

### Monitoring Report: SD13: Stakeholder Outreach & Engagement Public Information Committee

October 19, 2021 Lisa Olson, Vice President – Public Affairs

#### Another historic year and it accelerated our growth





## 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 around key decisions.



Continuously evaluate and improve its outreach and engagement processes.



#### **OPPD's outreach work has rapidly intensified in volume and complexity,** and our approach has matured along the way

#### 2016

#### 2017 1. Integrated Resource

Your Energy Partner

- 1. Community Solar
- 2. Sarpy & La Vista
- 2. Generation Options
  - Fort Calhoun

Planning

Transmission Projects

#### 2018

- 1. Community Solar
- 2. SD-7 Revisions
- LED Streetlights

1. VW Settlement

2. Power with Purpose

4 FV Outreach

2019

- DSM Potentiality 5.
- SD-7 Revisions 6
- 7. 5 Strategic Initiatives Launched

#### 2020

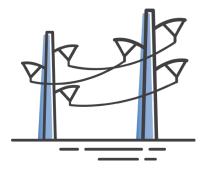
- 1. Power with Purpose
- 2. Southwest Sarpy Transmission
- 3. State of the utility
- 4. Powering the Future 2050
- 5. Pathways to
  - Decarbonization
- 6. BNSF Arbor Line
- 7. Green Power



### **2021 outreach included many large-scale initiatives**

Initiatives, projects & continued areas of focus since our last report

- Power with Purpose
- Southwest Sarpy Transmission Project
- Powering the Future to 2050
- Pathways to Decarbonization Energy Portfolio, Community and Customer Pathways





- Customer Engagement for the Future
- BRIGHT Battery Storage Project
- Integrated Resource Plan
- CEO Transition
- Green Power
- Emergency Response Polar Vortex, Windstorm







### **The Art and Science of Stakeholder Outreach** SD-13 requires we use both intuition and measurement

Art is intuitive, imprecise and subjective

- Trusted relationships, creative approaches
- SD13 provides stakeholders a voice in the process
- No two stakeholders are alike, and outreach is not one-size-fits-all
- OPPD flexes to meet stakeholders where they are
- OPPD has built trusted relationships and cultivated a culture of stakeholder collaboration

#### Science is researched, measured and objective

- Measurement, continual improvement, new tools
- Proven approaches like IAP2 help us align with industry standards
- Benchmarking and research are used to identify gaps and best practices
- Measuring results helps us make real-time adjustments to broaden our reach



#### As a result, we measure success in many ways.

- Success is supporting OPPD's Strategic Directives, Strategic Initiatives and other business objectives to deliver an outcome where stakeholder engagement is critical
- Success may look different from one individual or group to the next, and even from one project to the next
- Success doesn't always mean agreement or consent
  - ✓ Were stakeholders engaged in meaningful ways?
  - ✓ Were they informed using multiple methods?
  - $\checkmark$  Even if stakeholder didn't agree with the decision, were they satisfied with the process?
  - $\checkmark$  Do they understand how and why decisions were made?
  - $\checkmark$  Did we listen and make accommodations where we could throughout the process?





### Integrated, Clear, Transparent Engagement



### A quick review of our approach: the 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 that spearheaded Nebraska IAP2 Chapter

		?			
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.



# IAP2 helps us define objectives for large projects, but outreach is also an ongoing relationship – connecting with the communities we serve

#### **Objective:**

- To <u>inform</u> and <u>consult</u> from 1:1 meetings to large gatherings
- Build relationships, build trust and make connections
- Manage and foster relationships through calls, meetings and handshakes
- Communicate and gather feedback

#### Outcome:

- Partnerships with community leaders and elected officials
- Helps define customized, customer outreach efforts
- Fosters connection and advocacy in the communities we serve







### Growing meaningful ways for customerowners to participate and provide feedback.

### **Objective: Be the first and best source of information**



# **OPPDCommunityConnect.com** launched in July 2020 and continues to grow.

#### **Objective:**

**To lead the way and be the first and best source of information**; increase opportunities for engagement and improve reporting

