



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

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# 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/impacted customer-owner segments that OPPD serves.



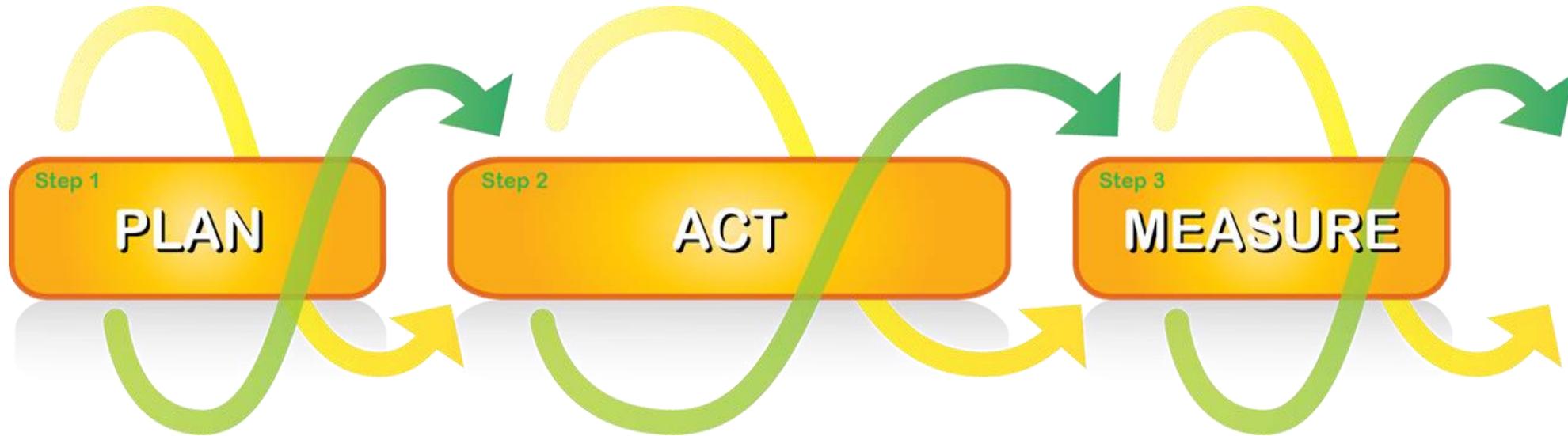
- Share context with customer-owners around key decisions.



- Continuously evaluate and improve its outreach and engagement processes.



## Our process



- Objectives and outcomes help determine level of engagement
- Success may look different from one phase or stakeholder to the next
- Did we engage meaningfully, in multiple ways?
- Did stakeholders understand how and why decisions were made?
- Were stakeholders satisfied with the process (even if they didn't like the decision)?
- Did we listen and make accommodations where we could throughout the process?



# Integration comes from using both formal and informal approaches

## Formal outreach and feedback

- Follow a process, including IAP2's proven approach
- Engage stakeholders via 1:1 meetings, large gatherings, social media, communication plans
- Use relationships and communication to gather feedback and loop back

## Informal outreach and trust building

- Honor our communities with intentional and customized outreach by area
- Make connections, build relationships, build trust
- Foster relationships through regular contact
- Listen and gauge sentiment
- Create connections and build advocacy





