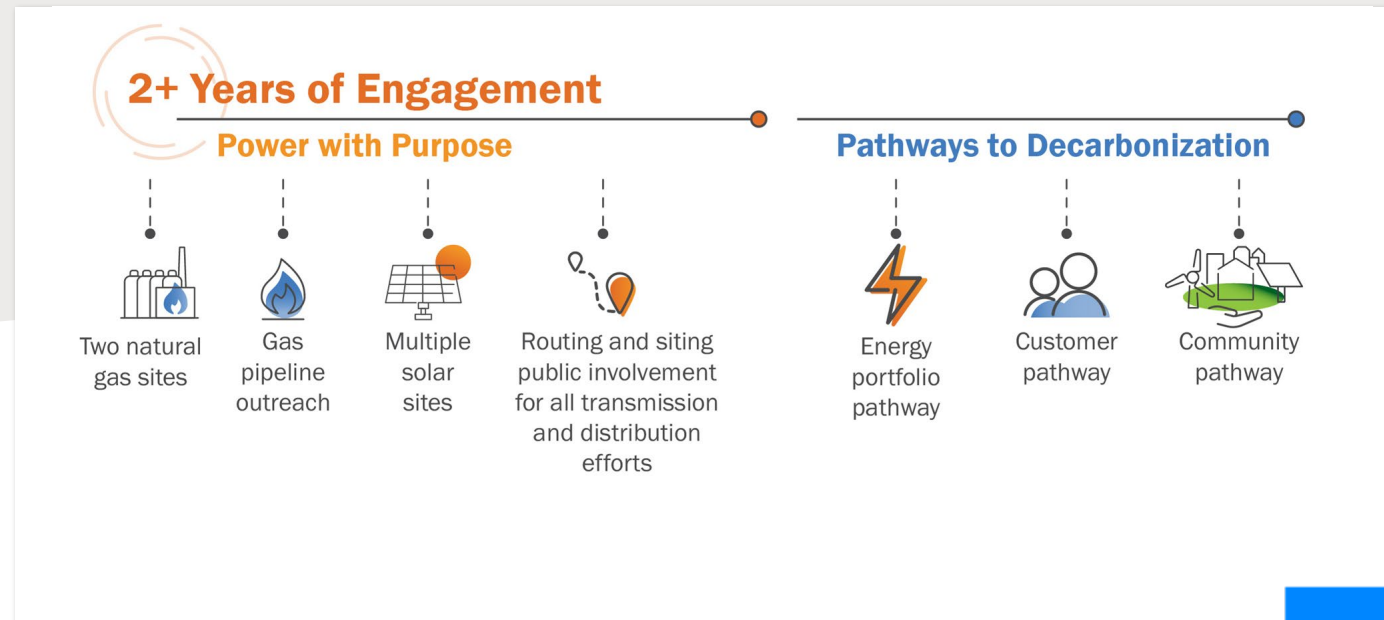


SD-13: Stakeholder Outreach & Engagement Monitoring Report

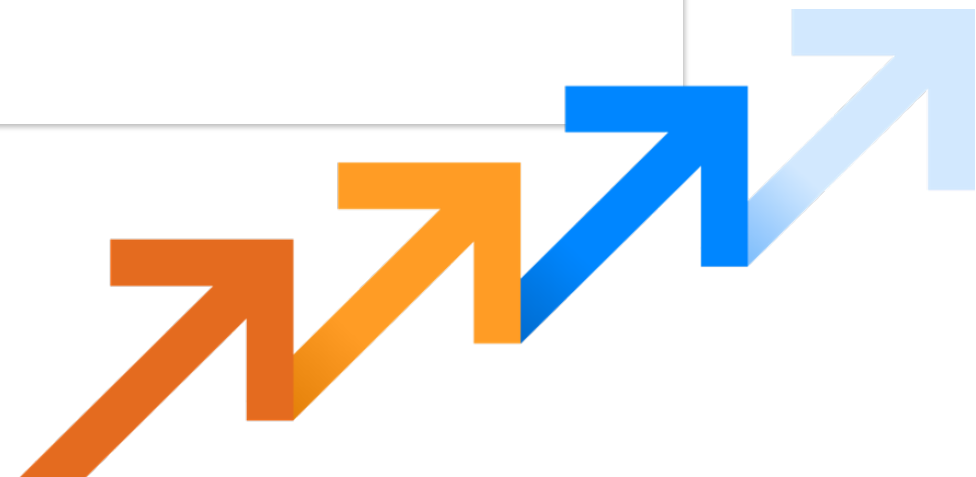
Lisa Olson - Vice President, Public Affairs
Laurie Zagurski – Manager, Outreach
October 17, 2023