#### **Statistics:**

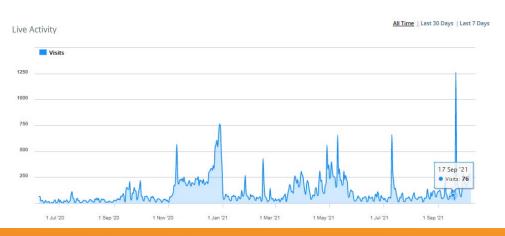
Projects

 Power with Purpose, Pathways to Decarbonization, transmission projects, feedback on SDs and CEO transition, Powering the Future to 2050, BRIGHT project, etc.

#### Visitors

- 47,000 between July 2020 thru August 2021
- 468 have registered to engage on the site







## **Stakeholder Facing Outreach & Communications**

Provide opportunities for stakeholders to engage "where they are"





# Our digital presence is maturing, which supports outreach efforts.



Websites



Sentiment



THE WIRE

Jan. 1 through Sept. 25 (compared to same period in 2020)

Users: 114,453 (up 157%) Page views: 186,077 (up 47%) Unique page views: 170,128 (up 119%) New visitors: 76% (up 13%)

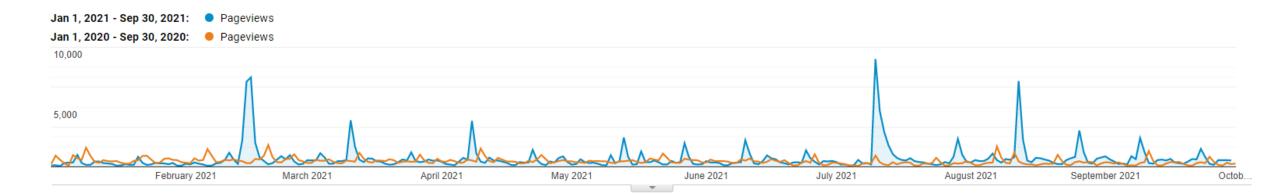
#### **Storm & Outage Center**

Jan. 1 through Sept. 25 (compared to same period in 2020)

Users: 402,727 (up 225%) Page views: 2,383,270 (up 299%) Unique page views: 1,155,132 (up 339%) New visitors: 73.6% (down 5%) \* Data note: The extreme weather events of 2021 (Feb. and July) greatly impacted these numbers



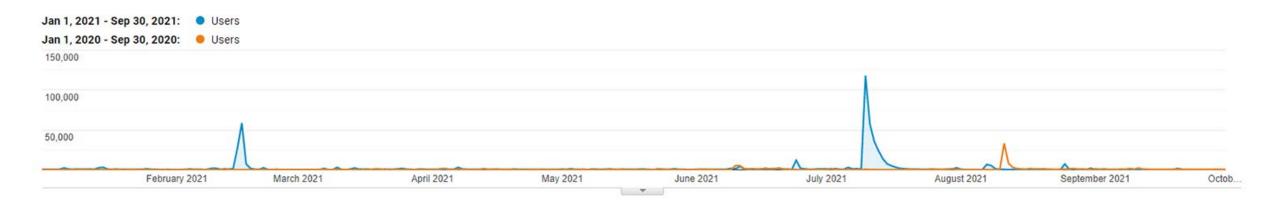
### The Wire continues to grow its reach and viewership...



Sessions	Users	Pageviews
135.57%	157.31%	47.66%
150,484 vs 63,881	115,890 vs 45,039	188,479 vs 127,646
		and service and she



