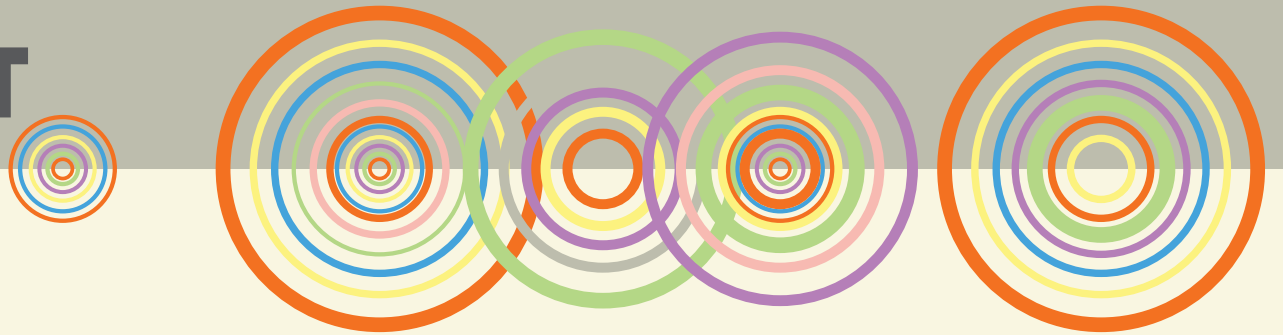


SD-13: STAKEHOLDER OUTREACH AND ENGAGEMENT MONITORING REPORT

➤ 10.13.26 ➤



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Vice President, External Relations and
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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:

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

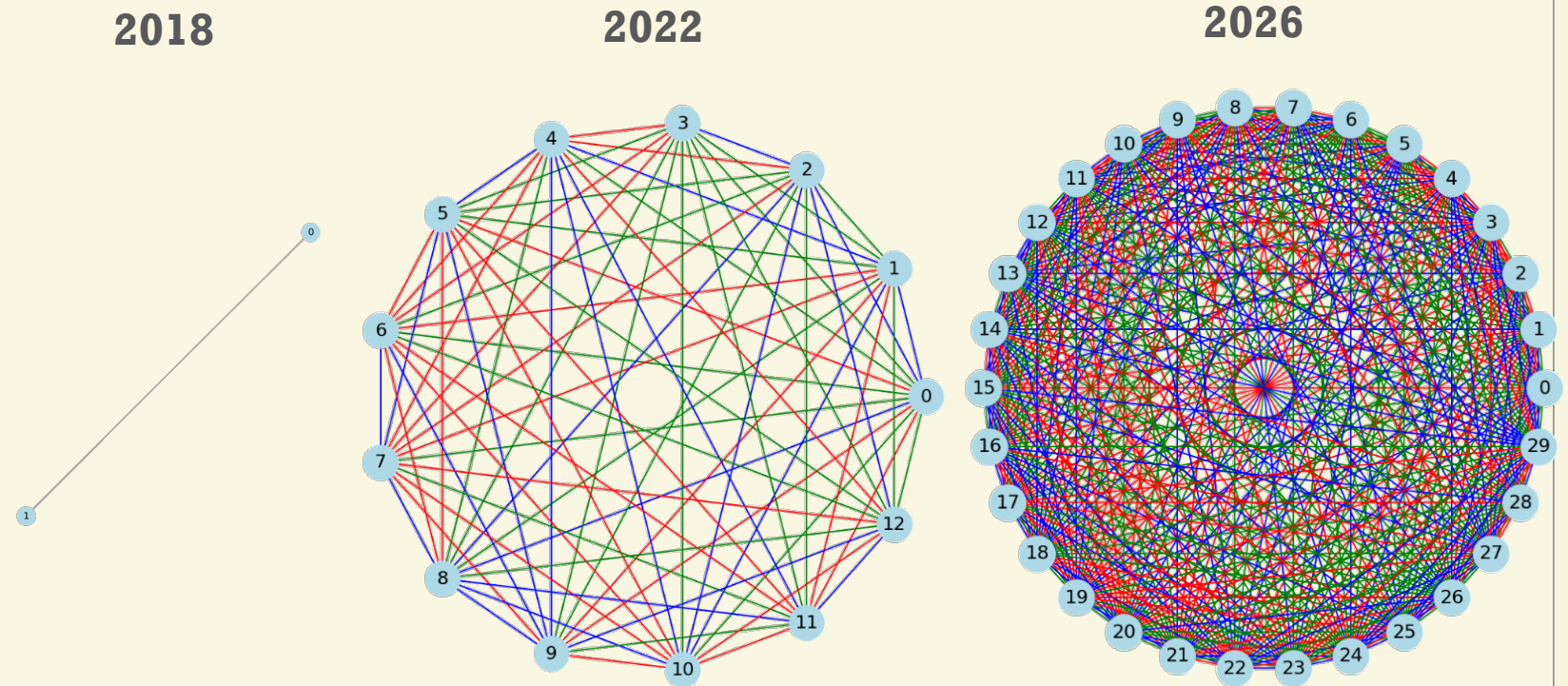
Share context with customer-owners around key decisions.

