

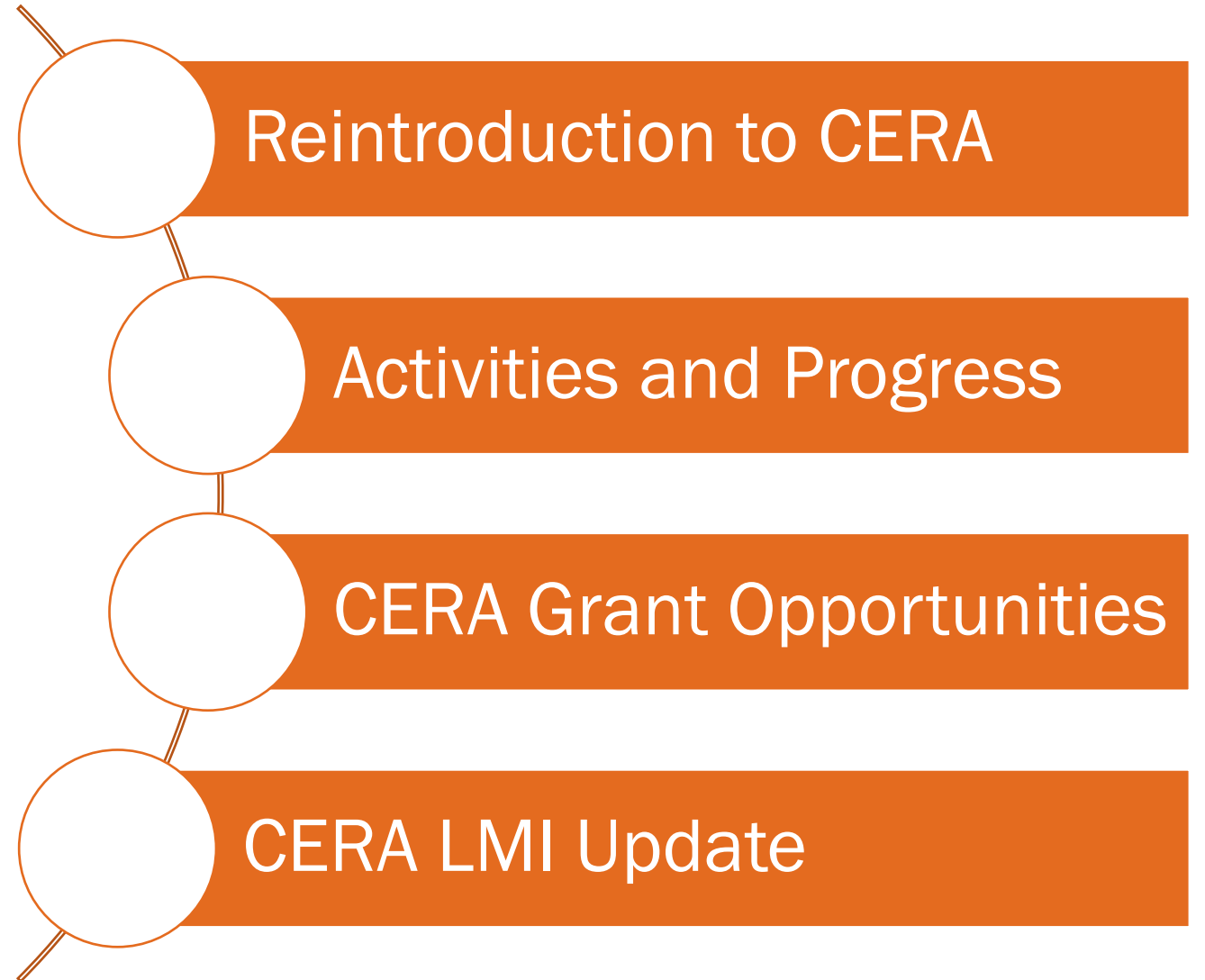


Products & Services Update

Customer Engagement in Resource Adequacy (CERA)

All Committee Meeting
December 17, 2024

Content



Intro to Customer Engagement in Resource Adequacy (CERA)

What is it?

- Engaging customers in energy-related, money-saving programs
- Reducing the resources OPPD needs to secure

Why Now?