# We use the International Association of Public Participation (IAP2) best practices to guide our formal outreach



## INFORM



## CONSULT



## INVOLVE



## COLLABORATE

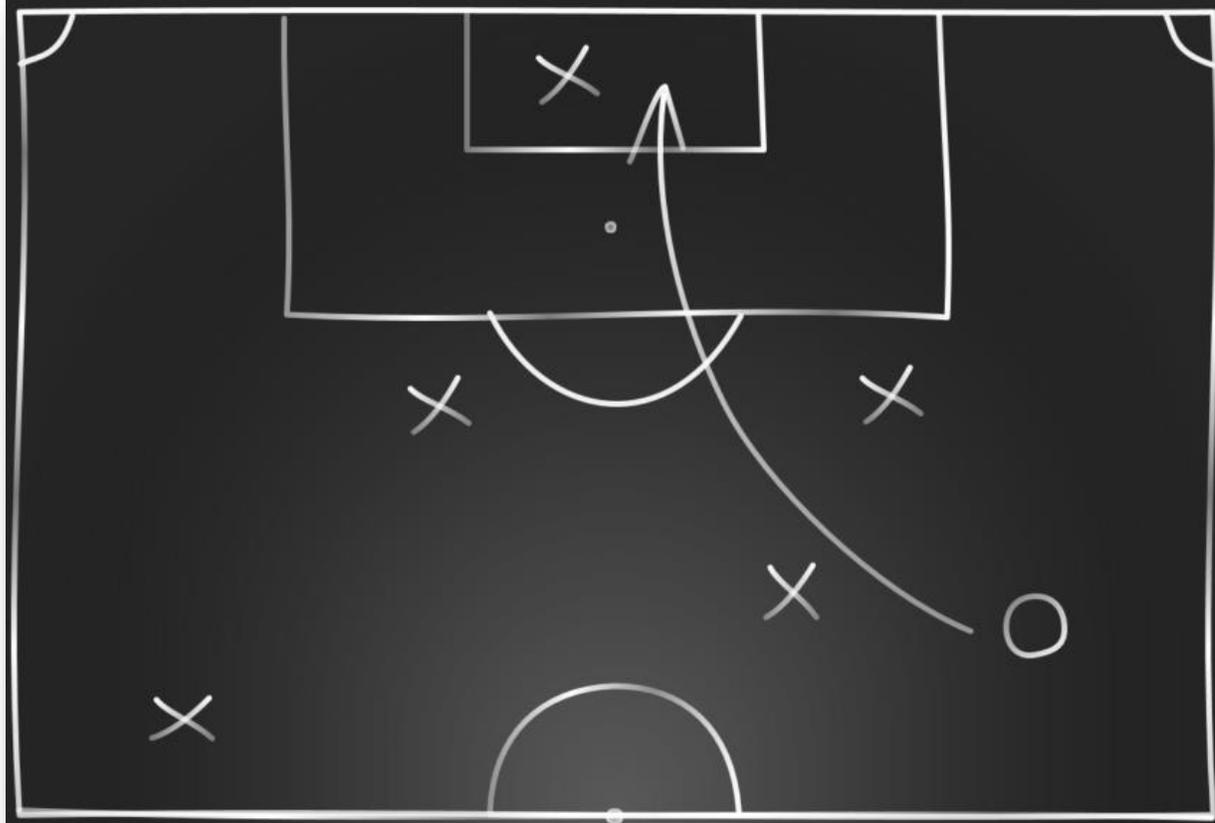


## EMPOWER

	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.



## Informal outreach



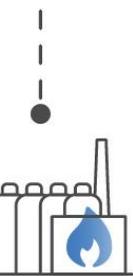
- Public Affairs develops a strategic game plan.
- The ball may be passed from one player to another at any time.
- We're all headed toward the same goal.
- We show up to all the games and events.



# Sharing context in long-term, multi-year efforts

## 2+ Years of Engagement

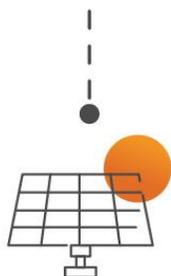
### Power with Purpose



Two natural gas sites



Gas pipeline outreach



Multiple solar sites



Routing and siting public involvement for all transmission and distribution efforts

### Pathways to Decarbonization



Energy portfolio pathway



Customer pathway



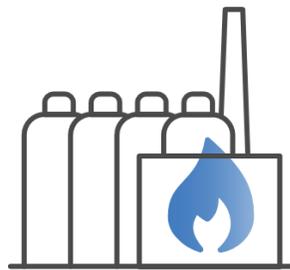
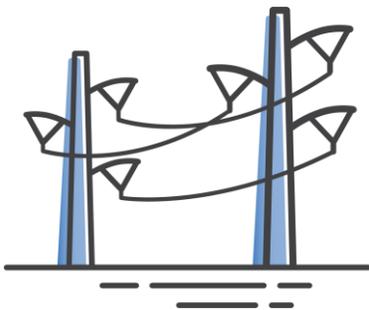
Community pathway



## 2021-2022 large-scale outreach

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

- Rate Design
- Power with Purpose (solar/natural gas)
- North Omaha Station
- Southwest Sarpy Transmission Project
- Powering the Future to 2050
- Strategic Directives (SD9, SD11)
- Customer Engagement for the Future
- BRIGHT Battery Storage Project
- Pathways to Decarbonization
- Integrated Resource Plan
- CEO Engagement





## Decarbonization/Integrated Resource Plan

*December 2020 – February 2022*

### Objective:

- Listen to how stakeholders want to be involved
- Provide deeper dive on Decarbonization/IRP planning
- Seek feedback along the way and loop explain how input was (or was not) used

### Outcome:

- Higher satisfaction with process
- Created advocates who helped carry broader message

