

Howard/McAreavey

RESOLUTION NO. 6733

WHEREAS, the Board of Directors has determined it is in the best interest of the District, its employees, and its customer-owners to establish written policies that describe and document OPPD's corporate governance principles and procedures; and

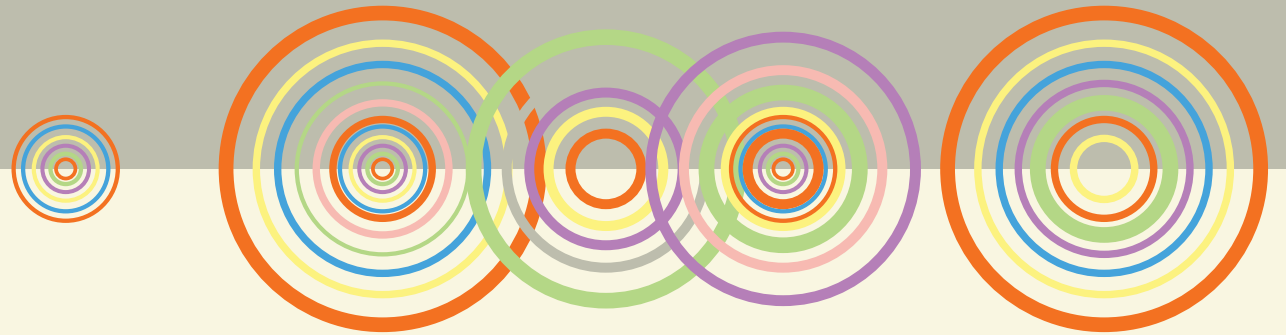
WHEREAS, each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process; and

WHEREAS, the Board's Customer and Public Engagement Committee (the "Committee") is responsible for evaluating Board Policy SD-13: Stakeholder Outreach and Engagement on an annual basis. The Committee has reviewed the 2025 SD-13: Stakeholder Outreach and Engagement Monitoring Report and finds OPPD to be sufficiently in compliance with the policy as stated.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of Omaha Public Power District hereby accepts the 2025 SD-13: Stakeholder Outreach and Engagement Monitoring Report, in the form as set forth on Exhibit A attached hereto and made a part hereof, and finds OPPD to be sufficiently in compliance with the policy as stated.

SD-13: STAKEHOLDER OUTREACH AND ENGAGEMENT

➤ 10-14-25 ➤



Tim McAreavey
Vice President, Customer Service and Public Affairs



SD-13: STAKEHOLDER OUTREACH & ENGAGEMENT

As a publicly owned utility, OPPD is committed to engaging its customers, the community and other stakeholders.

OPPD shall:

1

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/or impacted customer-owner segments that OPPD serves.