- Customers' energy-related needs for their lives and businesses are changing
- FERC 2222 creates competition for customer capacity resources

Expected Outcomes

- Help customers reduce energy usage and OPPD's need to build more generation
- Reduce risk of losing RA by offering competitive solutions
- Increase customer satisfaction and engagement with all customer classes

What's the goal?

CUSTOMERS WANT TO.....

Grow to meet
business needs



GROWTH

Support and
enable thriving
communities

Reduce the cost of
buying energy



REDUCE
EXPENSES

Meet customer
needs in an
affordable way

Find more efficient
ways to power
business



REDUCE ENERGY
DEMAND

Enable customers
to save money,
reduce capacity
needs

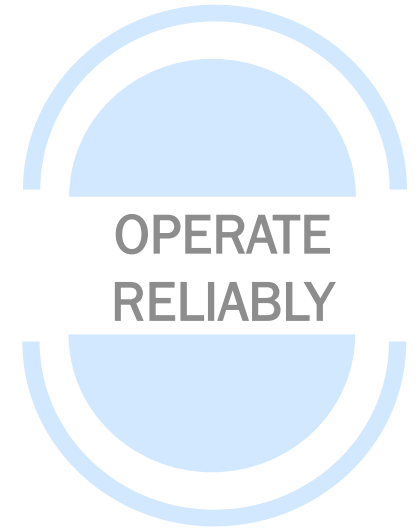
Meet company
sustainability goals



OPERATE
SUSTAINABLY

Meet decarbonization
goals

Be able to count on
reliable services



OPERATE
RELIABLY

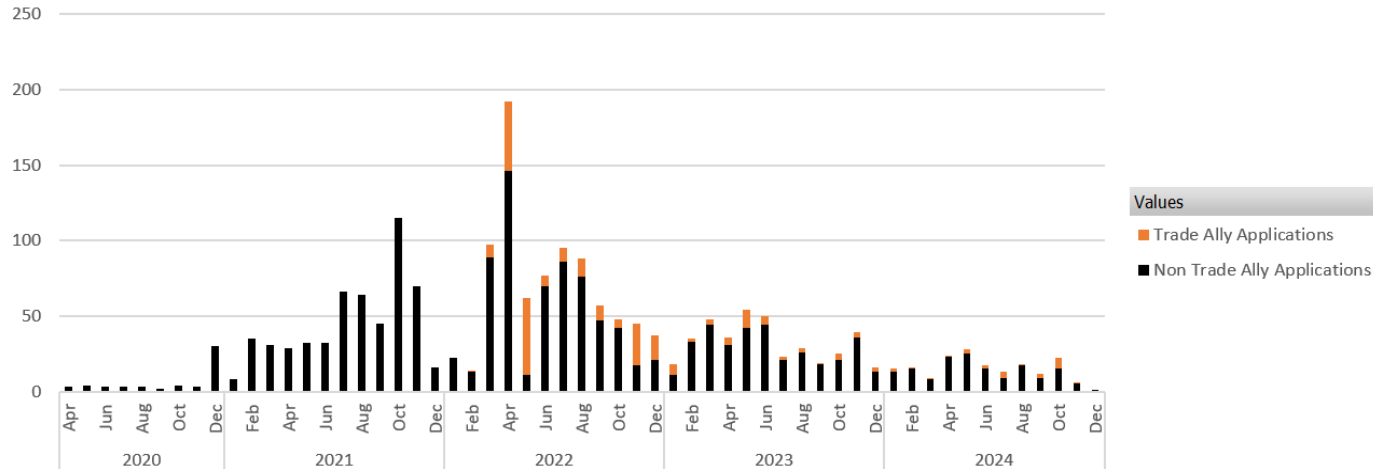
Serve customers in a
way they can count on

OPPD WANTS TO.....