Steady increase in size, scale and number of projects, resulting in multi-year efforts.



Large-Scale Outreach

- Near Term Generation
- Solar / Natural Gas Projects
- North Omaha Station Extension
- Multiple Transmission Projects
- Rates



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.**

Use an integrated, clear & transparent process that:

- Provides meaningful ways for customer owners to provide feedback.
- Is representative of interested/impacted customer owners that OPPD serves.

KEY TAKEAWAY

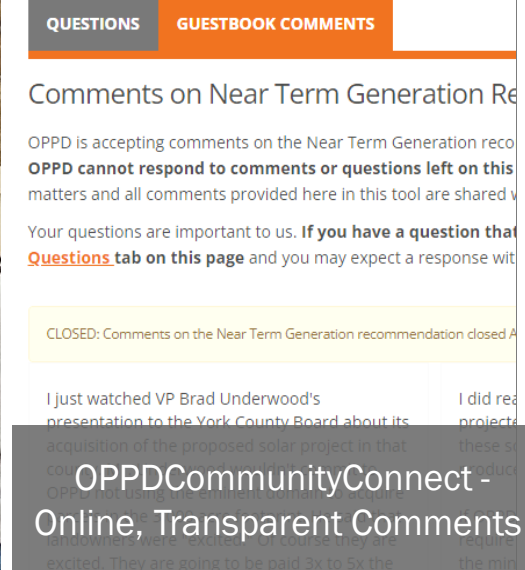
What's meaningful and relative changes according to each audience, project or topic. That understanding guides our work.



Open Houses - Cass to Sarpy Transmission Line



Annual Customer Meeting



OPPDCommunityConnect - Online, Transparent Comments



Community Conversations - North Omaha Outreach

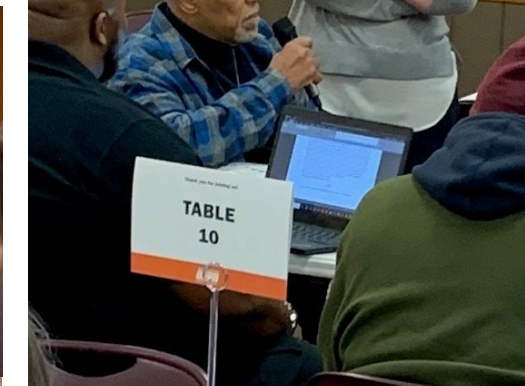


Table 10 at a community event



The next Board of Directors meeting is Thursday... In-person and online opportunities to share comments with Board



Proactive Campaigns & Feedback Solicitation



Student + Public Events

Share context with customer-owners around key decisions. *and* Continuously evaluate and improve its outreach and engagement processes.



Home / Illuminate our Future

Illuminate our Future

Facebook Twitter LinkedIn Email

Powering the Future to 2050

The magic of the future. Brought to you by the hard work of the present.

At OPPD, we've imagined the future. Powering the Future to 2050 is a strategic vision to make OPPD cleaner, more sustainable, and more innovative than you can believe. While others have been wondering about what's next, we've been hard at work, nights and weekends, planning out what the future of power looks like and how to bring it to life.

