social Media Engagement
  – Facebook
  – Twitter
  – LinkedIn
  – NextDoor (coming soon!)

• Websites
  – OPPD.com
  – OPPDtheWire
  – Storm & Outage
Various Ways to Engage and Stay Informed

Phase II

• Media Releases
• Research
  – Customer Satisfaction Studies
  – OPPD Online Research Panel
  – Traditional Research Methods
• Relationships
  – Community Events
  – Community Coffees
  – Speakers Bureau
  – Boards & Organizations
  – 1:1 Relationships
Various Ways to Engage and Stay Informed

Phase III

- OPPDCommunityConnect.com
  - Project updates, ask questions, take polls/surveys, post ideas
- Direct mail and email campaigns
- Open Houses (virtually and/or in-person)
- Leader Meetings
- Workshops
- Livestream Committee & Board meetings
- Contact your OPPD board member or community leader/elected official
Measurement

What we measure?
- Satisfaction with OPPD, outreach efforts and communication
- Understanding of why decisions are made
- Trust
- Sentiment
- Awareness
- Areas for improvement

How we measure?
- Market Research – monthly gauge, JD Power, custom studies
- Survey Monkey
- OPPDCommunityConnect widgets (Ideas, comments)
Share context with customer-owners for key decisions.
Power with Purpose

2019

Objective:
• To inform and raise awareness of OPPD’s intent
• To consult key stakeholders for feedback on project

Outcome:
• Customers had better understanding of what we were solving for and we had better understanding of concerns

Engagement:
• Employee, Retiree & Stakeholder Meetings
• OPPDListens (now OPPDCommunityConnect)
• Social Media Posts, Outlets and Websites
• Educational Workshops
• Outreach to Top 500 Commercial & Industrial Customers
• Media presence - OPPDtheWire, KFAB, KETV, WOWT, KPTM APPA and more
Power with Purpose
2020

Objective:
• To **inform** stakeholders of the project
• To **consult** and obtain feedback on concerns
• To **involve** key stakeholders through design

Outcome:
• On 1-5 scale, Sarpy and Military ratings ranged from 4 to 4.64 on clarity of info, ability to address concerns and overall satisfaction

Engagement:
• Awareness Campaigns
• Direct Mail
• Online Community Meetings
• Walking Tours
• Neighborhood Association Meetings
Power with Purpose
County Work Examples

Objective:
• To utilize all hands on deck, from senior management to government affairs, economic development relationships, etc.
• To inform stakeholders (elected officials, city councils, planning commissions) of projects
• To consult and obtain feedback on concerns
• To collaborate with Papillion and others on solutions

Outcome:
• Utilize our relationships to help educate and, in some cases, change the landscape (i.e. Washington County vote from 0-7 to 7-0
State of the Utility
April-May 2020

• Adapted due to the pandemic
• Committed to engaging customers, while being empathetic
• Moved from in-person meetings to online

Activities/promotion of State of the Utility:
- April and May board press release
- 8 print ads in Nemaha, Blair, Arlington, Ashland, Wahoo, Bellevue, Gretna, Papillion and Ralston; online ads in Omaha World-Herald
- 385,000 impressions with May Outlets article
- OPPDtheWire story and employee OPPD News story
- Social media – 31 posts and more than 30,000 impressions
- 500+ emails to hundreds of OPPD business customers and organizations
- Virtual interviews and presentations (Earth Day, Ashland Rotary, etc.)
State of the Utility
April-May 2020

Objective:
• To inform and update customers on multiple initiatives
• To consult and obtain feedback on satisfaction

Outcome:
• Majority of customers were satisfied with our efforts
• We have a deeper understanding from customers on how they feel about these initiatives
• Clarity on if we are pointed in the right direction
Powering through the Pandemic Campaign
May–August 2020

Objective:
• To inform stakeholders and maintain top-of-mind awareness between outreach
• Utilize employee spotlight series, traditional media, social media, websites

Outcome:
• JD Power and monthly studies confirming increased awareness levels
Utility Assistance from CARES Act Funds

Objective:
• Secure funding for those in need due to COVID-19

Outcome:
• Received $4 million for residents economically impacted by COVID-19 ($2M to OPPD)
• Implementation of CARES Act Utility Assistance through Dollar Energy Fund
• Partnered with MUD and Dollar Energy to educate Douglas County Board and staff
• Engagement and education with American Public Power Association (APPA), Douglas County Commissioners, Governor’s office, state agencies, Deloitte, non-profits and schools
BNSF New Partnership
July-December 2020

Objective:
• To inform stakeholders BNSF won bid to serve OPPD on January 1, 2021
• To consult and collaborate with community leaders, elected officials, schools, etc. to increase awareness and communicate safety messaging
  – Spur of rail had not seen train traffic in 17 years

Outcome:
• Increased awareness and educate affected communities
• Partnerships created with Operation Lifesaver and communities
• Increased awareness of safety rail traffic
• Strengthened economic development opportunities
Strategy takes Time
Continual planning for multiple projects, 2020 and beyond

• Power with Purpose
  – Campaigns and meeting (through construction)
  – Outreach for all solar location announcements
  – Routing, Siting and Public Involvement Process (RSPI) for all T&D projects

• Rates

• Pathways to Decarbonization
  – Energy Portfolio
  – Customer
  – Community

• Powering the Future to 2050

• Customer Engagement for the Future
Engage beyond large-scale projects

• Forestry
• Customer Service
• Government Infrastructure
• Diversity & Inclusion
• Community Connections Team
• Neighborhood Associations
• Other Utilities
We engage by honoring our communities

Objective:
• Live out our Core Values
• Build relationships and better the communities we serve
• Although virtually, in 2020, continue to support neighborhoods and non-profit organizations

Outcome:
• 2019 Volunteer Organization of the Year from United Way of the Midlands
• 2020 Business Excellence Award winner by the Greater Omaha Chamber
• Awards are testament to consistent work we do in our communities (monthly President’s report)
Continuously evaluate and improve its outreach and engagement processes.
We Listen, We Learn, We Look to Improve

- Post-event Surveys
- Debriefs
- Training and Development
- Networking and Relationships
- Research & Benchmarking
  - Studies underway
We Look to Improve (continuously)

• Satisfaction Studies
• IAP2 Workshops
  – Internal customers, senior managers and board
• Integrated and geographically diverse engagement
• Engaging Future Customers and Employees
  – Researching best practice (i.e. City of Boulder)
Recommendation

The Public Information Committee has reviewed and accepted this Monitoring Report for SD-13 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-13.