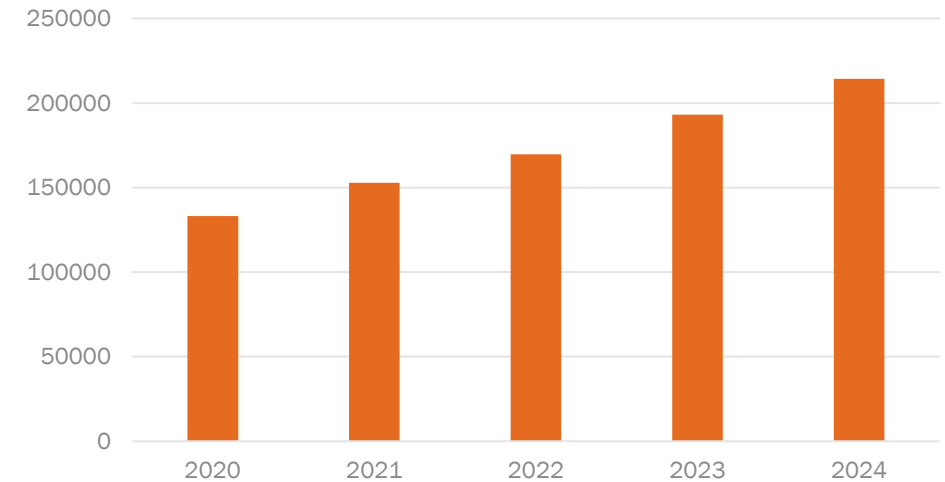
CERA Related Customer Adoption Trends

OPPD Solar Applications

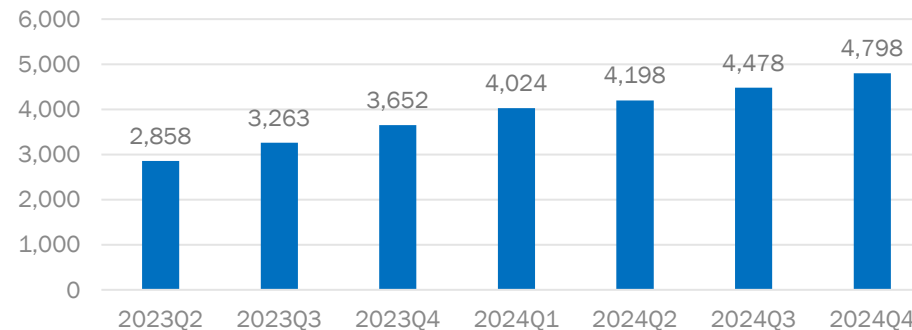
Applications
(Systems up to 100 kW_{AC})



OPPD Cumulative EE Growth (MWh)



Cumulative EV Growth in OPPD Service Territory



Activities and Progress

2024 CERA Supercharge Efforts - Progress Update

Focus Area / Product	Description	Date Launched
Virtual Power Plant		
Customer Care Services Cool Smart Sales Campaign	Schedule regular Cool Smart sales campaigns in the customer call center	June - September
Smart Thermostat - Renters	Expand Smart Thermostat program to allow for renter participation	July
Increase Smart Thermostat incentive	Increase initial incentive from \$75 to \$100, and annual incentive from \$20 to \$25	July
Smart Thermostat College/University Partnership	Expand Smart Thermostat to allow colleges and universities to participate	July
Smart Thermostat Pro Install Incentive	Create a \$75 customer incentive to reimburse customer who have a professional install their device	July
Smart Thermostat “Big Box” Displays	Displays, aisle banners, stickers at big box stores marketing OPPD's Smart Thermostat program	September
Large Smart Thermostat “Give Away” with Pro Install incentive	Marketing campaign to “give away” 3,500 smart thermostats in exchange for program enrollment	September
Renewable Choice (RECs Phase II)	Open RECs sales to small commercial and residential OPPD customers	November
467 Curtailment Checklist	Create a checklist and discuss	December target
Residential Energy Audits	Provide residential home audits to identify energy efficiency retrofit opportunities	Q3 2025
Energy Efficiency		
Energy Star Appliance “Big Box” Displays	Displays, aisle banners, stickers at big box stores marketing OPPD’s Energy Star Appliance incentives	September
Small/Medium Business Building Management System	Prescriptive rebate under Business Rebate program for purchase of business management system	November
Business Retro Commissioning Rebate	Prescriptive rebate under Business Rebates to incent customers moving into a new building to perform a retro commissioning audit to ensure they maximize EE using existing building equipment	November
Energy Star Buildings Rebate	Prescriptive rebate under Business Rebates to incent customers to attain ENERGY STAR Building Status and maintain the EE required for that Status	November
Small/Medium Business Direct Install Labor Rebate	Energy assessment/audit for small/medium business customers, with OPPD rebating on the labor for installation of identified EE upgrades	December target
New Home Construction Rebates	Incentives for residential home builders adding various measures to increase a home’s energy efficiency	January 2025 target
Customer Owned Generation		
Solar Corner Cash Pilot	Implement a solar Corner Cash test site NET grant funds	Q4 2025 / Q1 2026
Solar Grant Collaboration	Partner with NDEE (ONE RED grant) and Center for Rural Affairs (Solar for All grant) deployments	2025

