



Reporting Item

BOARD OF DIRECTORS

March 15, 2022

ITEM

Greener Together Product Launch

PURPOSE

To provide an update on the launch of the Greener Together product, the replacement to the Green Power product.

FACTS

- a. A new product named Greener Together will officially launch in April 2022.
- b. Greener Together is a customer-led product which customer-owners participate through monthly and/or one-time contributions in which OPPD will later use to execute customer nominated and voted upon projects.
- c. A transparent dashboard and webpage will be developed for customers to see the quantity of funds raised and the status of active initiatives as a result.
- d. The legacy Green Power product currently has approximately 5100 participants providing an average annual contribution of \$300,000 dollars to support early wind farm projects. The new Greener Together is targeted to have approximately 42,000 participants and \$2.7M by 2032.
- e. As approved in the 2022 Corporate Operating Plan, existing Green Power Rate Riders [463A and 463B] will expire as of March 31, 2022.

RECOMMENDED:

DocuSigned by:

Timothy D. McAreavey

0426AD61477A435...

Tim D. McAreavey

Vice President – Customer Service

APPROVED FOR REPORTING TO BOARD:

DocuSigned by:

L. Javier Fernandez

AC399FDCE56247E...

L. Javier Fernandez

President and Chief Executive Officer

TDM:hbs

Attachments: Presentation



Green Power Refresh Project

Presented to OPPD's Board of Directors

by Heather Siebken, Director of Product Development & Marketing

on March 15, 2022

Problem Statement & Goals





Research



Industry Research Recap

- Majority of electric utilities have some form of green energy program
- Programs have options of supporting utility renewable generation, conservation, and sustainable energy projects
- Utilities are considering phasing out their additional cost green programs due to renewable generation goals
- Separate programs for residential and commercial is most common
- Many offered shares to customers, similar to our community solar program
- Our utility research displayed top programs group several renewable products under one product name



Customer Outreach

Existing
Customer
Comments

Customer
Surveys

Discussions
with
Community
Organizations

Customer
Workshop

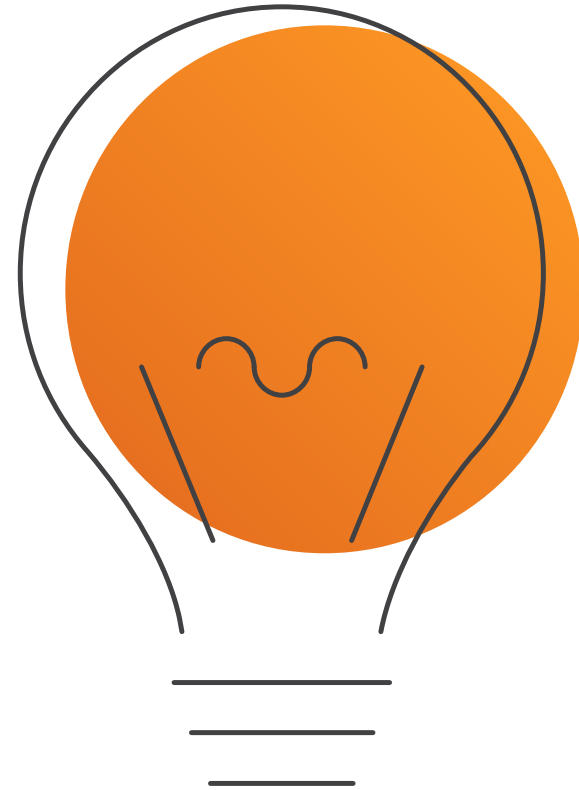
Business
Customer
Survey &
Interviews

Residential
Customer
Power Panel

- Understand customer values and goals
- Discuss product features, benefits and preferences
- Test product ideas to receive and incorporate feedback

Key Customer Learnings

- OPPD to be a trusted source of information
- Funds used for community projects vs. generation
- Choice and customization features
- Community involvement and support
- Transparency of funds and project selection





Introducing *Greener Together*



Greener Together Overview

Product Description:

Customers subscribe to a green-focused program and partner with OPPD to choose, promote and execute on environmental projects that educates our community members and builds a healthier, safer and cleaner environment.

