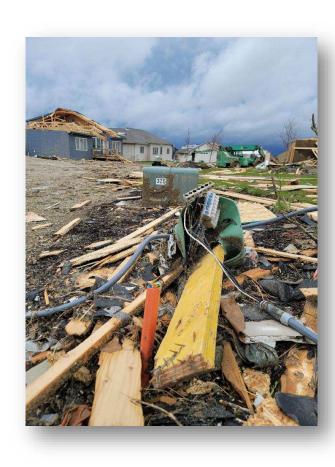


April 2024 Storm Restoration & Sentiment

May 14, 2024

Event timeline



Friday, April 26

4:50 p.m.
10,007 customers out of power.

Saturday, April 27

- 9 a.m.4,400 remaining outages
- 1 p.m.4,100 remaining outages
- 9 p.m.2,500 remaining outages

Sunday, April 28

- 11:15 a.m.
 1,800 remaining outages
- 6:15 pm.1,700 remaining outages
- 8:15 p.m.534 remaining outages

Monday, April 29

- 10 a.m.500 remaining outages
- 4:30 p.m.171 remaining outages

Tuesday, April 30

 2:15 p.m.
 0 (zero) outages for those whose power could be restored.



Communication and engagement



Continual collaboration with community partners



inual Real-time development boration with of practical, event-nunity partners specific material for broad use

Early, frequent, often and graphic-heavy updates across all channels





Wanted to say thank you to all the crew and employees working after the storm to help everyone.



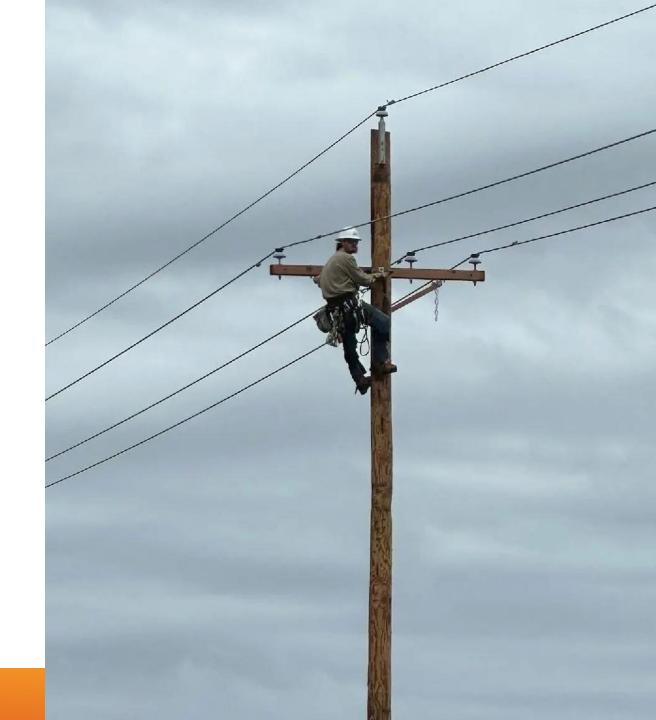
Scott B., Bennington



THANK YOU! The crews that put in the long hours in the very difficult and dangerous conditions to restore power after tornadoes swept through our area on Friday did an outstanding job! Please convey to all of them our appreciation and respect. Amazing job!!



Jon B., Blair





In the grand scheme of things, two days without power is not much of a sacrifice. But, I wanted to say thanks to your crews for doing an excellent job in the worst of circumstances.



Mark V.

Waterloo, NE

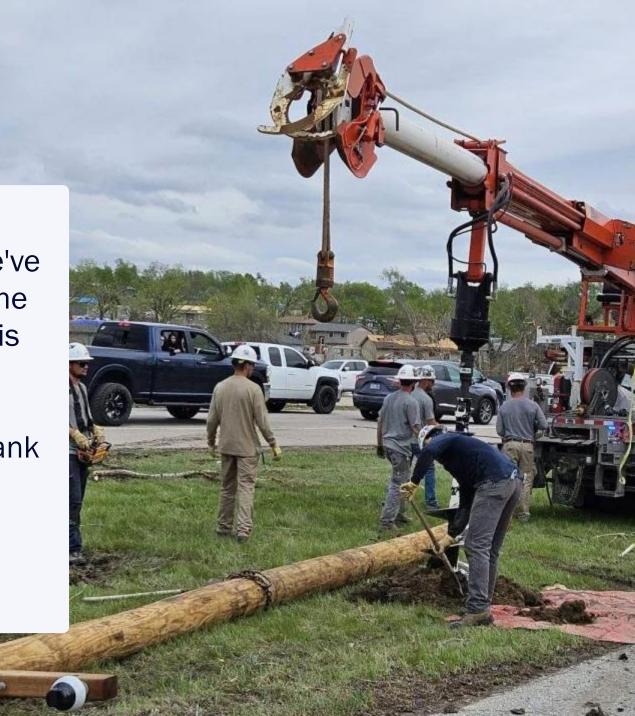


Karen U.

Elkhorn, NE



Thank you for restoring our power tonight! We've watched the incredible response from all of the workers these past two days. We know there is still a long road ahead for the crews and the impacted families, but we want to extend our gratitude to all of you for fixing our power. Thank you so much for your tireless dedication.





Thanks for all the hard work in getting our power restored. Being a ex lineman for the telephone co. I know the hard work that goes into restoring service outages.

Robert M., Elkhorn



My husband and I just want to say thank you for your endless work to restore our power. We really appreciate your quick response. OPPD has always been reliable with excellent service. Again, many thanks!



Bill & Liz P., Blair



Rick & Renee G.

Waterloo, NE



We want to thank the OPPD crews working day and night during this crisis. This was above and beyond normal shift work! Not only did they accomplish their mission, they did it in some very poor weather conditions. We appreciate their service to the community!





I just wanted to reach out and thank OPPD for the quick response and service restoration. While being just outside of the path of the tornado, our area was left without power due to lines down and a significant number of power poles on the ground. Expecting power to be out for days, I was pleasantly surprised and truly amazed to see service restored early Sat evening. Please let those involved know that their efforts did not go unnoticed or unappreciated. This was a remarkable effort! Thank you!



Don H., Blair, NE



Lessons Learned, Looking Ahead

What worked

- ✓ Early team engagement
- ✓ Pre-staged materials
- Quick, ongoing communication in chat groups
- Multiple photo sources led to compelling storytelling
- Continual check-ins across business units led to rapid development of deliverables

What's next

- Continue to evolve process to communicate estimated restoration times (ETR)
- Evaluate new ways to target communications to impacted customers as much as current technology allows
- Evolve internal communication processes and develop or modify prestaged materials based on event learnings