Introduction to Powering the Future to 2050 Watch Later Share



KEY TAKEAWAY

Context is shared both in broad channels and narrow. Sharing context means giving both the big picture as well as details important individual stakeholders.

and in OPPD's service territory is growing. dozens of schools and numerous small and large businesses nearly as large as the city of Lincoln. service area stayed flat or grew slightly. Not anymore. With a mic growth, the utility expects to add an unprecedented 100 years.

Placeholder for PF2050 TV spot



Illuminate our Future

We're planning to power things that haven't been invented yet: Powering the Future to 2050

Powering the Future to 2050

September 2022 – Ongoing

Sharing context: objectives

- Increase awareness among customer-owners and stakeholders about OPPD's long-term vision and impact.

What we learned

- Awareness is slowly growing. Piquing interest is easier than keeping interest.
- In an attention economy, balancing novelty with consistency in messaging and approach is key.
- We need to temper expectations about online engagement on OPPD Community Connect.

How we've applied learnings

- Media brings large volumes of customers to OPPD Community Connect, which brings opportunity to refine language and layout of updated information for best user experience.
- Augment with in-person events and other forms of engagement.



Generation

Board okays adding up to 2.5 gigawatts of new generation capacity.

Near-term Generation

May-August 2023

Sharing context: objectives

- Raise awareness and understanding around need for new generation resources.
- Increase understanding that capacity planning is a normal part of our process.

What we learned

- Though we saw diverse opinions, we saw more support and understanding from stakeholders including the community, customers and employees.
- Energy issues are complex, and we must find more effective ways to communicate about it.

How we've applied learnings

- Set more accurate expectations about reach and engagement by channel.
- Review content style and creation to help simplify complex issues.
- Begin discussions about how to map community concerns more proactively.
- Multi-faceted and boots on ground approach, including, but not limited to social media/ad campaigns, presentations, media interviews, CEO Coffees, 1:1 meetings/calls, etc.



Solar Generation

OPPD's 81-megawatt solar array south of Yutan, NE will be capable of powering around 14,000 average homes.

Platteview Solar

February 2023 - ongoing

Sharing context: objectives

- Strengthen community trust by serving as trusted leader and community partner on developer-owned Platteview Solar. Ensure community understood OPPD's ongoing commitment.

What we learned

- Partnerships matter. Made a positive, meaningful impact by engaging with local leaders, chambers, orgs and developer (AES) to plan and promote business fair for civil & electrical construction material and services.

How we've applied learnings

- We're continuing dialogue with local leaders and orgs to help maximize local opportunities and impacts.
- We're keeping local leaders up-to-speed and engaged. We continue to educate about the project and offer opportunities to tour the site as the project progresses. We realize informed, supportive leaders are a powerful megaphone.



North Omaha Station (NOS) Extension

In August 2022, OPPD's Board voted to extend current energy asset practices at North Omaha Station to ensure reliable service.

North Omaha Station Extension

August 2022 – Ongoing

Sharing context: objectives

- Seek to understand community concerns, questions and impacts.
- Engage in dialogue to close gaps.
- Use learnings to better educate and engage the community.

What we learned

- Building trust through consistent dialogue and information sharing was especially important within the community.

How we've applied learnings

- Understand community concerns deeply, often through grassroots listening efforts, will now be a first step in our process.
- Begin discussions about how to map community concerns more proactively.



Cass-to-Sarpy Transmission Project

OPPD is planning for an approximately 23-mile, 345kV transmission line from Cass to Sarpy County to improve system reliability.

Cass to Sarpy Transmission Project

February 2023- Ongoing

Sharing context: objectives

- Educate, engage and solicit feedback from stakeholders & public to help select a route.
- Build trust with stakeholders in the route evaluation and selection process through proactive communication.