2

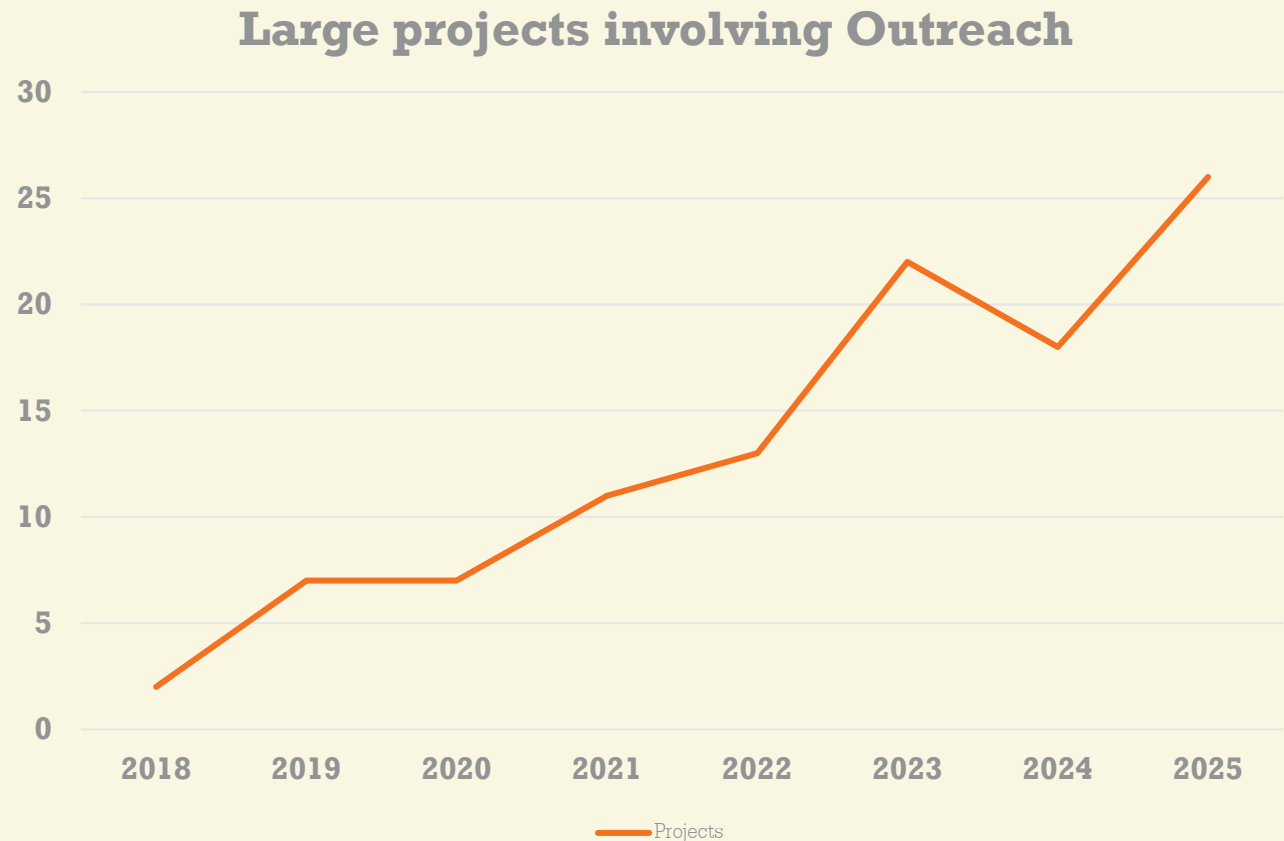
Share context with customer-owners around key decisions.

3

Continuously evaluate and improve its outreach and engagement processes.

NUMBER OF PROJECTS NEEDING OUTREACH CONTINUES TO GROW

As our portfolio of large-scale projects increases in size, so does the need for stakeholder engagement. The projects represented here include generation, transmission, Omaha streetcar, levees and strategic directive revisions and approvals.



1

USE AN INTEGRATED, CLEAR AND TRANSPARENT ENGAGEMENT PROCESS.

Integrated, clear, transparent engagement process.

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns 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.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and	We will implement what you decide.
EXAMPLE TOOLS	- Fact sheets - Websites - Open houses	- Public meetings - Public hearings - Public comment periods - Public surveys - Public workshops	- Public meetings - Public hearings - Public comment periods - Public surveys - Public workshops	- Public meetings - Public hearings - Public comment periods - Public surveys - Public workshops	- Public meetings - Public hearings - Public comment periods - Public surveys - Public workshops



Meaningful ways for customer-owners to participate and provide feedback.