CERA Grant Funding Opportunities

Energy Efficiency Grant



Opportunity for Nebraska: Reducing Emissions & Decarbonization



 Energy Management Building Management System and retro commissioning rebates for both small and large buildings. LEARN MORE	 Custom Projects Say goodbye to the one-size-fits-all approach and embrace personalized discounts for your business. LEARN MORE	 Lighting Upgrades Lighting Controls Brighten up your business with energy-efficient lighting upgrades, complemented by supercharged savings. LEARN MORE	 HVAC Keep your company comfortable with equipment designed to decrease energy usage. LEARN MORE	 ENERGY STAR® Benchmark your building to see how it's performing then take steps to become an ENERGY STAR® Certified Building. LEARN MORE
---	--	---	---	--

Promote Energy Efficiency and Electrification Upgrades for Non-Residential Facilities (projects for industrial, commercial, agricultural, public, and non-profit buildings and facilities)

Small-Scale Solar Grants



\$500K



\$73M*



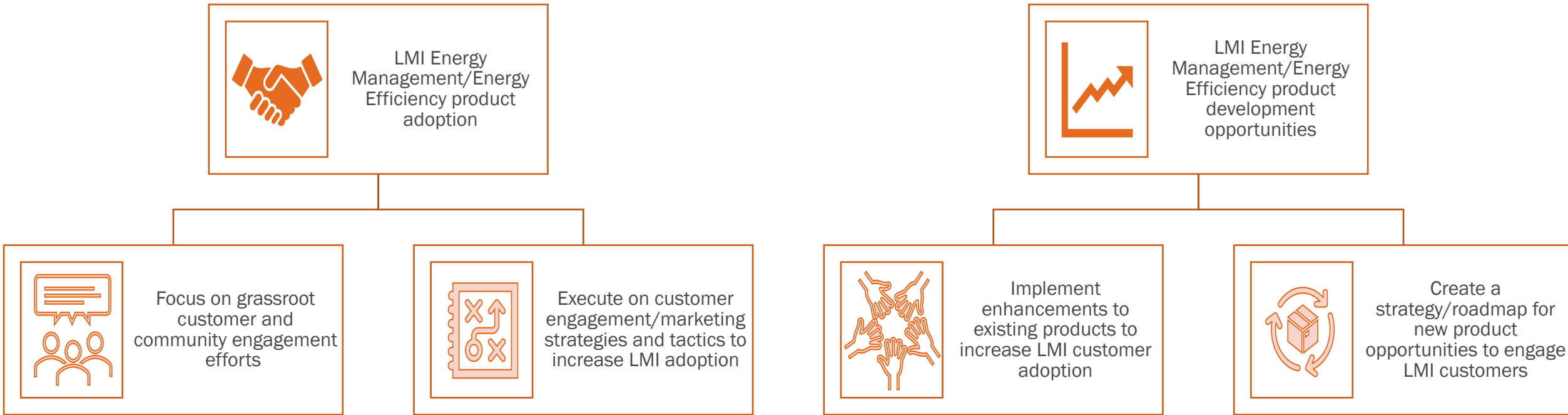
\$62M*

*Award for entire state of Nebraska, OPPD share is to be determined

CERA Low-Moderate Income (LMI) Update

CERA LMI Strategy

Key Activities



CERA LMI Key Activity Updates

- Grassroots customer and community engagement efforts
 - Community Resource Fair
 - Senior Customer Outreach
- LMI Energy Management/Energy Efficiency product adoption
 - Finalized CERA LMI Strategy
 - Energy Efficiency Assistance Program Update

Questions?