

President's Report

April 20, 2023



March Baseload Generation

- Nebraska City Unit 1 – Capacity Factor: 45.9%
- Nebraska City Unit 2 – Capacity Factor: 61.7%
- North Omaha Unit 4 – Capacity Factor: 44.9%
- North Omaha Unit 5 – Capacity Factor: 28.7%

March Balancing Generation

- Cass County – Capacity Factor 0%
- Jones Street – Capacity Factor 0.9%
- North Omaha Unit 1 – Capacity Factor 0%
- North Omaha Unit 2 – Capacity Factor 0%
- North Omaha Unit 3 – Capacity Factor 0%
- Sarpy County – Capacity Factor 2.5%

March Renewables

- Renewable energy contributed 37.3% of OPPD's retail energy sales
- Wind capacity factor of 44.3%
- Capacity Factor for Community Solar 21.7%

Energy Efficiency Assistance Program (EEAP)

- Energy Efficiency Assistance Program has been expanded to include single family home renters.
- Covers up to \$2000 in energy efficiency improvement projects to help make an increased impact on utility bills
 - Improvements may include windows, insulation, duct sealing, doors, appliances, lightbulbs, etc.



**Energy
Efficiency
Assistance
Program**



HVAC Tune-up Rebate

- \$25 rebate per HVAC unit, per household, per year
- Routine maintenance of HVAC equipment can lead to prolonging the life of the equipment while also providing energy and cost saving benefits.
- Rebates are available now!



To learn more, visit:
www.oppd.com/HVACTuneup

Residential Solar Rebate

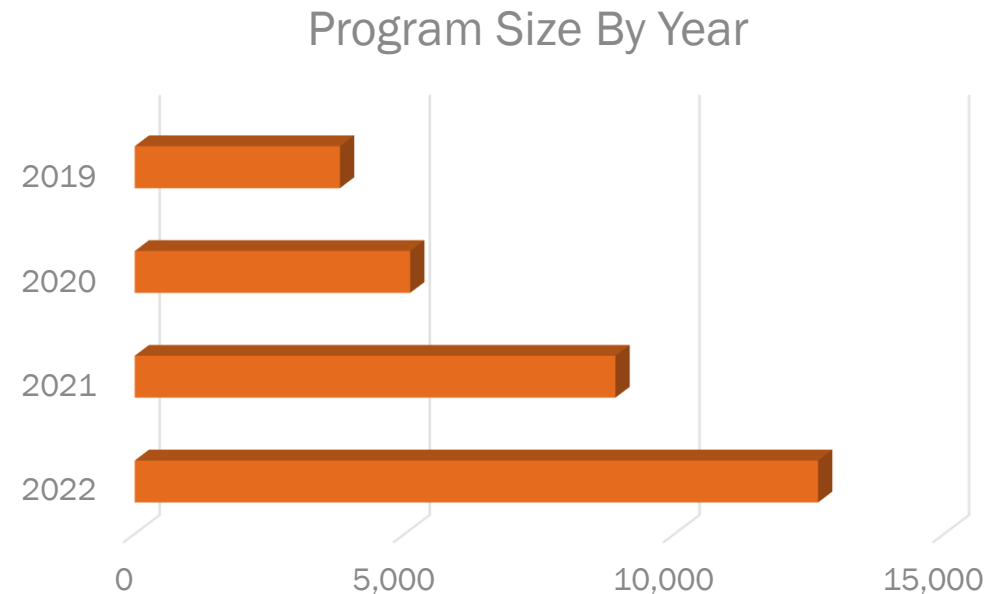
- Up to \$2000 rebate per system, per household
- Must use a vetted Solar Trade Ally who are subject to strict oversight and regular training by OPPD
- Rebates are available now!



To locate with a Trade Ally, visit:
<https://explore.oppd.com/trade-ally>

Smart Thermostat Program Milestone!!

- Thank you customer-owners!
- You helped us exceed our 10,000 participant goal in 2022 – ending the year just shy of 13,000 customers
- This important product helps YOU manage your energy to provide savings and OPPD manage peak load to provide reliable service



Consider joining today!