#### ...As does our Storm & Outage Center







# We're the first and best source of information on Google for key educational topics.

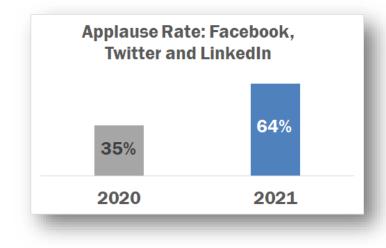
Google	power lines	power lines buzzing X 🦆 🤇			
G	oogle	shield wire transmission line	× 🕴 🤇		
		Q All 🔚 Images 🧷 Shopping 🕩 Videos 🖽 News 🚦 More	Тоо		
		About 15,800,000 results (0.58 seconds)			
		Contraction of the second seco	→ View all		
		Shield wires are <b>wires installed on all overhead transmission lines within</b> <b>system</b> to protect them from lightning. Transmission lines carry high volu- over long distances. A transmission tower with shield wires running alon structure. Feb 6, 2017	tages of electricity		
		https://oppdthewire.com > how-works-shield-wires			
OF		PPD How Does That Work: Overhead shield wires - The Wire			

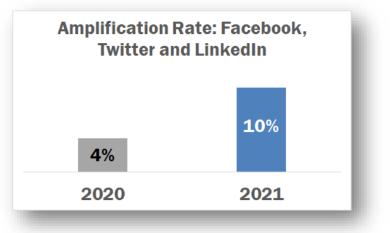
The Wire consistently ranks in Google Top 5 search results for topics like:

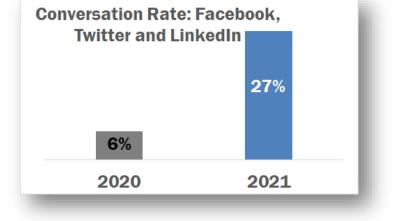
- "Shield wire transmission line" and "overhead shield wire"
- "How do smart power strips work"
- "Ice on power lines" and other ice and power lines-related queries
- "How to use a hot stick"
- "Power lines buzzing"/"why do power lines buzz"
- "Difference between power lines"



# For social media, we measure not just sentiment, but overall engagement across multiple channels, and we're improving.









Applause rate represents the ratio of positive reactions to followers



Amplification rate represents the ratio of shares and retweets to followers Conversation rate represents the ratio of comments and mentions to followers

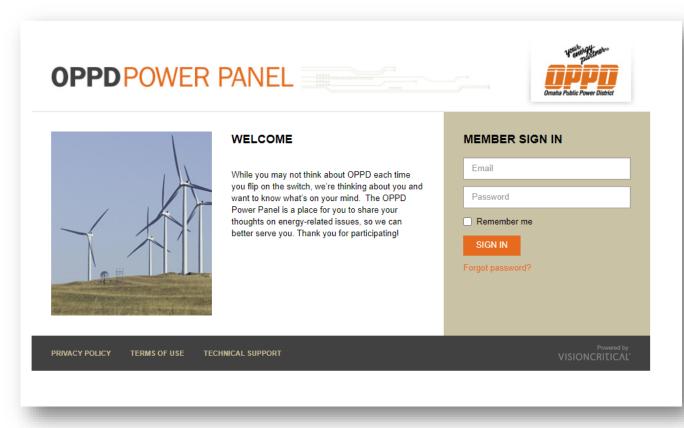


### **Customers are highly engaged in our industry leading Power Panel and are offering invaluable insights**

Since 2014, we've maintained a nearly 5,000 customer membership on our Power Panel. We continually recruit and aim for representation across geography and a number of demographics.

### Our studies grow in sophistication. In 2020 and 2021 we've used the panel for:

- Block Rates Live Chat Sessions
- Stakeholder Outreach Preference Study
- OPPD Bill and Website Evaluations
- OPPD State of the Utility Comm Study
- Power With Purpose Land Resource Perceptions Study
- Decarbonization Customer Pathways Work
- CEO finalist virtual meet-andgreet communication and transition survey
- OPPD Reliability Improvements Website Evaluation
- Various Product Development & Marketing studies



