

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

December 8, 2020

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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 and impacted customer-owner segments that OPPD serves.
- **Share context with customer-owners for key decisions.**
- **Continuously evaluate and improve its outreach and engagement processes.**

# Since last report....

## ✓ Progress

- Changes to team and roles
- Launched new engagement platform

## ✓ Benchmarking into action

- Customer engagement study
- Utility engagement benchmarking study

## ✓ Adapted (COVID)

- Online forums
- Social distancing events (i.e. walking tours)




**Use an integrated, clear and transparent engagement.**



# International Association of Public Participation (IAP2) Spectrum

- Consistent and transparent
- Important to recognize these are levels, not steps
- Alignment with other public participation practitioners
- OPPD part of local group spearheading Nebraska IAP2 Chapter



	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	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.
<b>PROMISE TO THE PUBLIC</b>	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.

# Relationships Matter – Outreach is Ongoing

## Objective:

- To inform and consult (from 1:1 meetings to large gatherings)
- Build relationships, build trust and make connections daily
- Manage and foster relationships through calls, meetings and handshakes
- Communicate and gather feedback

## Outcome:

- Develop partnerships with community leaders and elected officials
- Paves the way to outreach efforts



# OPPDCommunityConnect.com

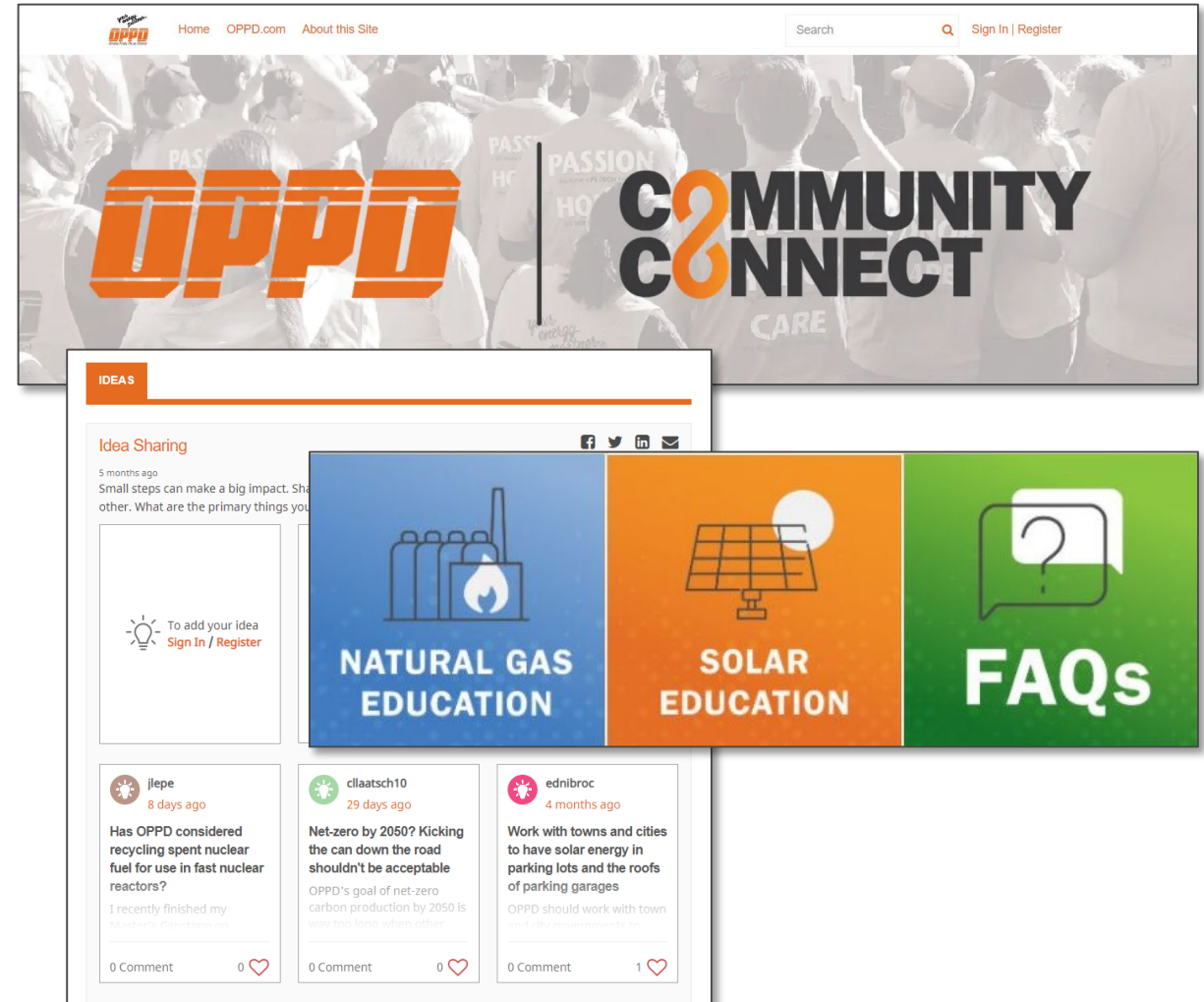
*Launched July 2020*

## Objective:

- To lead the way
- To inform and consult
- To increase interaction, including that between stakeholders
- To improve back-end reporting

## Outcome:

- Increased and timely updates
- Ability to correlate traffic to activities
- Stakeholders have multiple ways to engage beyond Q&A



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





# Outreach Approach

## Phase I

Broad Awareness, Community Listening & Education

## Phase II

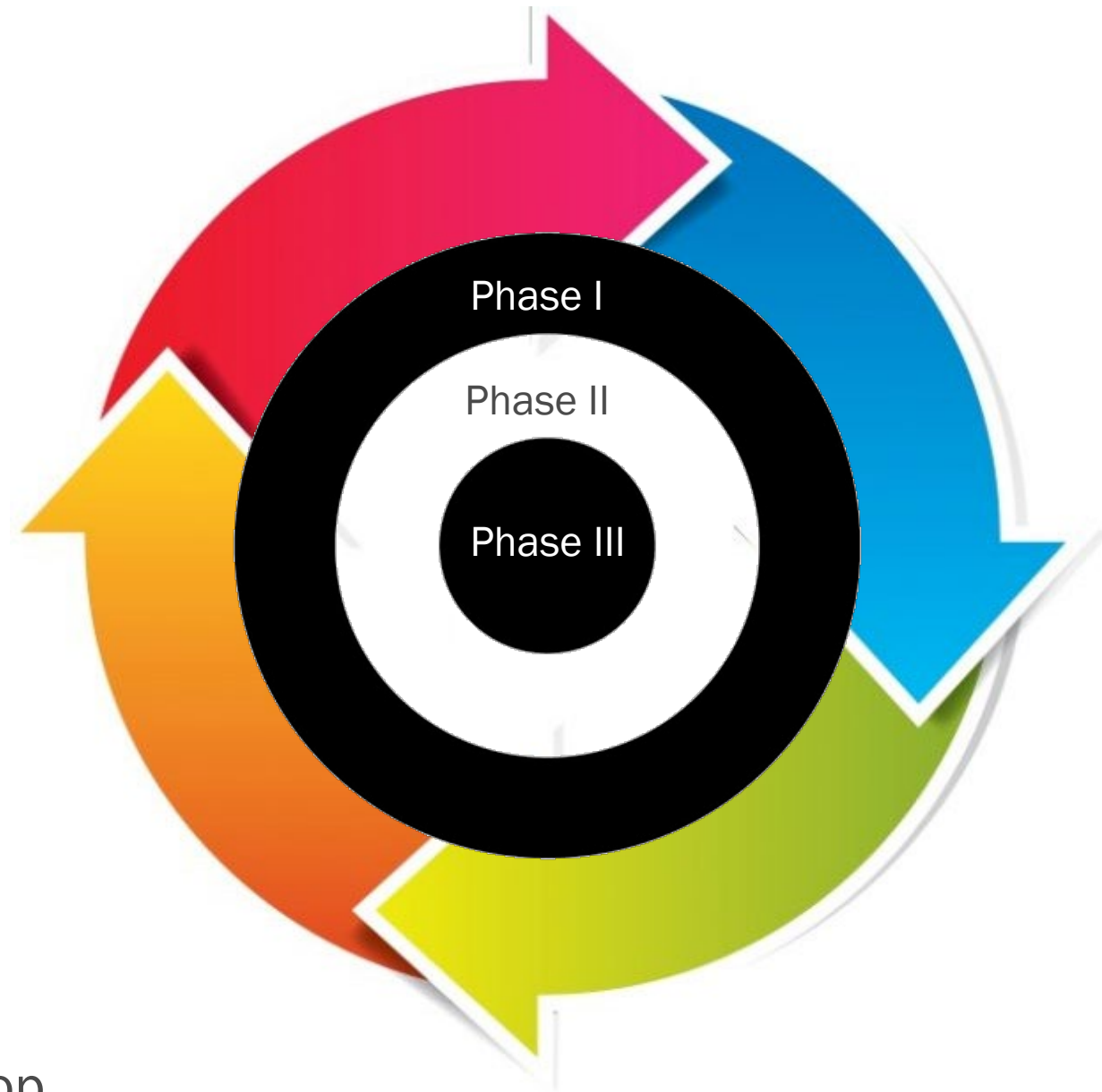
Conversations and Updates with Potentially Impacted Stakeholders