<https://oppd.com/smartthermostat>

BRIGHT Project Commercial Operation

OPPD's first battery storage project
Commercial operation on March 22nd



- BRIGHT (Battery Research Innovation Guided by High-Potential Technologies)
- Partially funded by Nebraska Environmental Trust (NET) grant
- Stand-alone Lithium-ion Battery Storage System
- Located within an OPPD substation near Weeping Water

CUSTOMER ENGAGEMENT MOVES FORWARD



THE VISION:

Build personalized relationships and establish an ongoing dialogue with customers in order to transform them into loyal advocates and have actionable insights to inform future OPPD strategies.



THE WORK:

Identify organizational shifts, inventory data and technology needs, curate a list of engagement opportunities and create a long-term roadmap and governance model to support a customer-centric transformation and provide a recommendation.



THE RECOMMENDATION:

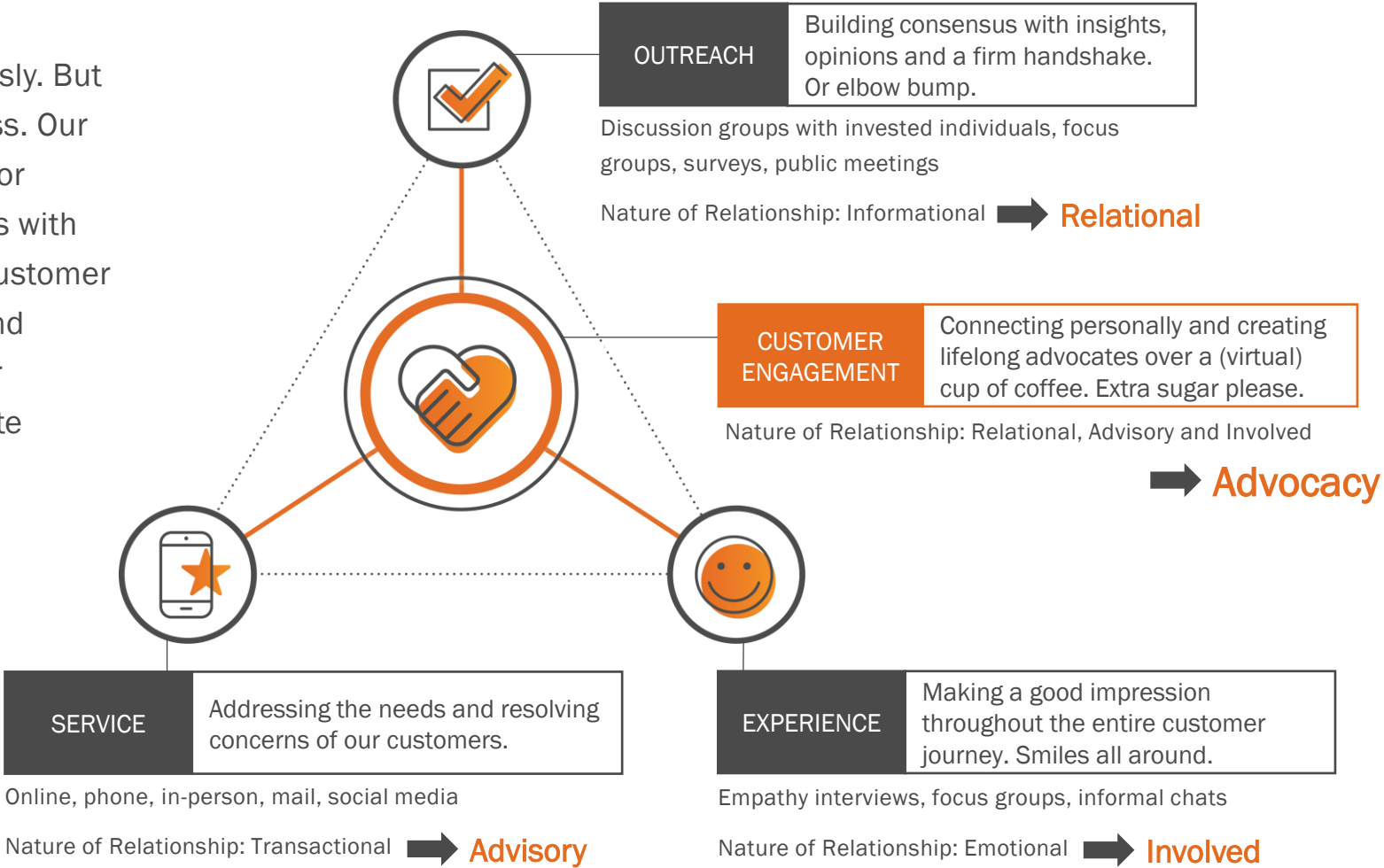
Begin, and/or continue where already started, to execute on proactive customer engagement tactics that support current OPPD enterprise-wide goals, while monitoring the strategy for refinement in future years.

