

# **SD-13: Stakeholder Outreach & Engagement Customer & Public Engagement Committee Report October 2024**

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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.

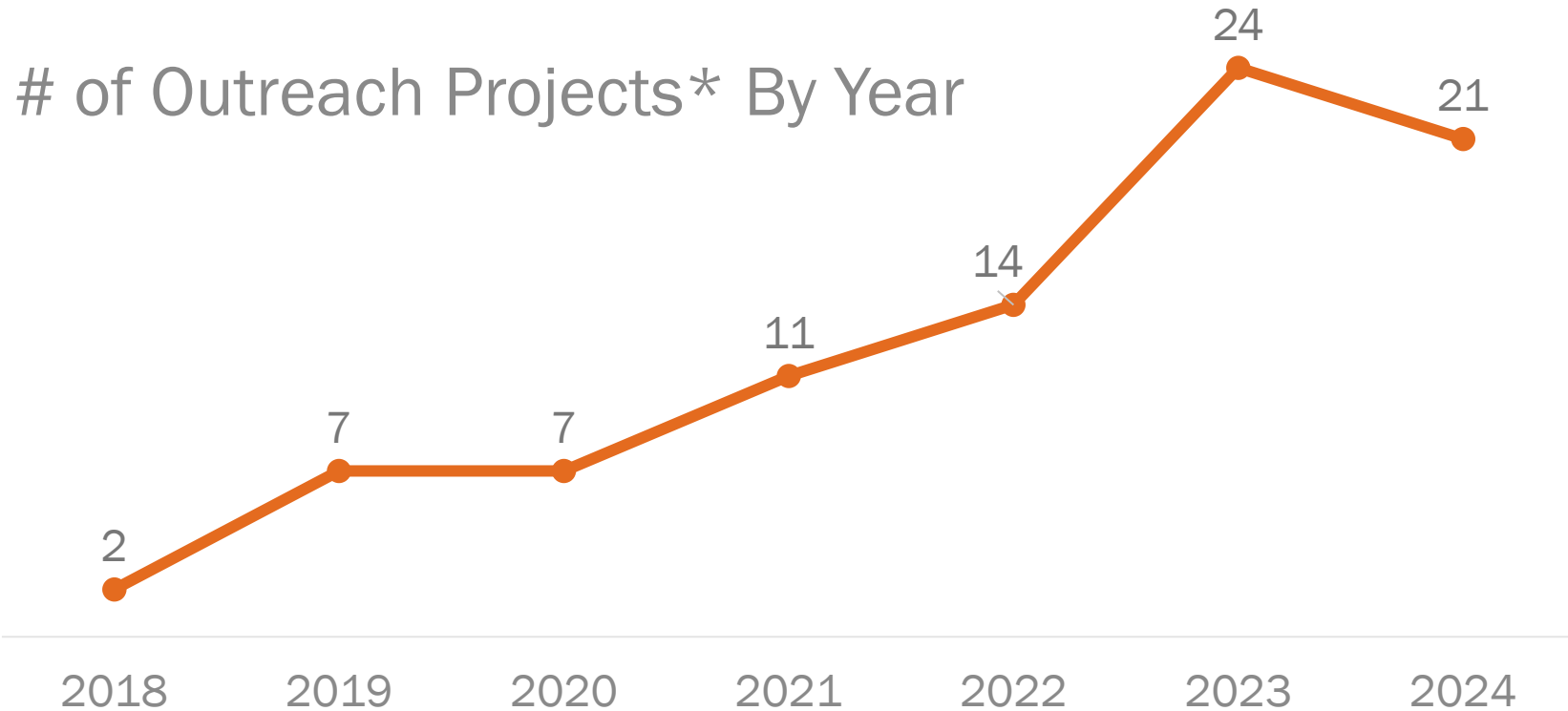
2

Share context with customer-owners around key decisions.

3

Continuously evaluate and improve its outreach and engagement processes.

# Outreach and engagement projects have increased in number more than tenfold (1000%) since 2018.



## Major Projects 2021-2024\*\*

- Landfill Solar Feasibility
- Platteview Solar
- SD-9 Revision
- PURPA
- Turtle Creek Station
- Standing Bear Lake Station
- North Omaha Extension
- COP
- Cass to Sarpy Transmission
- Omaha Streetcar
- NCS Levee & Landfill
- K-Junction

\*\* This list is not all inclusive, only representing a sampling of the projects from the last three years.