What we learned

- No community or stakeholder outreach plan is the same: It's important to find a way to meet all stakeholders where they are.
- Use multiple and unique channels and avenues to ensure awareness.

How we've applied learnings

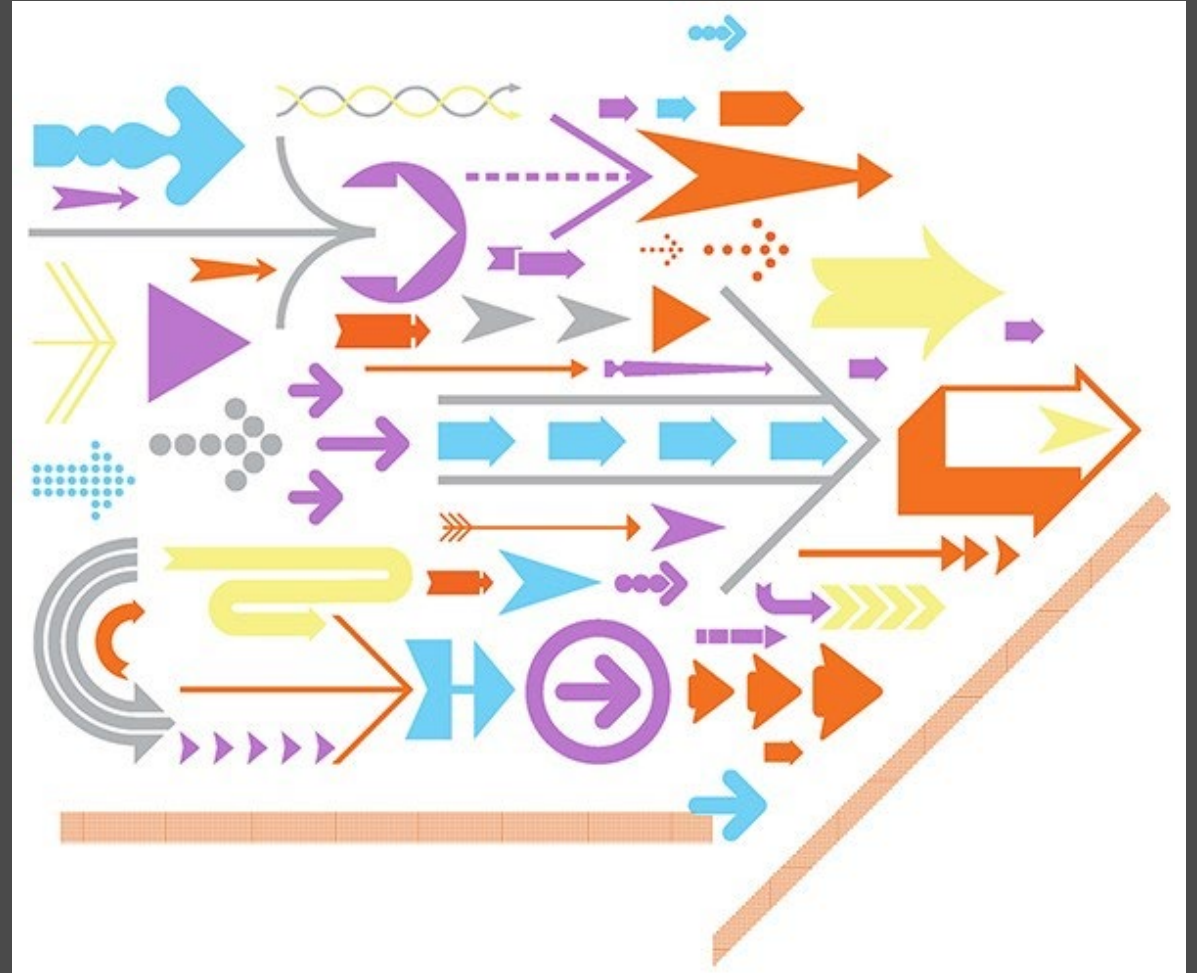
- Ensure all stakeholders – employees, local leaders, landowners, residents – have opportunities to learn about the project and provide feedback.
- Engage with the local leaders to learn about the local concerns and best ways to reach constituents.
- Provide in-person and online opportunities for feedback.
- Promotion included Cassgram, community posters, phone calls, etc.