Support Renewable Energy

Project funds new, community-based activities or initiatives in OPPD's territory that support renewable energy

Promote Environmental Sustainability

Project is able to measure the reduction in environmental impact such as KWh, waste, gas usage, product use, etc.

Support Community Betterment

Project shows support for education, health, culture and arts, community betterment, or social services

Community Project Examples

Renewable Energy

- ✓ HOA solar project
- ✓ Renewable generation at schools for educational purposes
- ✓ Energy efficiency projects
- ✓ Beautification & tree planting initiatives
- ✓ Bike path construction
- ✓ Low-income energy projects
- ✓ Sustainability park

Environmental Sustainability

Community Betterment & Education



Pricing Tiers and Benefits

Flexible Pricing with tiers starting at \$4.50

SILVER
\$4.50–\$6.50

- ✓ Program Updates
- ✓ Access to Community Connect
- ✓ Vote on Potential Projects

GOLD
\$7.00–\$9.50

- ✓ Program Updates
- ✓ Access to Community Connect
- ✓ Vote on Potential Projects
- ✓ Select Winning Projects

EMERALD
\$10+

- ✓ Program Updates
- ✓ Access to Community Connect
- ✓ Vote on Potential Projects
- ✓ Select Winning Projects
- ✓ Greener Together Merchandise

Program Benefits

Make an Impact



Support projects that make an immediate impact on the community

Share Your Voice



Use your voice to vote on and select community projects

Gain a Community



Gain exclusive access to collaborate and better our community

Application Process & Review

- **Submit** project ideas (any customer)

Submit

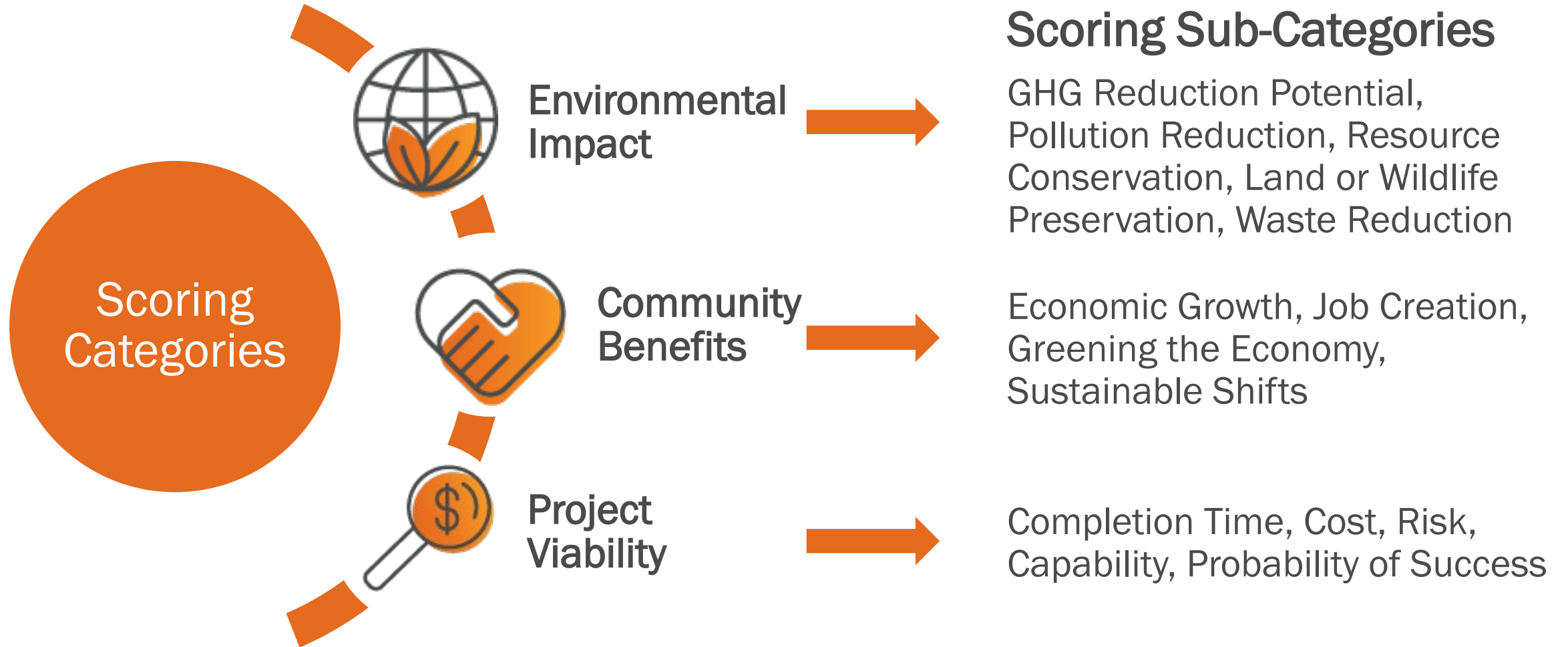
- **Score** submitted ideas (review committee: GT participants and OPPD personnel)
- **Consult** Advisory Board