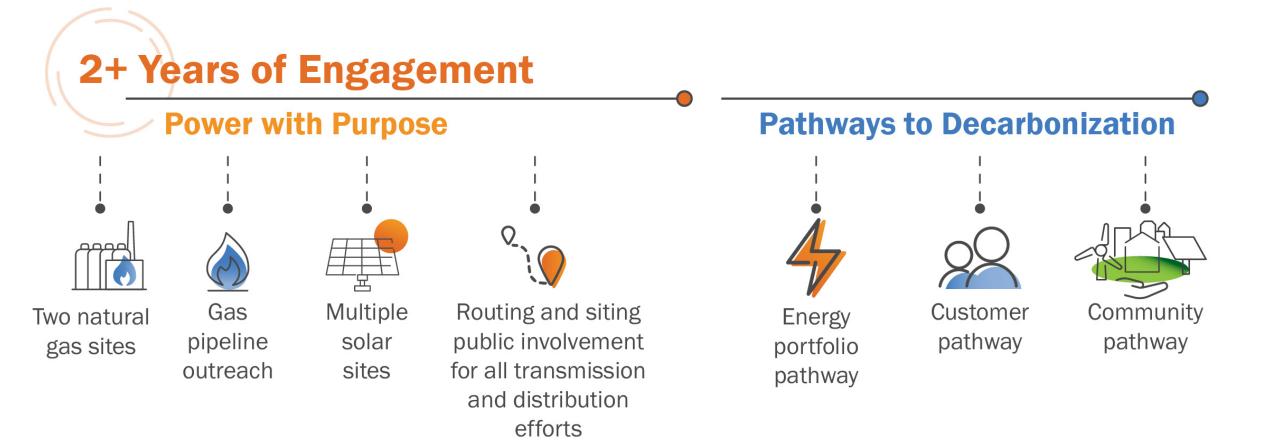


### Share Context with Customer-Owners for Key Decisions.





# Stakeholder Outreach – Long term examples of multi-year initiatives with many projects within each





### Stakeholder Outreach – Less than 1 year examples

#### **Other Extended Engagement**

- Board of Directors Support
  - CEO transition
  - SD7 feedback
- Strategic Initiatives
  - Powering the Future 2050
  - Customer Engagement for the Future
- Other
  - Coal Combustion Residual (CCR)
     Selection of Remedy public meetings
  - Product support (EV outreach)





### Real Time Update – Sarpy County Transmission Project

First in-person and virtual public hearing on 10/5/2021





## **Platteview Solar - Engagement**

**Objective:** Support the delivery and approval of the Platteview Solar Project **Outcome:** Project has been approved

#### **Stakeholder Engagement**

- Partnership with Community Energy
  - Developed FAQs and Project Website
  - Co-hosted in-person open house
  - Created project impact analysis
- Dozens of meetings and 1:1s

- Advocated for the project at numerous public meetings
- Commitment to continued engagement with Saunders County Officials and residents





# Pathways to Decarbonization Internal Operations

**Customers** 

Energy Portfolio

Community

# Pathways to Decarbonization – Discovery Sessions

December 2020 – January 2021

#### **Objective:**

• Listen to stakeholders about how they want to be involved

#### **Outcome:**

- Helped OPPD understand what success looks like to them
- Used input to shape the outreach plan, resulting in greater satisfaction with the process
- Created advocates to help carry the message to a broader audience

#### **Outreach Level (IAP2):**

Consult





### Pathways to Decarbonization – Discovery Sessions



OPPD Engaged representatives from environmental advocacy organizations to ask open-ended questions:

- What interests you about this strategic initiative?
- What does success look like to you?
- Where do you see opportunities to provide feedback?
- How would you like to be engaged?
- Would you be willing to share information with others in your organization?

This important information informed our outreach plan.



# **Discovery Session Takeaways**

- Stakeholders sometimes feel unaware Need upfront communication, time to digest information and opportunities to provide input before final decisions are made.
- Stakeholders recognize the need for layered approach understanding that all stakeholders are not engaged at same level, including their own membership.
- OPPD can help stakeholders translate technical information and provide shareable information (articles, social media content, infographic).
- Provide transparency about how feedback was used or not used, clarify assumptions made behind decisions, and provide timelines relative to decision points (close loops).
- Be clear on what we're seeking from stakeholders type of feedback that is helpful.
- Use new, non-traditional communication tools (text messaging, board member social media communications, NextDoor app).
- OPPD doing better than most utilities on engagement and accessibility of information.
- Stakeholders appreciated the opportunity to be engaged early in the process.