In-person

- Open houses, local leader meetings, 1:1 relationships, board meetings

Online

- OPPD.com, OPPDtheWire, social media, OPPDCommunityConnect

Other

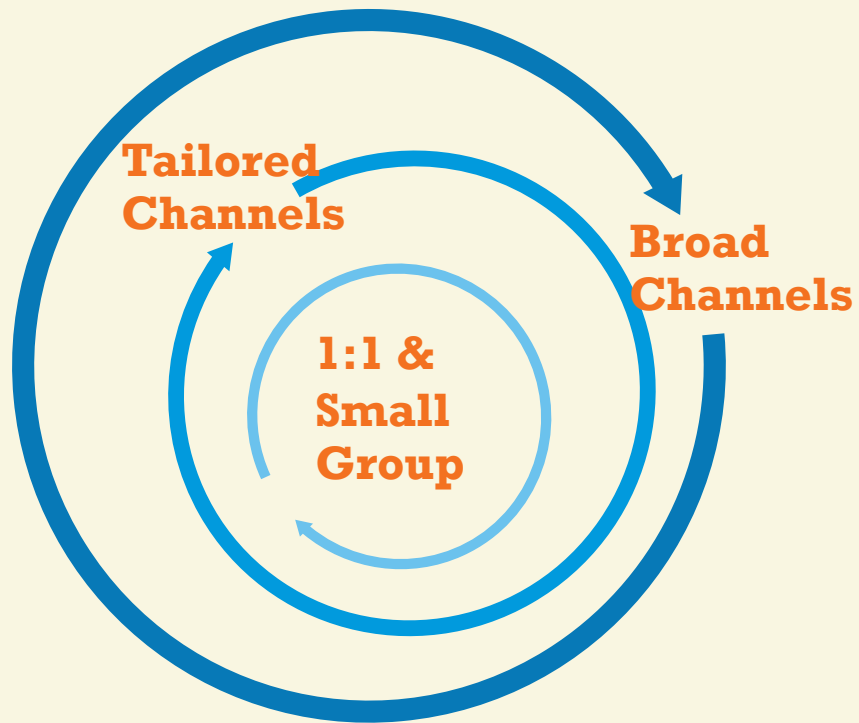
- Neighborhood, Government Affairs and Retiree newsletters; Outlets; Research; Direct mail and email

Representative of the interested/impacted customer segments.



2

SHARE CONTEXT WITH CUSTOMER-OWNERS AROUND KEY DECISIONS.



What this looks like for OPPD customers/stakeholders?

Broad channels

Objective: create general awareness (Inform)

•Social media, TheWire, Outlets, paid & earned media

Tailored channels

Objective: target interested/impacted (Inform, Consult or Involve)

•NextDoor (by circuit), HOA newsletters, targeted email or direct mail, open houses, OPPDCommunityConnect

1:1 & small groups

Objective: relationship based (Inform, Consult, Involve and/or Collaborate)

•Government relations, Account managers, Economic Development, community leaders



TURTLE CREEK STATION

Ribbon cutting and
groundbreaking
event

Know, Feel, Do

Know: Understand the work done to date as well as our future path and the need for additional generation

Feel: Proud of the accomplishments we have achieved together with a sense of community and purpose with other local leaders

Do: Support OPPD in the work ahead

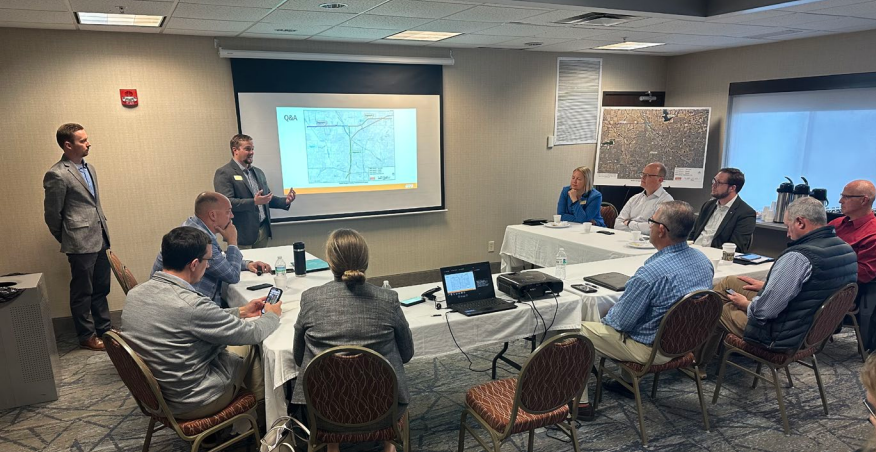
Outreach and Engagement

Speakers: Governor Pillen, Mayor Black, Omaha Chamber CEO Heath Mello, OPPD Board Chairman Matt Core, OPPD COO and VP Utility Operations Troy Via and OPPD President and CEO Javier Fernandez