Review

- **Rank** approved projects (GT participants)
- **Vote** on top candidates to choose next project selection (GT participants)

Choose

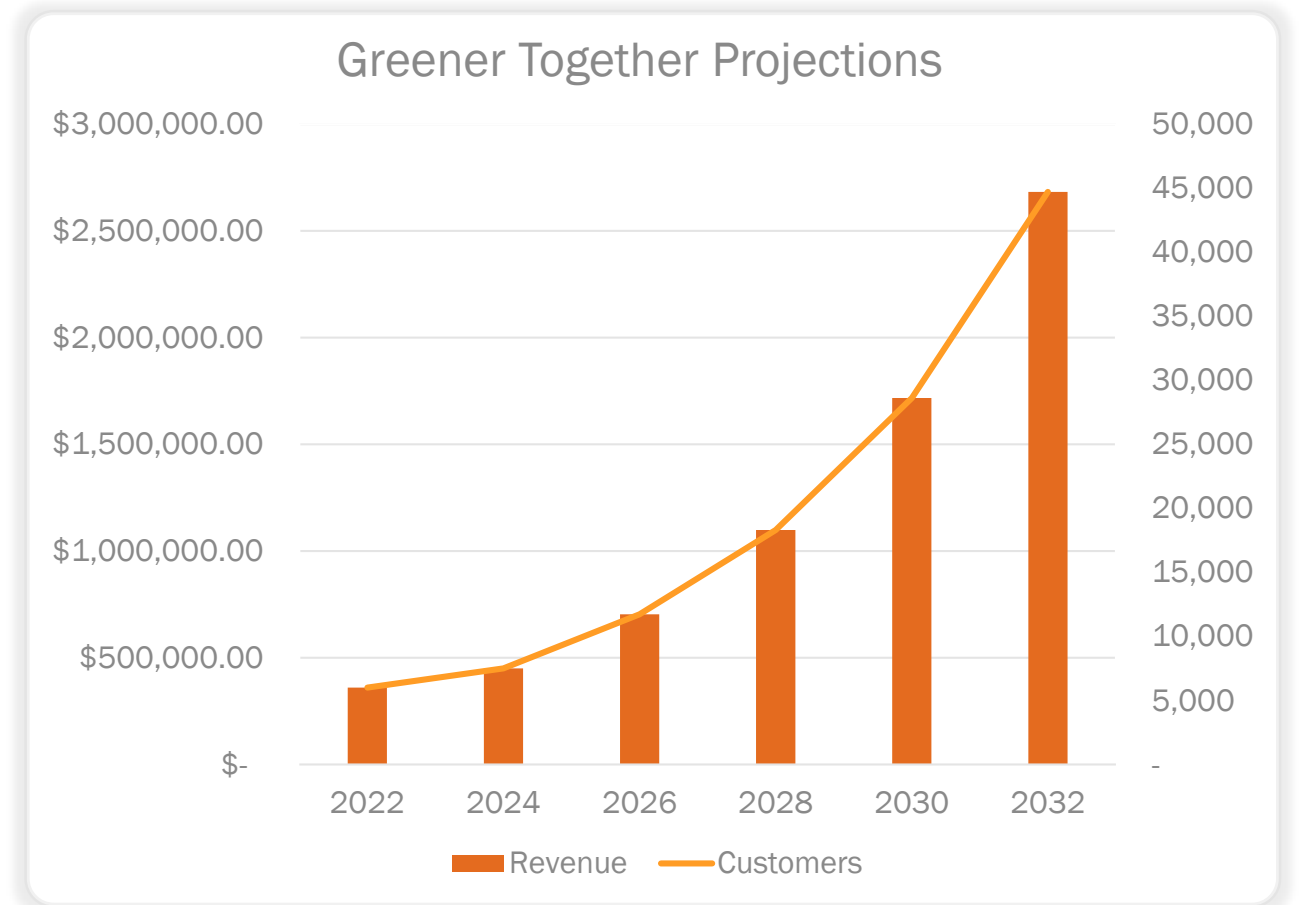
Project Scoring Matrix



Product Goals & Projections

2022 Goals

- 95% Customer Retention Rate
- 1,200 New Customer Sign-Ups
- 6,000 Total Customers
- \$245,000 Revenue Generated
- 15 Project Applications Received
- 2 Projects Funded
- 40% Customer Project Voting Participation



Marketing

- Social, print, digital and media
- Contact center
- In-person events
- Local organizations

GREENER TOGETHER Program

Your Energy Partner
OPPD
Omaha Public Power District

FPO

Collectively Building a Greener Community

Join the program that connects community members and supports green initiatives.

Your Energy Partner
OPPD
Omaha Public Power District

PAY MY BILL
REPORT AN OUTAGE
OUTAGE INFORMATION
START/STOP/MOVE
MYACCOUNT

Customer Service
Payment
Energy Efficiency
Trees & Power Lines
Products & Services
Community Solar Program
Guide to Electric Vehicles (EVs)
Cool Smart
Smart Thermostat Program
HVAC Smart Rebates - Single Family
HVAC Smart Rebates - Multi Family
Certified High-Performance Home (CHPH) Rebates
Electrical Line Plan
Residential Surge Guard
▶ Residential Green Power
Customer-Owned Generation
Residential Rates

GET PAID TO UPGRADE

Enroll your smart thermostat and get **\$95 in bill credits.**

LEARN MORE

RESIDENTIAL BUSINESS OUTAGES ENVIRONMENT NEWS & RESOURCES ABOUT COMMUNITY

GREENER TOGETHER PROGRAM

Home > Residential > Products & Services > Greener Together Program

GREENER TOGETHER Program

COLLECTIVELY BUILDING A GREENER COMMUNITY

Join the program that connects community members and supports green initiatives.

At OPPD, we are committed to providing more ways to go green. And now, with our Greener Together Program, there is no better outlet for achieving your personal green goals while also collaborating with others to support community-wide environmental projects throughout the greater Omaha area.