Recommendation

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?**




Appendix



Communication and Outreach Plans:

Public Affairs works with project owners on the front-end to think through messaging, objectives, outcomes, stakeholders, level of engagement, measurement and evaluation.



Project Name
Project Owner
Date: Tuesday, October 17, 2023
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
3. Determine level of public involvement
4. Select public involvement activities
5. Outline timeline of tasks, team members
6. Evaluate and incorporate

Project Overview
Provide context and overview of project.

Key Messages
Based on the project and anticipated stakeholders, provide key messages to take overview and break down into key bullet points.

Public Involvement Objectives
Objectives are a specific result you're trying to achieve.

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

Evaluate and Incorporate
Take the time to establish measurements so you know if your efforts are successful. Periodically evaluate how your PI plan is working. Ask for feedback from stakeholders along the way. Answering the questions below may be a start:

- Who was present?
- What were key insights, lessons learned and what are next steps?
- Did we work effectively and proactively?
- Was the need (or opportunity) for the project clearly understood?
 - If not, what do we need to do differently?
- Did we correctly identify all of the important stakeholders?
 - If not, what were the reasons we missed some, and how can we do a better job in the future?
- Did we correctly identify stakeholder issues?
 - If not, how can we do a better job in the future?
- Were our messages about the project effective? If not, why?
- Did our communications tools work? Did we reach the target audience? If not, what other tools would have been more effective?

Public Involvement Activities
See appendix - select tools from the Public Involvement Tools checklist that are best suited to involve the project stakeholders.