### **Shareable Content**

# We realize not everyone can attend a two-hour technical workshop, but they want the information

#### **Discovery Session Takeaway:**

- Key stakeholders recognized need for layered approach, as customers are not engaged at same level.
- Stakeholders want help translating technical information to their constituencies.

#### Outcome:

• Executive Summaries:

Following every Energy Portfolio workshop, Executive Summaries were posted on OPPDCommunityConnect and emailed to key stakeholders for distribution within stakeholder organizations

• Video:

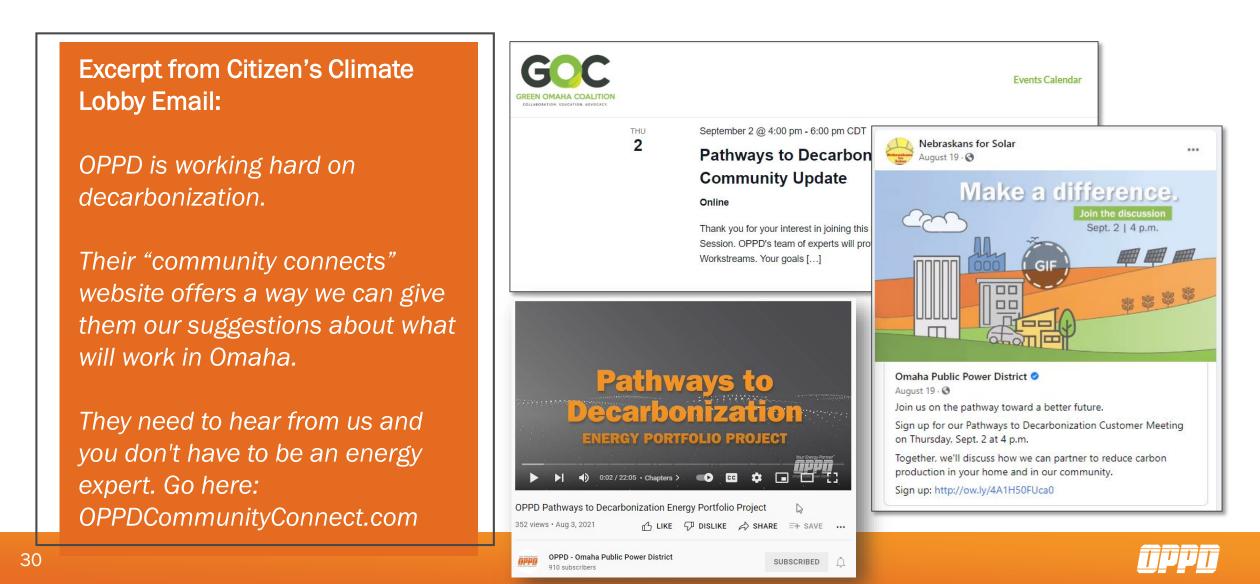
Created 22-minute video to highlight 8 hours of workshops (highlight reel)





### **Stakeholder Engagement and Trust Leads to Advocacy**

Stakeholders requested sharable content, we responded to be the first and best source



### Transparency

#### **Discovery Session Takeaway:**

Stakeholders want more transparency around how feedback was used or not used, clarity on assumptions made behind the decisions, and timelines relative to decision points (close loops)

#### **Outcome:**

• Interim Update:

Between workshops 4 and 5, an interim update session was added!