Lead The Way

The Greener Together Program gives every environmentally conscious member of the OPPD community a voice. As part of the program, you contribute monthly, and all funds collected go toward selecting and supporting green projects within our community. Based on the amount you contribute, you'll have full access to all project details, as well as the opportunity to submit ideas and influence how funds are spent quarterly. It's one program that sparks many diverse initiatives. And you can be an integral part of the effort.

Impact Today

This program implements grassroots improvements, such as bike paths, composting, tree planting and public park solar projects -- all so you can make an immediate impact on the community.

Impact Tomorrow

Every project funded by the Greener Together Program has a focus on making a positive, long-term impact on the sustainability of our community for generations to come.

Build a Greater Sense of Community

This program connects early adopters, communities and groups and allows them exclusive access to these projects, giving them the power to collaborate and better our environment.

OPPD

Launch Project

OPPD + Bellevue University

Sustainable Edible Orchard and Grass/Flower
Demonstration Plot

- ✓ Sustainable
- ✓ Educational
- ✓ Viable



Greener Together Launch Timeline

February

- Contact Center and other internal stakeholder training
- Halt new Green Power sign-ups

March

- Conversion communications for current participants
- Current Green Power customer can 'opt-out' of new program
- Rate Rider will expire on 3/31

April

- Greener Together billing begins
- Additional Contact Center training
- Enrollment begins
- External marketing begins for additional recruitment
- Earth Day event

Strategic Alignment





Q&A