### Outreach Levels (IAP2):

- Inform, Consult





## Rate design

*May 2022 - Ongoing*

### Objective:

- Define long-term vision for rate principles to best serve and represent OPPD customers
- Research customer preferences

### Outcome:

- Understand changing customer needs to address products, services and customer solutions
- Provide high-level roadmap of how and when rate design strategies will be implemented

### Outreach Levels (IAP2):

- Inform, Consult





## CEO listening tour

*July 2021 - Ongoing*

### Objective:

- Build relationships with elected officials and community leaders across the service territory
- Inform them of OPPD's vision and listen to concerns and aspirations

### Outcome:

- Create connections, build advocacy and inspire collaboration

### Outreach Levels (IAP2):

- Inform, Consult





## Continuous Process Improvement Toolbox



- Post-event Surveys
- Poll Everywhere
- Debriefs – Lessons Learned
- Training and Development
- Networking and Relationships
- Research and Benchmarking
  - Customer engagement study
  - Utility engagement benchmarking study
  - Edelman Trust Barometer



## Foundations of trust

### HUMANITY

Create genuine connections to understand the unique needs of our stakeholders and lead with empathy.

### TRANSPARENCY

Instill confidence in OPPD's brand and reputation through open communication and intentional interactions with stakeholders.

### CREDIBILITY

Share and advance the capabilities of our people to strengthen relationships and inform sound decision making.

### INTEGRITY

Act as servant leaders focusing on growth and wellbeing of our communities.



## Maturity Timeline

### 01 Initial

*Pre-2015*  
Inconsistent; lack of dedicated department

### 02 Managed

*2015-2016*  
Stakeholder process in development; newly created department and grant position

### 03 Defined

*2017-2018*  
Defined outreach lanes, created volunteer policy; adopted IAP2 principles

### 04 Quantitatively Managed

*2019-2020*  
Benchmarking and Audit; launched OPPD Community Connect; align with partners on clear objectives and outcomes

### 05 Optimized

*Future Process Improvement*  
Align with BUs, Customer Engagement for the Future (CEF\_ principles. Develop and implement Youth Engagement; Retiree Engagement; Education Hub – Power Learning; Board tracking, training and placement

# 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.

Any additional reflections on

what has been  
accomplished ... or

challenges or gaps



# APPENDIX



# Public Affairs Mission

## Employees

To understand how their role supports OPPD's mission and business objectives; and to be a positive advocate for OPPD work.

## Outcome: Customer

Trust that we deliver on our promise; understand the benefit of public power and the value we bring to their communities; and advocate for OPPD

## All Business Units

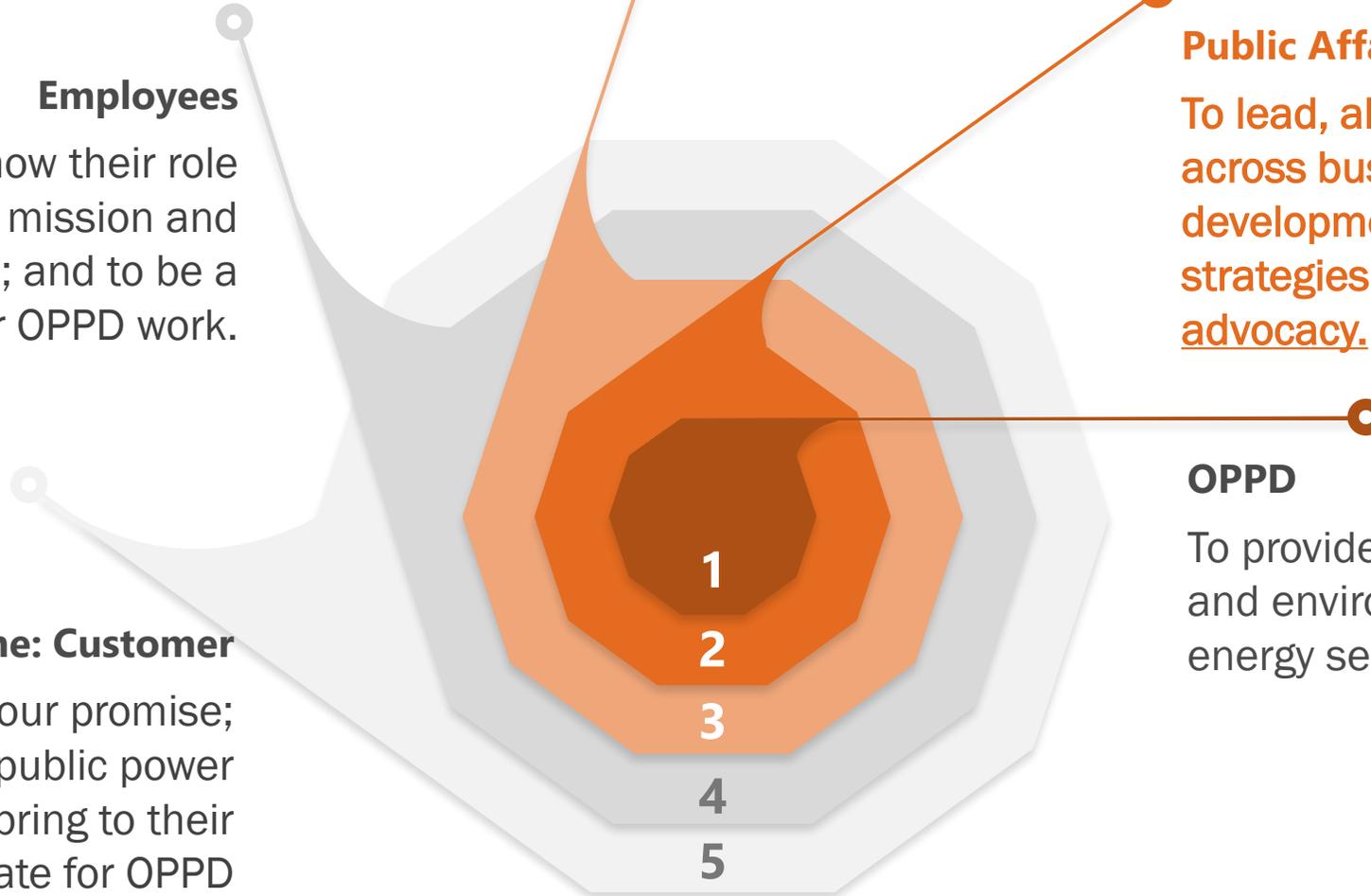
To drive strategic initiatives, further business objectives, align across business units and ensure employee understanding.