CONNECTING OUR EFFORTS

At OPPD, we're in the power business. Obviously. But more importantly, we're in the people business. Our customer service and outreach efforts allow for productive and positive two-way conversations with community members and constituents. Our customer experience efforts help us to garner smiles and impress regardless of the interaction. And our customer engagement efforts help us to create lifelong advocates.

While these efforts can work independently of one another, **when connected, they're powerful indeed.**

Let us explain:



ROADMAP TO OPERATIONAL EXECUTION

2023 - 2024

People & Culture
Employee training, **leadership framework (behaviors)**, roles and responsibilities, customer engagement council

Digital Transformation
Website re-design, text/SMS capabilities, preference center and My Account

AMI Engagement Pilots
Outage maps, energy usage profiles, community restoration events, generic outage text messages

Data Integrations & Enhancements
Google Analytics, Oracle to Qualtrics, Oracle to Nice, Eloqua/EDW data transfers

Voice of the District
Relationship survey, **brand audit**, outage restoration survey, post-purchase inquiries

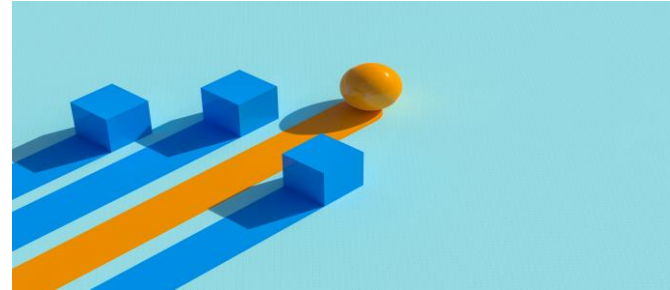
Messaging Refinement
Personalized content, **segmentation models** and targeted delivery methods



ILLUMINATE THIS!!



Customers proactively share our messages, normalizing energy saving conversations in our community



Indirect competition creates a splash, but we remain the Trusted Energy Partner



OPPD becomes the leader of the Midwest, mid-size utilities



Customers readily adopt new tools and meters to reduce their energy usage and embrace the newly enabled products



Large-scale understanding around difficult decisions because customers feel informed and heard

Ralston Public Schools Vehicle Day



KEEP GROWING, NEBRASKA.
WE LOVE A CHALLENGE.



ILLUMINATE OUR FUTURE

Lineworkers Appreciation Day



Line Technician Ted Gyhra and Troubleshooter Brent Foxhoven compete in a journeyman event, left. Line Technician Richard Terrian competes in an apprentice event. Photos courtesy The Wire.



Lineworkers Appreciation Day in Nebraska, from left, Tim Potts, manager - Omaha Center, Brian Kramer, senior director, Utility Operations Construction & Maintenance, Senator Ben Hansen, Dave Brinkman, troubleshooter, and Mike Jensen, working line crew leader. Photo courtesy Seth Voyles.

In Memoriam

Remembering those we lost

John Broderick
Substation Operator
June 22, 1953