Approximately **140 external guests** and **90 internal guests** invited

Traditional media Coverage

- **Stories: 10+**
- **Impressions: 20 million +**
- **70% positive; 30% neutral in sentiment**



NORTH DOUGLAS COUNTY TRANSMISSION PROJECT 2024-2027

Know, Feel, Do:

Know: Understand the project's needs and benefits.

Feel: Trust in OPPD

Do: Work together to create a smooth path to project completion

Outreach and Engagement

- **Communications begins early:** Local leader meeting, open house and online meeting in Q4 2024, more than a year before constructions starts
 - Improving upon previous communications timelines from past transmission line upgrades
- Multiple communications with stakeholders including directly impacted landowners via letters, public hearings and 1:1 conversations
- Regular updates on project website



CASS COUNTY STATION GENERATION EXPANSION 2025-2029

Know, Feel, Do

Know: Understand the need, customer benefits, prepare for upcoming activities

Feel: Accept the project's purpose, informed of activities

Do: Know where to go for project updates, communications or questions

Outreach and Engagement

- Local leader meeting, nearby neighbor meeting in Q1 2025, before constructions starts
- Regular updates on project website, promoted through:
 - Meetings with residents
 - Cassgram newsletter ads
 - Signage on site
 - Geotargeted social media

EXTERNAL COMMUNICATIONS

Broad, external channels continue to improve*

SOCIAL MEDIA

Instagram launch

1,305 followers to date
(goal after 1 year: 360)

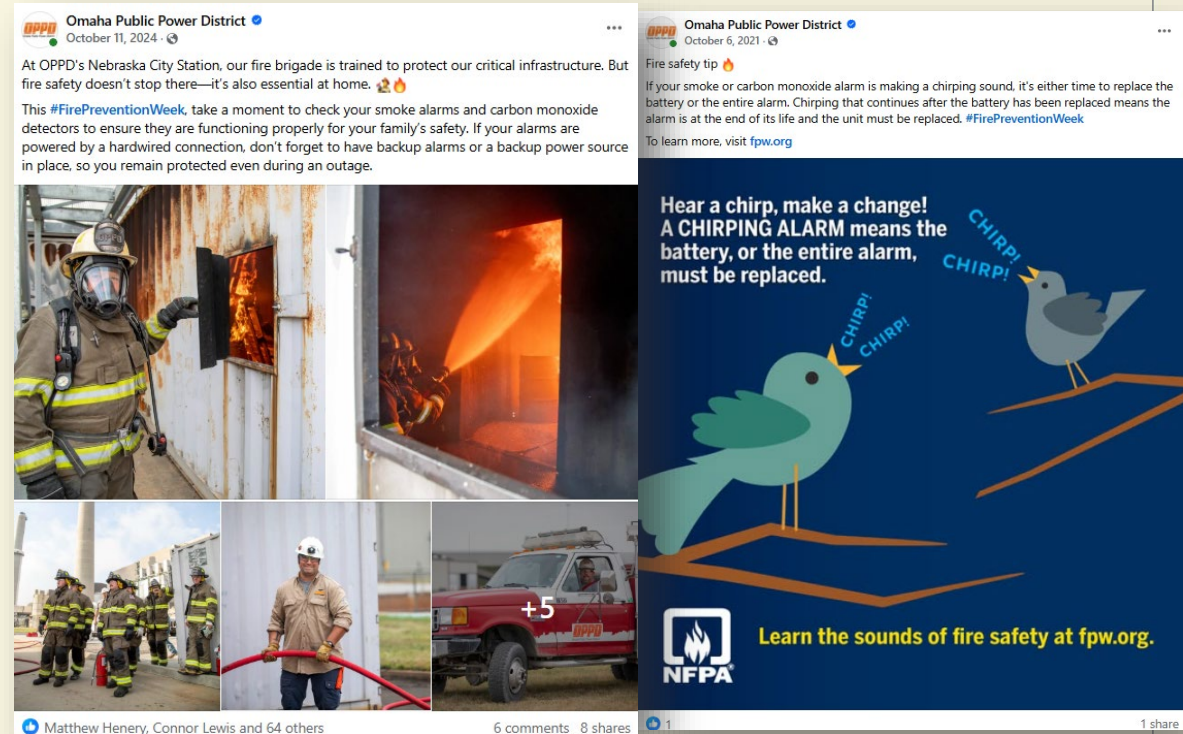
Fewer number of posts, but
we reached more people.

