Board Action

BOARD OF DIRECTORS

June 14, 2022

ITEM

Revisions to SD-11: Economic Development Policy

PURPOSE

To ensure full board review, discussion and acceptance of SD-11: Economic Development policy revisions.

FACTS

a. The Public Information Committee is responsible for evaluating and monitoring Board Policy SD-11: Economic Development.

b. The Public Information Committee proposed revisions for Board consideration and public feedback on May 17, 2022. Public comments were accepted on OPPDCommunityConnect.com from May 19 to June 12, 2022.

c. The Public Information Committee is recommending to the Board that Board Policy SD-11: Economic Development be revised as outlined on Exhibit A.

ACTION

Board of Directors approval of the revisions to SD-11: Economic Development.

RECOMMENDED: APPROVED FOR BOARD CONSIDERATION:

Lisa A. Olson
Vice President – Public Affairs

L. Javier Fernandez
President and Chief Executive Officer

LAO: mfh

Attachments:
Exhibit A – Proposed SD-11: Economic Development Policy Resolution
SD-11: Economic Development Board Policy Refinement Discussion

Lisa Olson
Vice President – Public Affairs
June 14, 2022
OMAHA PUBLIC POWER DISTRICT  
Board Policy  

Policy No. and Name:  
SD-11: Economic Development  

Category: Strategic Direction  

Monitoring Method: Public Information Committee Board Report  

Frequency: Annually  

Resolution No.: 6070  

Date of Approval: July 16, 2015  

Promoting economic growth and vitality through the production of affordable, reliable, and environmentally sensitive energy is key to the success of OPPD. Therefore, OPPD shall exercise strategic leadership and actively participate in regional economic development.

Specifically, OPPD shall:

- Create and retain revenue for the District through the attraction of new business, the retention and expansion of existing business, and by fostering economic growth in our communities.

- Align and maintain leadership with regards to economic development activities with local, regional, and statewide initiatives.

- Promote innovation while maintaining rate affordability, aligned with SD-2, by offering economic programs or rates.

- Assist with site development by carrying out site due diligence and marketing efforts for large businesses and industrial customer-owners.

- Give periodic updates to the Board on economic development projects.
Refinement Process: Strategic Directives

BOARD WORK PLAN

Step 1
Committee chair/director requests during regular All Committee to determine if policy refinement will be added to the Board Work Plan.

PRIORITIZATION

Step 2
Board Chair and CEO convene to confirm priority, resource requirements, and start and finish dates; pending discussion, Chair/CEO will inform committee chair.

PRES & CEO

Step 3
Assigns SMT to policy refinement as appropriate; approves initial drafts for committee review and comment.

COMMITTEE

Steps 4-5
Reviews, revises and finalizes refinements to present to Board.

Committee Chair Committee

BOARD

Steps 6-8
Provides feedback on draft; concurs readiness for public posting; approve final committee recommendation via Board vote.

Owners’ Wishes

In-Committee

Added to Work Plan
September 19, 2021

Committee discussion & recommendation development
December 7, 2021-present

Board review/decision
May 17, 2022

Public Comment
May 17 – June 12, 2022

Vote
Tentative June 16, 2022

“Governance exists in order to translate the wishes of an organization’s owners into organizational performance.”
- John Carver
All Committee Review: May 17, 2022

Is there anything that requires further clarification?

Is there anything you especially like?

Is there anything that you’d like the Committee to consider before moving this forward for public review and comment?

---

### Economic Development

**Policy No. and Name:** 50-11: Economic Development

**Category:** Strategic Direction

**OMAHA PUBLIC POWER DISTRICT Board Policy**

<table>
<thead>
<tr>
<th>Date of Approval</th>
<th>Resolution No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 16, 2015</td>
<td>6070</td>
</tr>
</tbody>
</table>

**OMAHA PUBLIC POWER DISTRICT Board Policy**

- **Monitoring Method:** Public Information Committee Board Report
- **Frequency:** Annually

---

**Economic prosperity is foundational to cultivating vibrant and thriving communities we serve. OPPD’s strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing businesses to expand.**

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a trusted partner to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- Offer and promote innovative tools, resources, programs or rates to educate our business customer owners and support economic growth, sustainability, cost savings or vitality
- Assist with site development to plan or best optimize our energy system by carrying out site due diligence and marketing efforts for businesses and industrial customer-owners
Feedback & Outreach – May 17 to June 12, 2022

Board Feedback
• Key themes from All Committee Review on May 17, 2022
  – No major revisions, suggested clean-up language
  – Highlight OPPD being a leader in the community
  – Adding in language involving products and services
  – With time, OPPD and the region’s strengths change, and OPPD’s economic development strategy should adapt and change accordingly to focus on advantages and maximize value for the region

Outreach Effort
• Posted on OPPD Community Connect May 19th
  – 7 public comments received
• Proactive outreach for awareness to organizations
  – Chambers
  – Regional and statewide organizations
  – Service providers
Economic prosperity is foundational to cultivating vibrant and thriving communities we serve. OPPD's strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing business customers to expand and support workforce and community needs. OPPD’s economic development strategy will adapt and change to maximize value for the region as the utility and the region’s advantages and opportunities evolve.

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a community leader and trusted partner to organizations and leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- Offer and promote effective tools, resources, programs, products, services and rates to educate our business customer owners and support economic growth, sustainability, cost savings and/or vitality
- Assist with site development and marketing to plan or best optimize our energy system for businesses and industrial customer-owners

Economic prosperity is foundational to cultivating vibrant and thriving communities we serve. OPPD’s strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing business customers to expand and support workforce and community needs. OPPD’s economic development strategy will adapt and change to maximize value for the region as the utility and the region’s advantages and opportunities evolve.

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a community leader and trusted partner to local-organizations and leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- Offer and promote innovative-effective tools, resources, programs, products, services and/or rates to educate our business customer owners and support economic growth, sustainability, cost savings and/or vitality
- Assist with site development and marketing to plan or best optimize our energy system by carrying out site-due-diligence-and-marketing-efforts for businesses and industrial customer-owners
Next Step

• Option 1: Board Resolution & Vote
OR
• Option 2: Additional Committee Deliberation
WHEREAS, in May 2022, the Public Information Committee (the “Committee”) proposed, and the Board of Directors reviewed, a recommendation to revise Board Policy SD-11: Economic Development; and

WHEREAS, the proposed revisions were posted on OPPDCommunityConnect.com for public comment between May 19, 2022 and June 12, 2022, and the Board reviewed the public comments that were received.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Omaha Public Power District that the revised Board Policy SD-11: Economic Development be and hereby is approved, effective June 16, 2022, as set forth on the Exhibit A, attached hereto.