## Phase III

Engagement with Directly Impacted & Interested (community leaders)

## Ongoing

Outreach and Communication to close the loop



# Various Ways to Engage and Stay Informed

## Phase I

- Outlet's Newsletter (monthly)
- Social Media Engagement
  - Facebook
  - Twitter
  - LinkedIn
  - NextDoor (coming soon!)
- Websites
  - OPPD.com
  - OPPDtheWire
  - Storm & Outage



# Various Ways to Engage and Stay Informed

## Phase II

- Media Releases
- Research
  - Customer Satisfaction Studies
  - OPPD Online Research Panel
  - Traditional Research Methods
- Relationships
  - Community Events
  - Community Coffees
  - Speakers Bureau
  - Boards & Organizations
  - 1:1 Relationships



# Various Ways to Engage and Stay Informed

## Phase III

- [OPPDCommunityConnect.com](http://OPPDCommunityConnect.com)
  - Project updates, ask questions, take polls/surveys, post ideas
- Direct mail and email campaigns
- Open Houses (virtually and/or in-person)
- Leader Meetings
- Workshops
- Livestream Committee & Board meetings
- Contact your OPPD board member or community leader/elected official



# Measurement

## What we measure?

- Satisfaction with OPPD, outreach efforts and communication
- Understanding of why decisions are made
- Trust
- Sentiment
- Awareness
- Areas for improvement

## How we measure?

- Market Research – monthly gauge, JD Power, custom studies
- Survey Monkey
- OPPDCommunityConnect widgets (Ideas, comments)



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



# Power with Purpose 2019

## Objective:

- To inform and raise awareness of OPPD's intent
- To consult key stakeholders for feedback on project

## Outcome:

- Customers had better understanding of what we were solving for and we had better understanding of concerns

## Engagement:

- Employee, Retiree & Stakeholder Meetings
- OPPDListens (now OPPDCommunityConnect)
- Social Media Posts, Outlets and Websites
- Educational Workshops
- Outreach to Top 500 Commercial & Industrial Customers
- Media presence - OPPDtheWire, KFAB, KETV, WOWT, KPTM APPA and more

**Your Energy Partner**  
**OPPD**  
Omaha Public Power District

## Power with Purpose

Continuing Our Journey

Challenges	+	Framework	=	Solution
<ul style="list-style-type: none"><li>• Changing generation landscape</li><li>• Supporting the needs of our growing communities</li><li>• Maintaining reliability and resiliency</li></ul>		<ul style="list-style-type: none"><li>• OPPD's Mission: Affordable, Reliable and Environmentally Sensitive</li><li>• Strategic Directives</li><li>• Legal and Regulatory Obligations</li></ul>		<ul style="list-style-type: none"><li>• Large, utility scale solar (hundreds of megawatts) with natural gas backup</li><li>• Modernized natural gas assets; replacement for North Omaha Units 1-3 retirements and Units 4 and 5 refuel to natural gas</li><li>• Voltage support device(s)</li><li>• Request for Proposal (RFP) results will finalize the modeling conclusions</li></ul>

**Benefits**  
Ensures OPPD is able to meet the needs of our customer-owners while maintaining affordability, reliability and resiliency  
CO<sub>2</sub> emissions are expected to be reduced by 80-90% over current North Omaha Unit emissions  
In total, over our journey from 2010-2024, we estimate a 30% reduction in CO<sub>2</sub> emissions

**Prior to publishing RFPs, OPPD is accepting public comment on the proposed next steps on [OPPDListens.com](http://OPPDListens.com) through Friday, Nov. 8.**