Avg impressions/post:

- **Facebook**
2024-25: 6,135
2023-24: 5,272
- **LinkedIn**
2024-25: 3,914
2023-24: 3,595
- **X (Twitter)**
2024-25: 1,072
2023-24: 1,876
* Scaled back content on
this platform in 2024

Lessons learned

- Professional photos perform better than graphics (right)
- Phone videos perform better than long-form videos (shorter and easier to digest)
- Cadence of storm restoration posts hits the sweet spot (2-3x/day v. 10x/day in past)
- Followers love behind-the-scenes work. **First viral video** of turbine rebuild at NOS



OPPD.COM

Page views: 8.9 million

Improvements: Content audit, updated and refined navigation adjustments in progress; GIS map to better display director areas; new outage map & customer platform.

* Measurement period: 9/1/2024 through 9/26/2025

3 CONTINUOUSLY EVALUATE AND IMPROVE ITS OUTREACH AND ENGAGEMENT PROCESS.

Expanding Access

- Spanish outreach (Telemundo, partners)
- Instagram launch (younger audiences)
- OCC Board Contact Form

Agility & Responsiveness

- AMI soft launch iteration
- Cass County real-time updates
- Explaining “why not” on feedback

Strategic Maturity

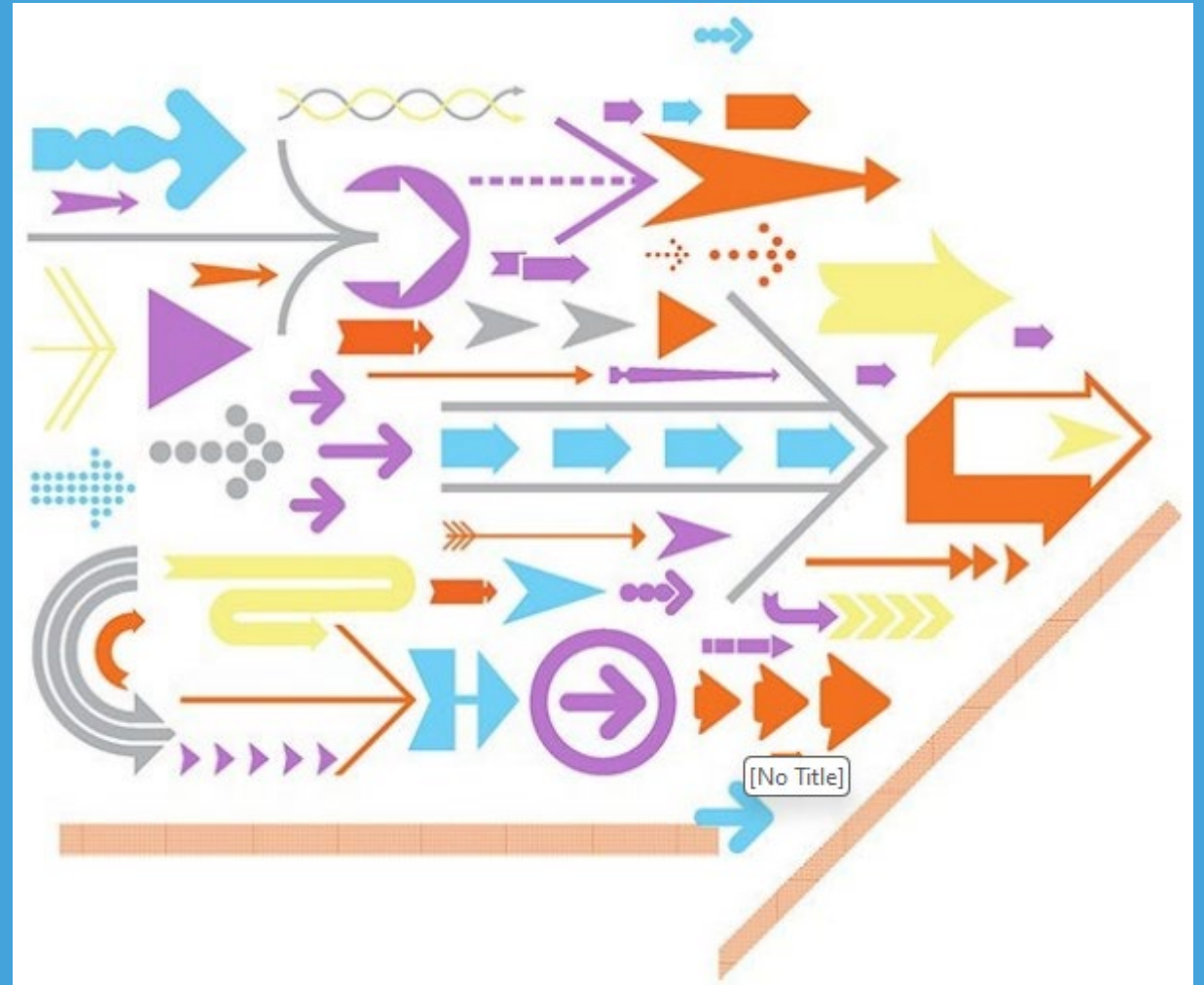
- IAP2 maturity (timing, tone)
- Cross-team alignment
- Stronger storytelling

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?





Omaha Public Power District
BOARD OF DIRECTORS

Action Item

October 14, 2025

ITEM