## Public Affairs

To lead, align and collaborate across business units in the development and execution of strategies to drive trust and advocacy.

## OPPD

To provide affordable, reliable and environmentally sensitive energy services to our customers.



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

## 2016

- 1. Integrated Resource Planning
- 2. Generation Options – Fort Calhoun

## 2017

- 1. Community Solar
- 2. Sarpy & La Vista Transmission Projects

## 2018

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

## 2019

- 1. VW Settlement
- 2. Power with Purpose
- 3. LED Streetlights
- 4. EV Outreach
- 5. DSM Potentiality
- 6. SD-7 Revisions
- 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



# Stakeholder Outreach Consultation

- Engage project owners and internal stakeholders
- Work project plan and consider key steps before putting plan into action
- Ensure alignment

## Project Name

Project Owner

Date: Tuesday, December 01, 2020

Work Order #



In addition to the project overview and key messaging, this plan includes the 6 key steps to an Effective Public Involvement (PI) plan:

1. Establish public involvement objectives/outcomes
2. Identify stakeholders and their key issues/concerns
3. Determine level of public involvement
4. Select public involvement activities
5. Outline timeline of tasks, team member roles and responsibilities
6. Evaluate and incorporate

## Project Overview

Provide context and overview of project

## Key Messages

Based on the project and anticipated sta

## Public Involvement Objectives

**Objectives** are a specific result you're trying to achieve within a time frame and with available resources.

1. List here
2. List here
3. List here