1

Use an integrated, clear and transparent engagement process.

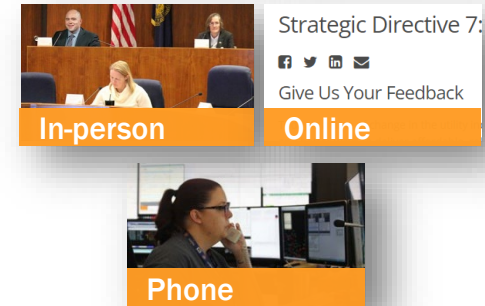


Our strong foundation has helped us scale and navigate more work, in both complexity and volume.

Integrated, clear, transparent engagement process



Meaningful ways for customer-owners to participate and provide feedback



Representative of the interested and/or impacted customer segments



1

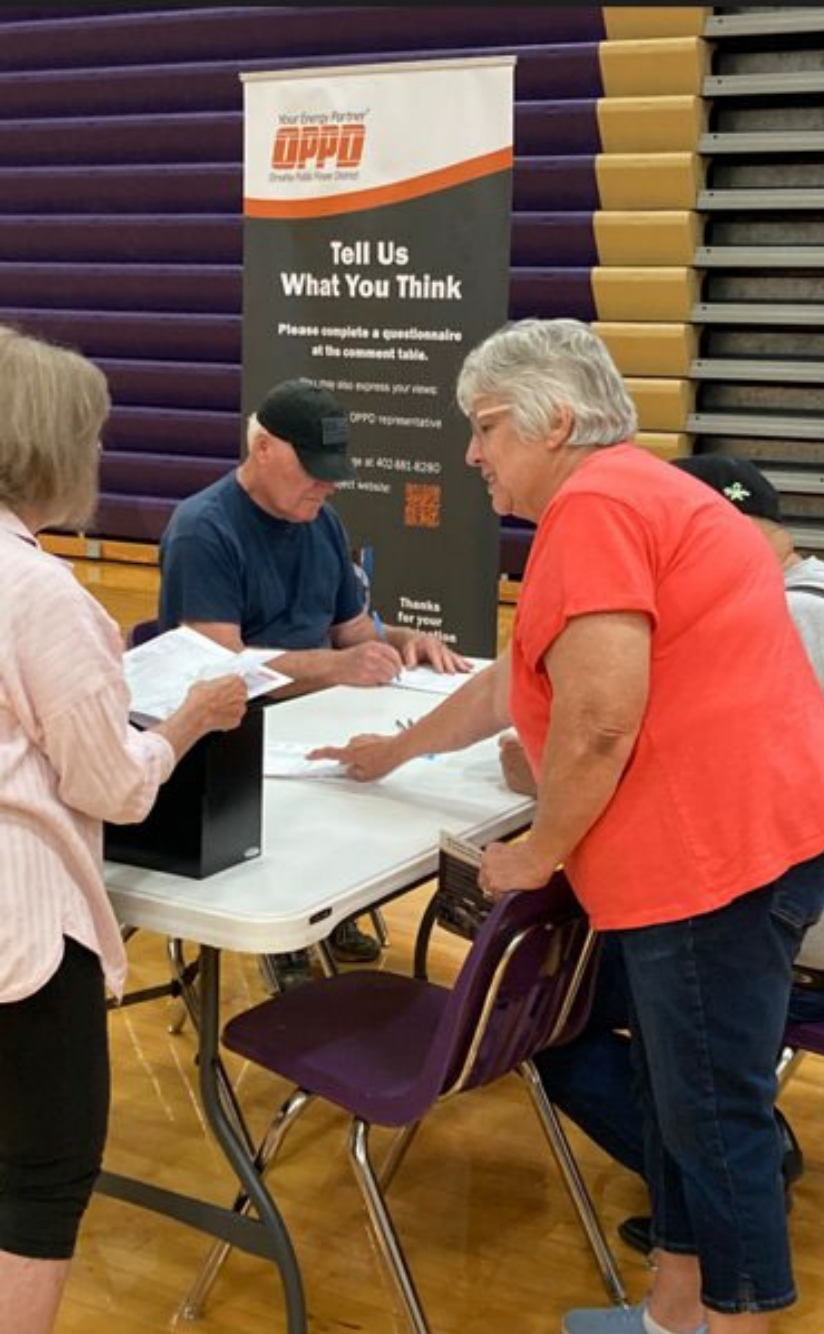
Use an integrated, clear and transparent engagement process.