3

Continuously evaluate and improve its outreach and engagement processes.

GROWTH OF PROJECTS, COMPLEXITY & CONNECTIVITY

OPPD's outreach ecosystem has grown significantly in scale and complexity. As project volumes increase, our engagement becomes more interconnected across teams, channels and stakeholders – strengthening our collective impact.



Images portray the increase in projects, outreach, complexity and connectivity between 1, 13 and 30 projects.

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 decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct 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.
EXAMPLE TOOLS	• Fact sheets • Websites • Open houses				



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

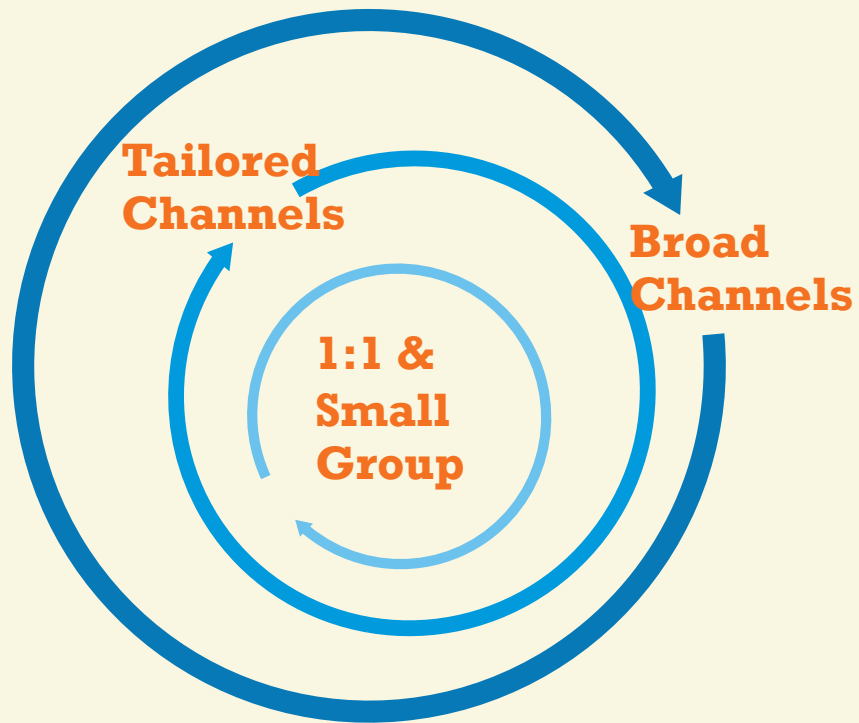
Other Channels

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

Representative of the interested and/or impacted customer segments.



2 SHARE CONTEXT WITH CUSTOMER-OWNERS AROUND KEY DECISIONS.



Our communications ecosystem combines broad, tailored, and relationship-based channels to deliver relevant information based on audience needs.

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, **auto calls**, targeted email or direct mail, open houses, OPPDCommunityConnect, **Projects in your Neighborhood**

1:1 & Small Groups

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

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



INTEGRATED SYSTEM PLAN

2025-2026

Know, Feel, Do

Know: The industry and OPPD are facing unprecedented times with extreme load growth and aging infrastructure. As we plan for near-term generation, OPPD promises to uphold its mission.

Feel: Valued, engaged and understand the importance of balancing the needs of all, while upholding the mission. To also feel heard and satisfied with the transparency of the process.

Do: Understand the process, be involved and advocate for the plan.

Outreach and Engagement

- Pre-engagement survey (Nov./Dec. 2025)
- Online Public Workshops (March, May, Sept., Nov.)
- Direct communication with stakeholders, from 1:1 conversations to roundtable meetings, including commercial and industrial customers, public officials, economic development and planning organizations, etc.
- Market research and stakeholder surveys
- Public and stakeholder presentations
- Regular updates on project website (4K+ site visits)
- Social media and traditional media coverage



MAJOR PROJECTS

ONGOING

Multiple Transmission and Generation Projects

Routing, Siting & Public Involvement efforts, as well as ongoing communications for Bellevue Reliability Project, Cass to NE City, Arboretum to Midtown, Gretna substation, Cass County Station, Burt County Solar, and ongoing North Douglas County and Cass to Sarpy Transmission Projects.

