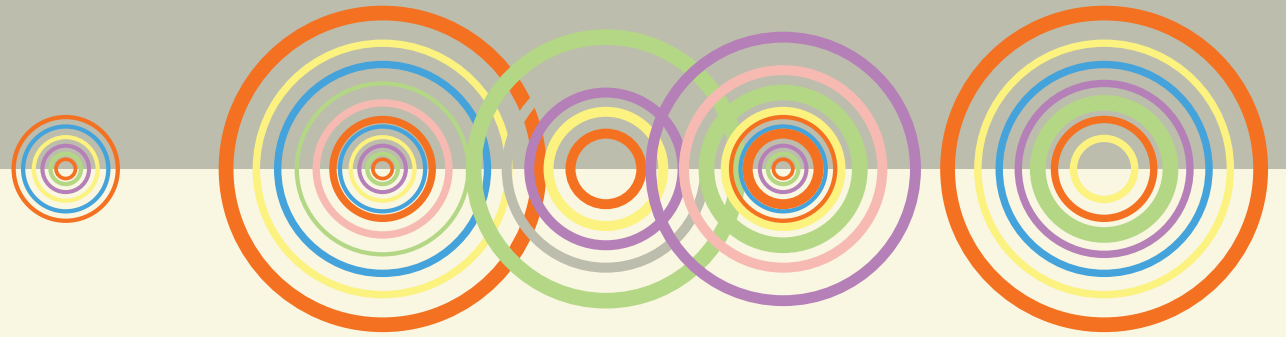


# SD-13: STAKEHOLDER OUTREACH AND ENGAGEMENT

➤ 10-14-25 ➤



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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:**

**1**

**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/or impacted customer-owner segments that OPPD serves.

**2**

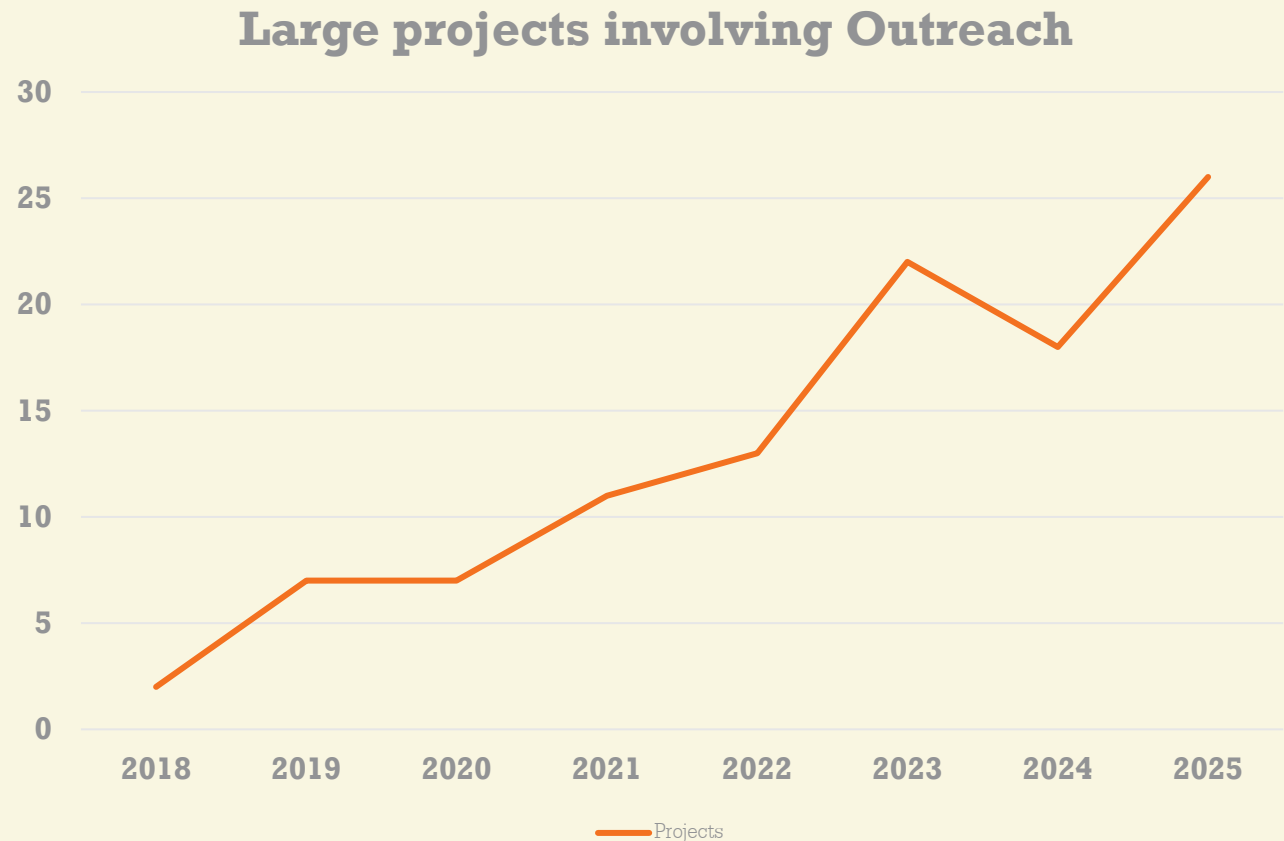
**Share context with customer-owners around key decisions.**