#### **Objectives**

Share an update on stakeholder contributions, modeling progress, and next steps



#### Agenda

- Strategic Initiative Overview
- Context of Workshop
- Integrated Resource Plan Connection
- Impacts of Stakeholder Engagement
- Interim Modeling Update
  - Project progress update
  - Reliability results
  - Open Comment Period
  - Resiliency case studies
  - Open Comment Period
  - Portfolio optimization
- Next Steps
- Open Comment Period





# **Energy Portfolio Workshops**

April – December 2021

#### **Objective:**

- Provide a <u>deeper dive</u> on the decarbonization planning process and how it will support OPPD's Integrated Resource Plan (IRP)
- Seek feedback along the way and explain how feedback was or wasn't used
  - Q&A or raise hand feature in WebEx
  - Poll Everywhere
  - OPPDCommunityConnect

#### **Outcome:**

Higher satisfaction with process

#### Outreach Levels (IAP2):

Varied from Inform to Consult





#### **Decarbonization – Energy Portfolio Workshops** (and speaking engagements)

April 7 Workshop 1: Pathways Planning 101

- April 28 Workshop 2: Multi-Sectoral Modeling
- May 12 Workshop 3: Developing Key Assumptions & Scenarios
- May 26 Workshop 4: Developing Modeling Approach
- Aug. 4 Interim Modeling Update

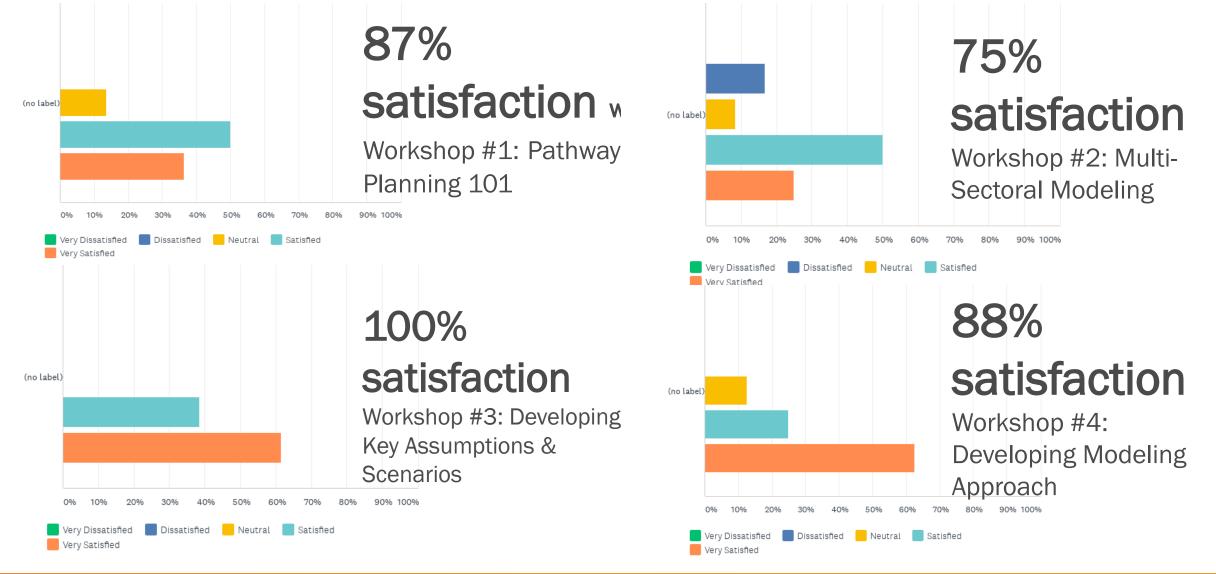
Q4 20212 more workshops coming...Oct. 27Initial Final Results andDec. 9Final Results

Speakers Bureau Engagement

- MAPA Natural Resources Committee
- Green Bellevue
- Sierra Club



### **Decarbonization Energy Portfolio Workshop Feedback**

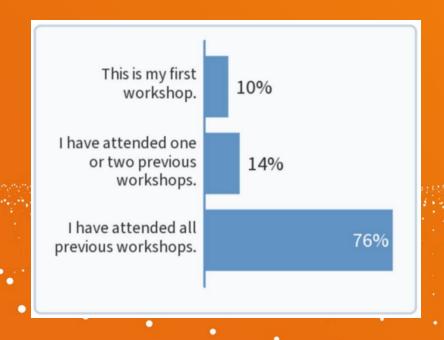




### Workshop Attendees

Approximately 100 people have attended one or more workshop

Many attended multiple workshops within the series

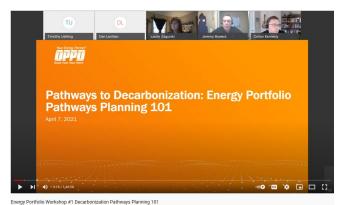


Examples of types of attendees

- Customers
- Advocacy Organizations
- Educators
- Utilities
- Students
- Consulting & Engineering Firms