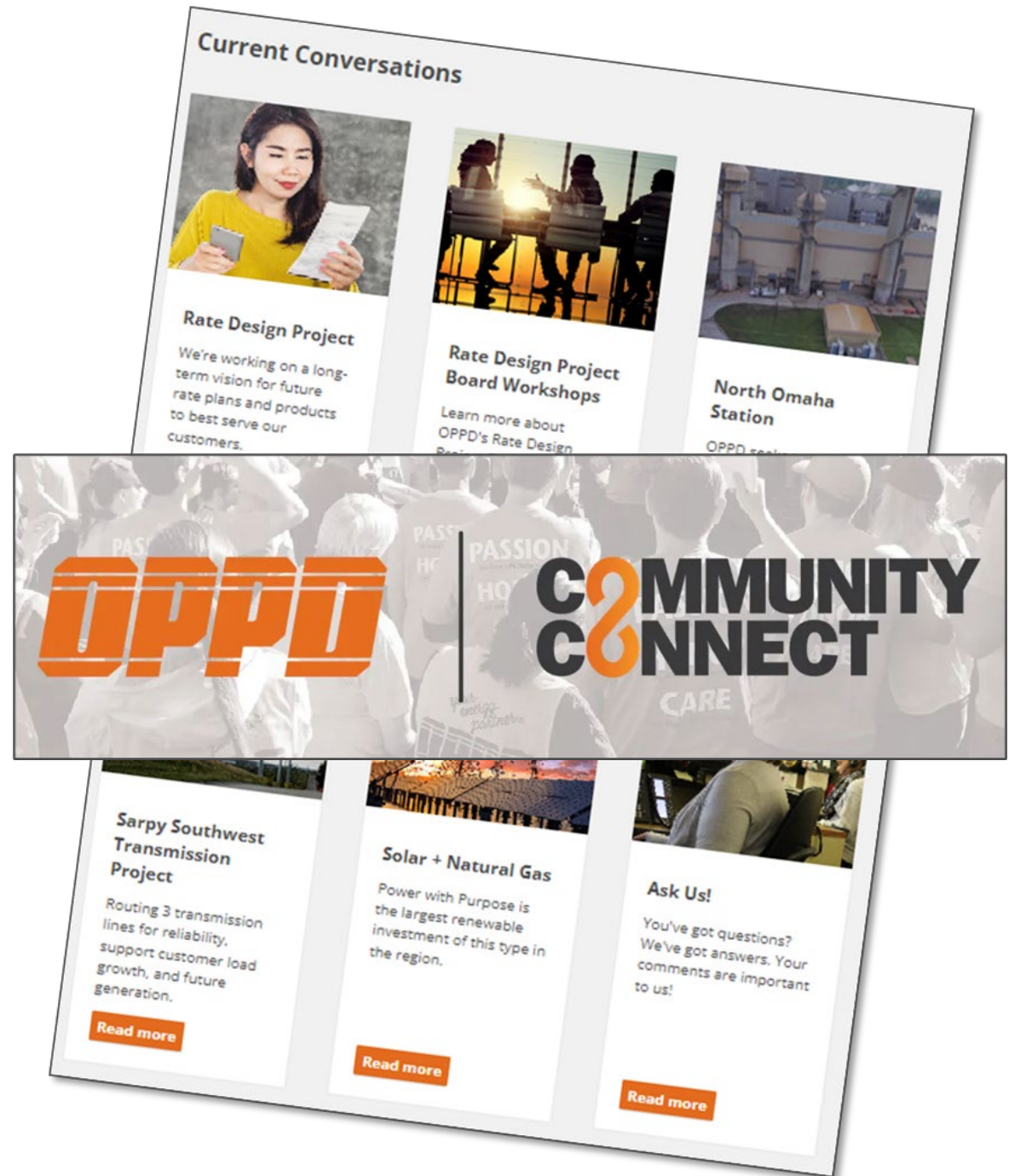
Also see "Example Work Back Plan" to track timing, message, tactic, owner and progress.

OPPDCommunityConnect

Launched July 2020

- ~150,000 visitors to date
- 1,000+ registrations

Most traffic seen with Pathways to Decarbonization, Near Term Generation and Rates





North Omaha Station (NOS) Extension

In August 2022, OPPD's Board voted to extend current energy asset practices at North Omaha Station

North Omaha Station Extension

August 2022 – Ongoing

August 2023 Committee Update Recap:

- *Outreach continues and includes, but is not limited to:*
 - Ad Hoc committee engagement
 - Quantitative market research
 - Building education and awareness on programs and resources, including energy efficiency, Greener Together and EAP
 - Participating in community events and speaking engagements and partner with neighborhood associations (NONA), North Omaha Commercial Club, etc.
 - Collaborate with community resources (MCC Sustainability Boot Camp)
 - Government Affairs, Grants and Economic Development at table to track bills, grant opportunities and to support Urban Core, business park and business customers (Size Up)
 - Environmental coordinating with local agencies on air monitoring plan, providing transparency on emissions data (oppd.com) and advocating for North Omaha infrastructure through advisement of the City's Climate Action Plan.



Cass-to-Sarpy Transmission Project

OPPD is planning for an approximately 23-mile, 345kV transmission line from Cass to Sarpy County

Cass to Sarpy Transmission Project

February 2023- Ongoing

Outputs and Outcomes (Phase I)

- 4,000 invitations mailed to people in study area
- Utilized Cassgram, community posters and 1:1 meetings and calls to communication local leader meetings and open houses.
- 200+ individuals attended in-person events
- ~100 comments received at public open houses, and an additional 2 comments on OPPDCommunityConnect
 - Feedback helped provide insight for narrowing route options

Next Steps

- Same efforts utilized for Phase II meetings
- Local leader meetings completed
- Open houses to be held October 4-5, 2023
- Final route announcement by year-end