**3**

**Continuously evaluate and improve its outreach and engagement processes.**

# NUMBER OF PROJECTS NEEDING OUTREACH CONTINUES TO GROW

As our portfolio of large-scale projects increases in size, so does the need for stakeholder engagement. The projects represented here include generation, transmission, Omaha streetcar, levees and strategic directive revisions and approvals.



# 1 USE AN INTEGRATED, CLEAR AND TRANSPARENT ENGAGEMENT PROCESS.

Integrated, clear, transparent engagement process.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns 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 provide feedback on how public input influenced the	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> <li>Fact sheets</li> <li>Websites</li> <li>Open houses</li> </ul>	<ul style="list-style-type: none"> <li>Public meetings</li> <li>Public hearings</li> <li>Public forums</li> <li>Public surveys</li> <li>Public comment cards</li> </ul>	<ul style="list-style-type: none"> <li>Public workshops</li> <li>Public advisory committees</li> <li>Public working groups</li> <li>Public focus groups</li> <li>Public decision-making panels</li> </ul>	<ul style="list-style-type: none"> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> </ul>	<ul style="list-style-type: none"> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> <li>Public decision-making panels</li> </ul>



Meaningful ways for customer-owners to participate and provide feedback.

## In-person

- Open houses, local leader meetings, 1:1 relationships, board meetings

## Online

- OPPD.com, OPPDtheWire, social media, OPPDCommunityConnect

## Other

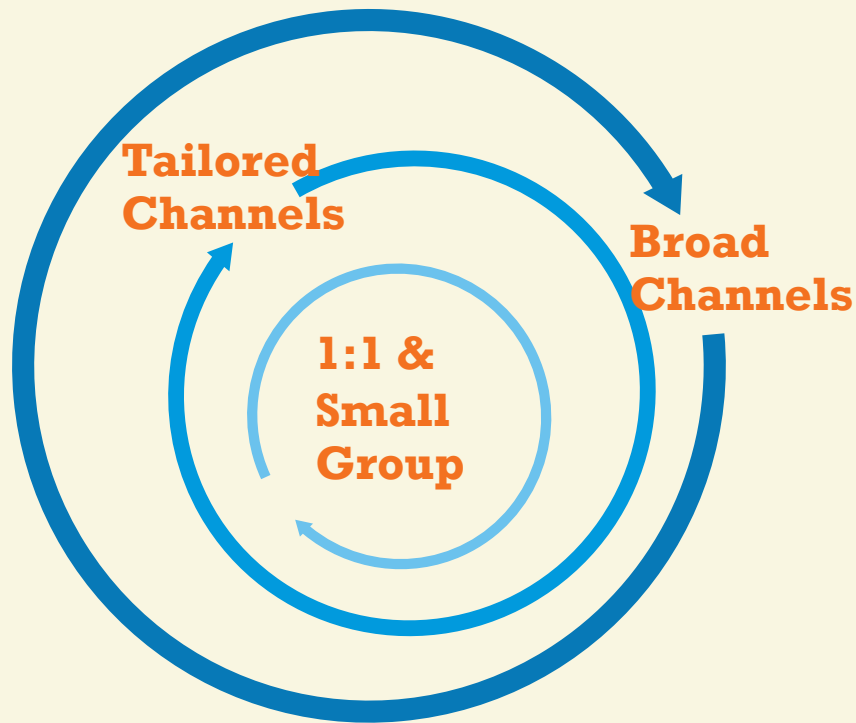
- Neighborhood, Government Affairs and Retiree newsletters; Outlets; Research; Direct mail and email

Representative of the interested/impacted customer segments.