# Power with Purpose 2020

## Objective:

- To inform stakeholders of the project
- To consult and obtain feedback on concerns
- To involve key stakeholders through design

## Outcome:

- On 1-5 scale, Sarpy and Military ratings ranged from 4 to 4.64 on clarity of info, ability to address concerns and overall satisfaction

## Engagement:

- Awareness Campaigns
- Direct Mail
- Online Community Meetings
- Walking Tours
- Neighborhood Association Meetings



**SOLAR + NATURAL GAS BACKUP =  
POWER WITH PURPOSE**

OPPD's mission is to provide affordable, reliable and environmentally sensitive energy services to customers. We also have a goal of net-zero carbon production by 2050.

Working toward that goal, OPPD is moving forward with large-scale solar generation and natural gas backup and **plans to site a natural gas facility near the southeast corner of North 120th Street and Military Road.**

As part of our public power premise and continued stakeholder outreach, OPPD is committed to engaging our customers in these types of decisions, and we pledge to listen to your thoughts, ideas and questions.

**Online Community Meeting...**  
We'll be hosting a meeting for our neighbors near the North 120th Street and Military Road facility on:

**Wednesday, Sept. 30, at 6 p.m.**  
Learn more and access the meeting link at [www.OPPDCommunityConnect.com](http://www.OPPDCommunityConnect.com) or by scanning the QR code with your smartphone.

If you do not have internet access and would like to access the community meeting by phone, call 1-844-621-3956 toll-free. When prompted, enter this access code: 133 527 7723.

*Let's talk! We'd love to hear what matters most to you!*

**OPPD**  
Omaha Public Power District  
444 S. 120th St. Mail  
Omaha, NE 68102-2247

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JOHN Q CUSTOMER  
1234 APPLE LANE  
OMAHA NE 00000-0000

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# Power with Purpose

## *County Work Examples*

### Objective:

- To utilize all hands on deck, from senior management to government affairs, economic development relationships, etc.
- To inform stakeholders (elected officials, city councils, planning commissions) of projects
- To consult and obtain feedback on concerns
- To collaborate with Papillion and others on solutions

### Outcome:

- Utilize our relationships to help educate and, in some cases, change the landscape (i.e. Washington County vote from 0-7 to 7-0)



# State of the Utility

April-May 2020

- Adapted due to the pandemic
- Committed to engaging customers, while being empathetic
- Moved from in-person meetings to online
- Activities/promotion of State of the Utility:
  - April and May board press release
  - 8 print ads in Nemaha, Blair, Arlington, Ashland, Wahoo, Bellevue, Gretna, Papillion and Ralston; online ads in Omaha World-Herald
  - 385,000 impressions with May *Outlets* article
  - OPPDtheWire story and employee OPPD News story
  - Social media – 31 posts and more than 30,000 impressions
  - 500+ emails to hundreds of OPPD business customers and organizations
  - Virtual interviews and presentations (Earth Day, Ashland Rotary, etc.)

## State of the Utility

Continuing our Journey: 2020 Look Ahead

For over 70 years, OPPD has been where the light starts. We serve more than 846,000 people in 13 counties, making OPPD the 12th largest public power utility in the U.S. While honoring our heritage in public power, we have embraced changes in the energy sector, such as expansion of renewable technologies and a global focus on carbon reduction. **We're proud of our journey and how far we've come, while never losing sight of OPPD's unwavering mission to provide affordable, reliable, and environmentally sensitive energy services to customers.**

Your Energy Partner  
**OPPD**  
Omaha Public Power District

There's a lot to look forward to in 2020, including:

### 1 Our people are invested in the communities we serve.

OPPD employees are active members of the communities we serve. In 2019 alone, employees volunteered thousands of hours.



### 2 We are planning ahead for potential flooding in 2020 to ensure resiliency.

We're taking important lessons learned from the flooding that occurred in March 2019 and making strategic investments to proactively minimize flood risk in the future.



### 3 We are making smart investments to safeguard energy system reliability.

Through efforts like tree trimming, LED street lighting, cable upgrades, and transmission and distribution improvements, our employees are committed to keeping the lights on.

### 4 We are grateful to have received \$1.2 million in grants to pilot a 1MW battery storage project...

OPPD's BRIGHT (Battery Research Innovation Guided by High-Potential Technologies) project, funded by the Nebraska Environmental Trust, will provide innovative research benefiting all Nebraskans. This pilot will test how battery storage will integrate on OPPD's grid and provide insight on how to scale for future applications.