1 LIKE ↓ DISLIKE → SHARE =+ SAVE

- Suppliers
- Elected Officials
- Individuals interested outside of our service area



Recorded workshop material have more than 400 views



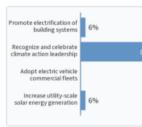
### Stakeholder Feedback

"Thank you for this (update emails) and all the information and the workshops and, well, all of it."

"I probably don't say it enough but you guys are doing a great job in making the process truly public and valuing the input of your customer-owners and other stakeholders."

#### Implemented tools for real time feedback

Which of the following is considered an Enabler, meaning the strategy facilitates change but may not result in measurable emission reductions in itself?



Response options	Count	Perce
Promote electrification of building systems	1	60
Recognize and celebrate climate action leadership	15	88
Adopt electric vehicle commercial fleets	0	00
Increase utility-scale solar energy generation	1	60

53%) Engagement

entage



17







### We Listen, We Learn, We Look to Improve



1 Q&A

Meeting video will be posted

#### **Questions and Answers**

Thank you for your feedback today. Now it's time for some Q&A.

#### Q&A function

- Click on the 3 dots and then "Q&A" option on the bottom of your screen
- Type your message to send to the event host

#### Hand Raise

- · Click the participant icon to open the attendee list
- Scroll to the bottom of the Attendee list, click the "Hand Raise" button
- You will be addressed and unmuted by the host so you can ask a question
- Click "Hand Raise" button again to lower hand

#### Call-in Users

1:34:09 / 1:46:58

- Press \*3 to raise (and lower) your hand
- You will be addressed by the event host by identifying a portion of your telephone number to signal your turn to ask a question

- Post-event surveys
- Poll everywhere
- Debriefs
- Training and development
- Networking and relationships
- Research and benchmarking
  - Customer engagement study
  - Utility engagement benchmarking study



### Internal OPPD Audit



- Corporate Auditing conducted an audit
- Determined if adequate controls and processes were in place for stakeholder outreach and engagement programs
- Areas assessed included stakeholder outreach, community outreach and grant funding
- A number of tools and processes put in place to ensure consistency and alignment across OPPD
  - Stakeholder Outreach template for gathering pre-event details from project managers
  - OPPDCommunityConnect reports
  - Surveys, policies, guidelines in place



## **Customer Outreach Study/Preferences**

- Collected customer opinions across the service territory
  - 800+ complete surveys via Telephone and online Power Panel
  - Oversampled six counties in phone survey to ensure customer representation
- Most respondents expressed they want to be informed vs. involved in decision making
  - Expressed trust in OPPD to be the expert decision-maker
  - Prefer to be informed via direct mail (bill inserts, newsletters)
- Approximately one-fifth desire to be included throughout the decision-making process
  - Energy cost and environmental impacts are standout topics





### Stakeholder Engagement Benchmarking Study

#### **Objective:**

- In-depth interviews and evaluation of how other utilities and organizations employ stakeholder engagement
- Identify gaps and best practices
- Share results with participants



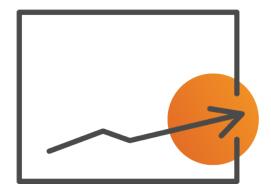
#### Participant Interviews:



Additional research including: Ameren, TVA, City of Omaha, Des Moines Water Works and Denver Water



### We Look Continuously to Improve



#### Benchmarking Takeaways:

- OPPD, in most cases, is leading the way (utilizing IAP2 guidelines)
- Continue to tailor communications and delivery tools based on audience
- Social media must be concise and visual to cut through millions of messages that people are exposed to
- Embrace hybrid approach to public involvement
   virtual and in-person
- Involve stakeholders and use as sounding board for establishing rules and expectations
- Consider dedicated team just for IRP and generation-related outreach



## **Stakeholder Feedback**

More verbatim survey comments in Appendix

"I am incredibly impressed by OPPD's approach to tackling this problem. Being future looking, data driven, and open to all options is the path to success."