## 2

## SHARE CONTEXT WITH CUSTOMER-OWNERS AROUND KEY DECISIONS.



### What this looks like for OPPD customers/stakeholders?

#### Broad channels

**Objective:** create general awareness (Inform)

•Social media, TheWire, Outlets, paid & earned media

#### Tailored channels

**Objective:** target interested/impacted (Inform, Consult or Involve)

•NextDoor (by circuit), HOA newsletters, targeted email or direct mail, open houses, OPPDCommunityConnect

#### 1:1 & small groups

**Objective:** relationship based (Inform, Consult, Involve and/or Collaborate)

•Government relations, Account managers, Economic Development, community leaders





## TURTLE CREEK STATION

Ribbon cutting and  
groundbreaking  
event

### Know, Feel, Do

**Know:** Understand the work done to date as well as our future path and the need for additional generation

**Feel:** Proud of the accomplishments we have achieved together with a sense of community and purpose with other local leaders

**Do:** Support OPPD in the work ahead

### Outreach and Engagement

**Speakers:** Governor Pillen, Mayor Black, Omaha Chamber CEO Heath Mello, OPPD Board Chairman Matt Core, OPPD COO and VP Utility Operations Troy Via and OPPD President and CEO Javier Fernandez

Approximately **140 external guests** and **90 internal guests** invited

### Traditional media Coverage

- **Stories: 10+**
- **Impressions: 20 million +**
- **70% positive; 30% neutral in sentiment**





# NORTH DOUGLAS COUNTY TRANSMISSION PROJECT 2024-2027

## Know, Feel, Do:

**Know:** Understand the project's needs and benefits.

**Feel:** Trust in OPPD

**Do:** Work together to create a smooth path to project completion

## Outreach and Engagement

- **Communications begins early:** Local leader meeting, open house and online meeting in Q4 2024, more than a year before constructions starts
  - Improving upon previous communications timelines from past transmission line upgrades
- Multiple communications with stakeholders including directly impacted landowners via letters, public hearings and 1:1 conversations
- Regular updates on project website





# CASS COUNTY STATION GENERATION EXPANSION 2025-2029

## Know, Feel, Do

**Know:** Understand the need, customer benefits, prepare for upcoming activities

**Feel:** Accept the project's purpose, informed of activities

**Do:** Know where to go for project updates, communications or questions

## Outreach and Engagement

- Local leader meeting, nearby neighbor meeting in Q1 2025, before constructions starts
- Regular updates on project website, promoted through:
  - Meetings with residents
  - Cassgram newsletter ads
  - Signage on site
  - Geotargeted social media



# EXTERNAL COMMUNICATIONS

Broad, external channels continue to improve\*

## SOCIAL MEDIA

### Instagram launch

1,305 followers to date  
(goal after 1 year: 360)

Fewer number of posts, but  
we reached more people.

### Avg impressions/post:

- **Facebook**  
2024-25: 6,135  
2023-24: 5,272
- **LinkedIn**  
2024-25: 3,914  
2023-24: 3,595
- **X (Twitter)**  
2024-25: 1,072  
2023-24: 1,876  
\* Scaled back content on  
this platform in 2024

### Lessons learned

- Professional photos perform better than graphics (right)
- Phone videos perform better than long-form videos (shorter and easier to digest)
- Cadence of storm restoration posts hits the sweet spot (2-3x/day v. 10x/day in past)
- Followers love behind-the-scenes work. **First viral video** of turbine rebuild at NOS



## OPPD.COM

Page views: 8.9 million

**Improvements:** Content audit, updated and refined navigation adjustments in progress; GIS map to better display director areas; new outage map & customer platform.

\* Measurement period: 9/1/2024 through 9/26/2025

# 3 CONTINUOUSLY EVALUATE AND IMPROVE ITS OUTREACH AND ENGAGEMENT PROCESS.

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## Expanding Access

- Spanish outreach (Telemundo, partners)
- Instagram launch (younger audiences)
- OCC Board Contact Form

## Agility & Responsiveness

- AMI soft launch iteration
- Cass County real-time updates
- Explaining “why not” on feedback

## Strategic Maturity

- IAP2 maturity (timing, tone)
- Cross-team alignment
- Stronger storytelling

# RECOMMENDATION

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- The Customer & Public Engagement 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 reflections on

- what has been accomplished, challenges and/or strategic implications?