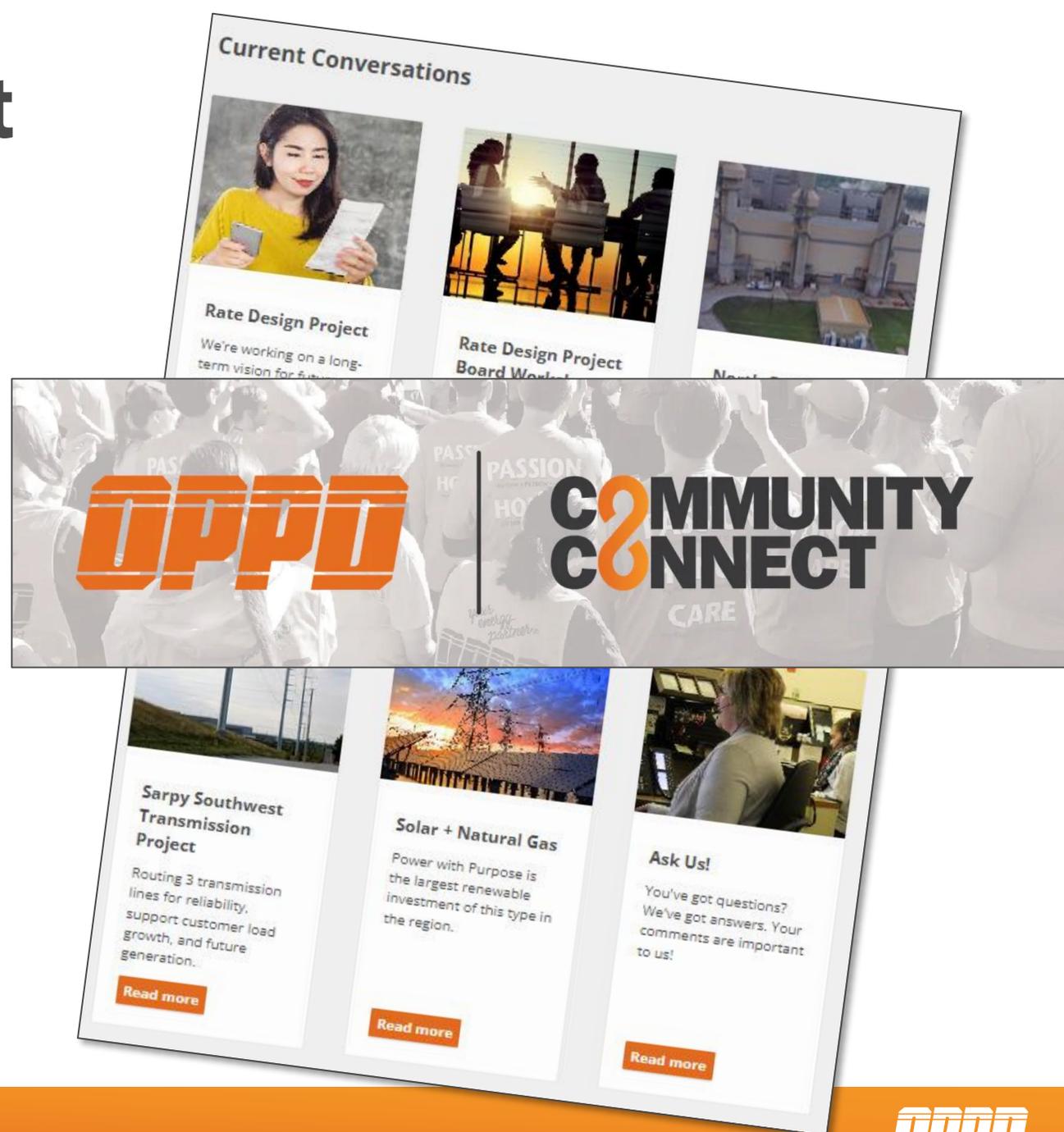
## Public Involvement Outcomes

**Outcomes** are the measurement and evaluation of an activity's results against their intended or projected results. **Outcomes** are what you hope to achieve when you accomplish the goal.

1. List here
2. List here
3. List here

# OPPDCommunityConnect

- Launched July 2020
- 88,000 visitors to date (as of 10/7/22)
- First U.S. utility to use this platform
- First and best source of information
- Increased opportunities for engagement and reporting
- Utilized for Power with Purpose, Pathways to Decarbonization, CEO transition, PF2050 and more!



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



Websites



Sentiment



Social Media

## **THE WIRE**

Jan. 1-Dec. 31, 2021  
(compared to same period in 2020)

**Users:** 224,065 (up 270%)  
**Page views:** 310,577 (up 99%)  
**Unique page views:** 291,634 (up 180%)  
**New visitors:** 84% (up 18%)

\* **Data note:** The extreme weather events of 2021 (February and July) impacted these numbers

## **Storm & Outage Center**

Jan. 1-Dec. 31, 2021  
(compared to same period in 2020)

**Users:** 454,655 (up 140%)  
**Page views:** 2,629,783 (up 212%)  
**Unique page views:** 1,155,132 (up 339%)  
**New visitors:** 73.5% (down 8.2%)

\* **Data note:** The extreme weather events of 2021 (February and July) greatly impacted these numbers

## **OPPD.com**

Jan. 1-Dec. 31, 2021  
(compared to same period in 2020)

**Users:** 1,823,106 (up 38%)  
**Page views:** 1,944,659 (up 257%)  
**Unique page view:** 678,770 (up 255%)  
**New Visitors:** 1,772,340 (up 39%)

\* **Data note:** The extreme weather events of 2021 (February and July) greatly impacted these numbers