SD-13: Stakeholder Outreach and Engagement Monitoring Report

PURPOSE

To ensure full Board review, discussion and acceptance of SD-13: Stakeholder Outreach and Engagement Monitoring Report.

FACTS

- a. The first set of Board policies was approved by the Board on July 16, 2015. A second set of Board policies was approved by the Board on October 15, 2015.
- b. Each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process.
- c. The Customer and Public Engagement Committee is responsible for evaluating Board Policy SD-13: Stakeholder Outreach and Engagement.
- d. The Customer and Public Engagement Committee has reviewed the SD-13: Stakeholder Outreach and Engagement Monitoring Report, as outlined on Exhibit A, and is recommending that OPPD be found to be sufficiently in compliance with the policy as stated.

ACTION

The Customer and Public Engagement Committee recommends Board approval of the 2025 SD-13: Stakeholder Outreach and Engagement Monitoring Report.

RECOMMENDED:

Signed by:

Handwritten signature of Timothy D. McAreavey in blue ink.

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Timothy D. McAreavey
Vice President – Customer Service

APPROVED FOR REPORTING TO BOARD:

Signed by:

Handwritten signature of L. Javier Fernandez in blue ink.

AC399FDCE56237E...
L. Javier Fernandez
President and Chief Executive Officer

Attachments:

Exhibit A – Monitoring Report
Resolution