Know, Feel, Do

Know: Understand the project's needs and benefits

Feel: Trust in OPPD's approach and responsiveness

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

Outreach and Engagement

- 26 engagement events in 2026
- Communications begin early: Local leader meetings, open houses and, when applicable, online meetings more than a year before constructions starts
- Multiple communications with stakeholders including directly impacted landowners via letters, auto calls, 1:1 conversations and HOA and Government Affairs newsletters
- Regular updates on project website
- Localized ad placement in rural areas



ADVANCED METER INFRASTRUCTURE (AMI) 2025-2026 SOFT LAUNCH

Know, Feel, Do

Know: Understand the purpose and need behind the new meter installations, as well as the increased customer benefits.

Feel: Empowered to manage their own energy use, and peace of mind regarding reliability and responsiveness during outages.

Do: Attend events, ask questions and provide feedback to help OPPD learn before full rollout.

Outreach and Engagement

- Employee and Retiree education, including 8 roadshows and one online meeting
- Local leader meetings in each soft launch pilot area (5)
- Open houses in each soft launch pilot area (10)
- Online webinars (4)
- Community Resource Fair booths
- Dedicated OPPD.com page with updates and education
- Communication including direct mail, NextDoor posts, HOA newsletters, etc.

EXTERNAL COMMUNICATIONS

Broad, external channels continue to improve*

SOCIAL MEDIA

Focused content strategy delivered strong engagement and audience growth with fewer posts.

Audience Growth

Total: 109,119 (+6%)

- Facebook: 41,683 (+13.1%)
- LinkedIn: 38,049 (+3.4%)
- Instagram: 1,429 (+9.7%)
- X (Twitter): 27,958 (-0.2%)

Content Efficiency

- Average engagement rate of 5.37% — more than 6× the utility industry average.
- Infrastructure milestones and employee stories drove top impressions.

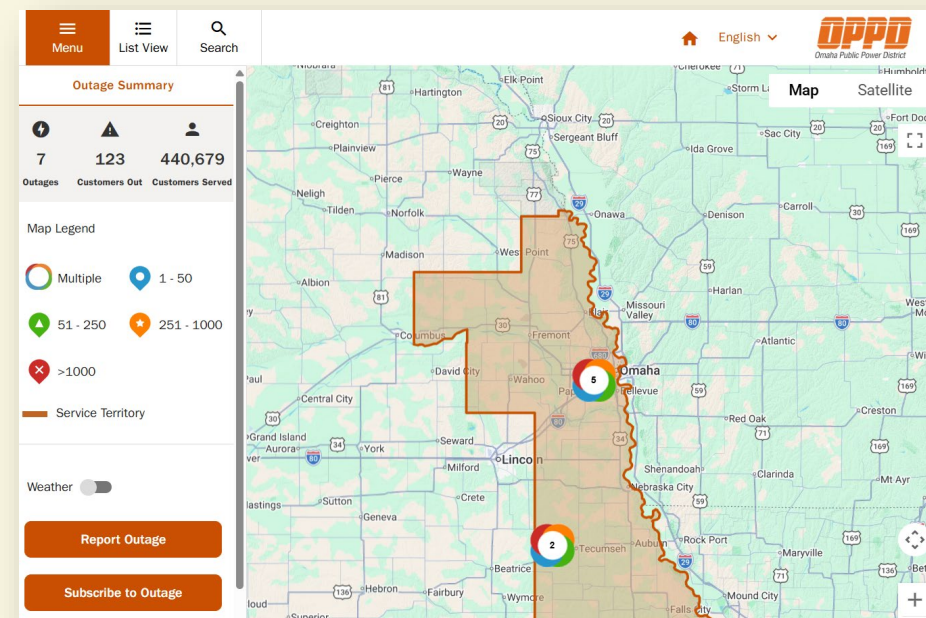
Lessons learned

- Visual-first content (photos + reels) consistently delivers top performance.
- Followers love behind-the-scenes work and operational transparency.
- Major milestones reliably activate our audience, driving top impressions and strong video performance.
- Mobile-friendly video performs better than long-form content.

OPPD.COM

Page views: 14 million (+86.7%)

Improvements: New outage map and customer platform streamline account management and support digital-first service. Navigation and content updates make it easier for customers to find what they need independently.



* Measurement period: 9/1/2025 through 9/24/2026

3 CONTINUOUSLY EVALUATE AND IMPROVE ITS OUTREACH AND ENGAGEMENT PROCESS.

Operational Scalability

- Collaborate to increase efficiencies across all phases of projects, especially as volumes increase.

Precision in Outreach

- Increase online options to align with changing behaviors of stakeholders.
- Increase and/or shift messaging channels to create more focused communications.
- Adapt and maximize opportunities given to ensure our stakeholders are paying attention.

Proactive Stakeholder Engagement

- Collaborate to increase the depth of our targeted communications and timely messaging through tools (i.e. auto calls and Projects in your Neighborhood).

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 emerging stakeholder expectations or trends, if any, could impact our strategic direction?