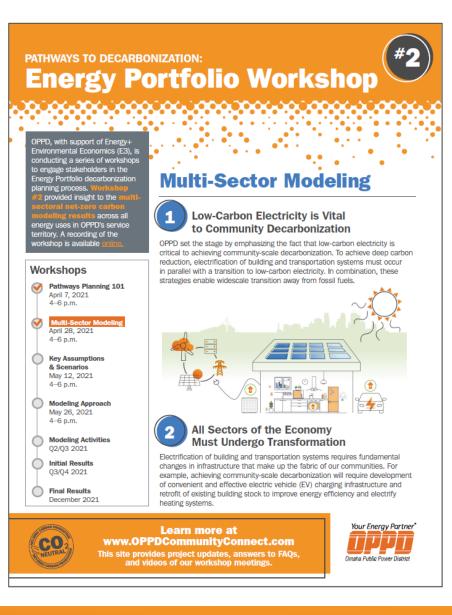
"The workshop provided detailed information on OPPD's evaluation process for achieving decarbonization. I appreciate the transparency."

"Great detailed information and exceptional experts."

"This is a complicated process. I have been impressed with the effort OPPD is making to allow for input and provide for transparency."

"There was a lot of information presented, so the pre-read materials were quite helpful."

"Very clear, especially given the volume and scale of the presentation."





## **Stakeholder Feedback**

#### More verbatim survey comments in Appendix

"Complicated topic well presented. Outstanding job."

"Being green is only easy if you are not the utility doing it! Again nice job!"

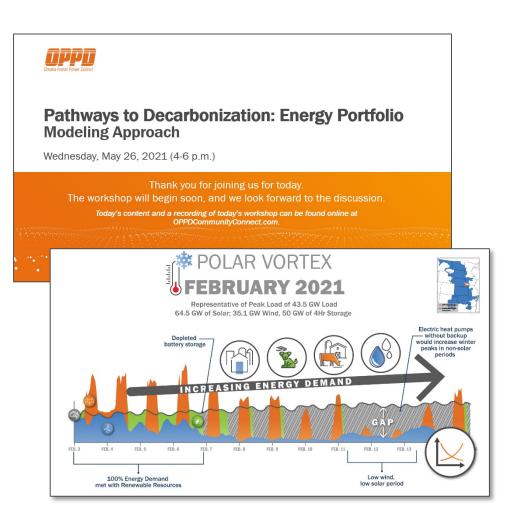
"Good information throughout. The polar vortex example was a good illustration of the challenge that we face."

"Sending out the workshop pre-read materials allowed me to become familiar with ELCC ahead of time."

"Having all the slides available on OPPD connect for the meeting was fantastic and greatly appreciated."

"Well organized with good information."

"The presentations are impressive with the level of detail while still maintaining clarity."





## Key takeaways

- Our internal audits, external benchmarking and overall performance illustrate that we are truly leading the way.
- In an historic and dynamic environment, we've accelerated our outreach maturity and performance.
- Our continuous improvement cycle is working; we're improving, and it shows in our data.
- We've solidified our aspiration to be the first and best source of information. We
  measure success in many ways, with a focus on stakeholders' satisfaction of our
  outreach process, no matter the project outcome.





## Stay Engaged at OPPDCommunityConnect.com



#### **OPPDCommunityConnect**

We're your energy partner. And that means we value your opinions. We want every member of our 13county community to consider this a platform to connect. At OPPDCommunityConnect, you can learn more about what we're doing and share input, insights and ideas with us. Visit us here to learn about our goals, concerns and efforts - and share your own.

Some of the tools on this website require you to create an account. It's easy! Just click "Register" and create a username and password associated with your email.





### 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.