### 5 ...AND to install 10 total electric charging stations at five sites.

Electric vehicles, coupled with OPPD's continued effort to increase renewable energy use, provides compounding carbon emissions reduction.



# State of the Utility

## April-May 2020

### Objective:

- To inform and update customers on multiple initiatives
- To consult and obtain feedback on satisfaction


### Outcome:

- Majority of customers were satisfied with our efforts
- We have a deeper understanding from customers on how they feel about these initiatives
- Clarity on if we are pointed in the right direction

Power with Purpose


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### 5 We're also installing 10 electric vehicle charging stations at five sites



**OPPD also received a nearly \$600,000 grant to increase the number of electric vehicle charging stations in our service territory.** By working to expand the network of charging stations – OPPD is demonstrating our commitment to changing customer needs.

The Nebraska Department of Environment & Energy administered a grant as part of the \$12.25 million received from the Volkswagen settlement fund. OPPD received one third of the total grant monies available, which represents the largest award in the state.

 Environmentally Sensitive

 Reliable

#### We Want to Hear From You

Your feedback is appreciated. When complete, please click "Done" at the bottom of the survey to submit your responses.

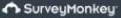
1. How satisfied are you with **OPPD's efforts related to electric vehicle charging?**

Very Satisfied       Somewhat Dissatisfied

Somewhat Satisfied       Very Dissatisfied

Neutral/No Opinion

Share any additional thoughts. **We're listening!**

powered by  SurveyMonkey

# Powering through the Pandemic Campaign

*May–August 2020*

## Objective:

- To inform stakeholders and maintain top-of-mind awareness between outreach
- Utilize employee spotlight series, traditional media, social media, websites

## Outcome:

- JD Power and monthly studies confirming increased awareness levels



# Utility Assistance from CARES Act Funds

## Objective:

- Secure funding for those in need due to COVID-19

## Outcome:

- Received \$4 million for residents economically impacted by COVID-19 (\$2M to OPPD)
- Implementation of CARES Act Utility Assistance through Dollar Energy Fund
- Partnered with MUD and Dollar Energy to educate Douglas County Board and staff
- Engagement and education with American Public Power Association (APPA), Douglas County Commissioners, Governor's office, state agencies, Deloitte, non-profits and schools



# BNSF New Partnership

*July-December 2020*



## Objective:

- To inform stakeholders BNSF won bid to serve OPPD on January 1, 2021
- To consult and collaborate with community leaders, elected officials, schools, etc. to increase awareness and communicate safety messaging
  - Spur of rail had not seen train traffic in 17 years

## Outcome:

- Increased awareness and educate affected communities
- Partnerships created with Operation Lifesaver and communities
- Increased awareness of safety rail traffic
- Strengthened economic development opportunities

# Strategy takes Time

*Continual planning for multiple projects, 2020 and beyond*

- Power with Purpose
  - Campaigns and meeting (through construction)
  - Outreach for all solar location announcements
  - Routing, Siting and Public Involvement Process (RSPI) for all T&D projects
- Rates
- Pathways to Decarbonization
  - Energy Portfolio
  - Customer
  - Community
- Powering the Future to 2050
- Customer Engagement for the Future



# Engage beyond large-scale projects

- Forestry
- Customer Service
- Government Infrastructure
- Diversity & Inclusion
- Community Connections Team
- Neighborhood Associations
- Other Utilities





# We engage by honoring our communities

## Objective:

- Live out our Core Values
- Build relationships and better the communities we serve
- Although virtually, in 2020, continue to support neighborhoods and non-profit organizations

## Outcome:

- 2019 Volunteer Organization of the Year from United Way of the Midlands
- 2020 Business Excellence Award winner by the Greater Omaha Chamber
- Awards are testament to consistent work we do in our communities (monthly President's report)



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



# We Listen, We Learn, We Look to Improve

- Post-event Surveys
- Debriefs
- Training and Development
- Networking and Relationships
- Research & Benchmarking
  - Studies underway



# We Look to Improve (continuously)

- Satisfaction Studies
- IAP2 Workshops
  - Internal customers, senior managers and board
- Integrated and geographically diverse engagement
- Engaging Future Customers and Employees
  - Researching best practice (i.e. City of Boulder)



# 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.