OPPD's efforts and alignment with IAP2 allows for accessibility to staff and leadership and transparent and consistent engagement

	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 advise and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
EXAMPLE TOOLS	<ul style="list-style-type: none"> <li>• Fact sheets</li> <li>• Websites</li> <li>• Open houses</li> </ul>	<ul style="list-style-type: none"> <li>• Public comment</li> <li>• Focus groups</li> <li>• Surveys</li> <li>• Public meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Deliberate polling</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen Advisory committees</li> <li>• Consensus building</li> <li>• Participatory</li> <li>• Decision-making</li> </ul>	<ul style="list-style-type: none"> <li>• Citizen juries</li> <li>• Ballots</li> <li>• Delegated</li> <li>• Decisions</li> </ul>





# Cass to Sarpy Transmission Project

June 2023 - Ongoing

## Inform

- Educate the purpose and need for the project
- Many misconceptions about need for project and its relation to other solar projects

## Consult

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns

## Involve

- Involve stakeholders in the routing and siting process through two rounds of open houses
- Engage and solicit feedback from directly impacted stakeholders to help select the best route and alignment.

## Results

- 33 local leader meeting attendees
- 267 open house attendees
- 127 interactive mapping comments received
- 122 project questionnaires received
- Based on post-event survey results, nearly **87%** of respondents agreed that the purpose and need for the new transmission line were adequately explained.

# Cass to Sarpy Transmission Project

June 2023 - Ongoing



## Cass-to-Sarpy Transmission Project

This questionnaire will help the routing team understand your interests and concerns, and your comments will be considered in the route selection process. Please complete this after you have reviewed the information presented today.

### ABOUT YOU

1. How did you hear about the project?  Letter  Ad  Social Media  \_\_\_\_\_

2. If you would like to be notified once the final route has been selected, please enter your contact information below. (Contact information is considered confidential.)

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Email: \_\_\_\_\_

### PROJECT NEED

3. Do you believe the purpose/need for this transmission line has been explained adequately?

Yes  No  Uncertain

If "no" or "uncertain", what additional information would be helpful to you?  
 \_\_\_\_\_  
 \_\_\_\_\_

### LINE ROUTING CRITERIA

4. The routing of a transmission line involves many considerations. From the list of routing factors below, please circle the number corresponding to the level of importance to you.

Factors	Rating					No Opinion
	Not Important	Somewhat Important	Important	More Important	Most Important	
a) Maximize distance from homes	1	2	3	4	5	No Opinion
b) Maximize distance from commercial/ industrial facilities/businesses	1	2	3	4	5	No Opinion
c) Maximize distance from public facilities (e.g.: schools, parks, churches, cemeteries, etc.)	1	2	3	4	5	No Opinion
d) Maximize line length along property lines and road right of way	1	2	3	4	5	No Opinion
e) Maximize the use of existing utility easements	1	2	3	4	5	No Opinion
f) Minimize crossing wetlands, floodplains, and streams/ rivers	1	2	3	4	5	No Opinion
g) Minimize the need for tree clearing	1	2	3	4	5	No Opinion
h) Minimize crossing pastures/cropland/open land	1	2	3	4	5	No Opinion
i) Minimize overall route length (total miles)	1	2	3	4	5	No Opinion
j) Minimize the number of direction changes	1	2	3	4	5	No Opinion

## Inform

- Fact Sheets
- Websites
- Open House
- Educate the purpose and need for the project
- Many misconceptions about need for project and its relation to other solar projects

## Consult

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns

## Involve

- Engage and solicit feedback from directly impacted stakeholders to help select the best route Feedback solicited through:
  - mapping tools
  - project hotline
  - open house in person feedback through GIS stations and surveys
  - OPPD Community Connect Feedback
  - 1:1 conversations with directly impacted

## Results

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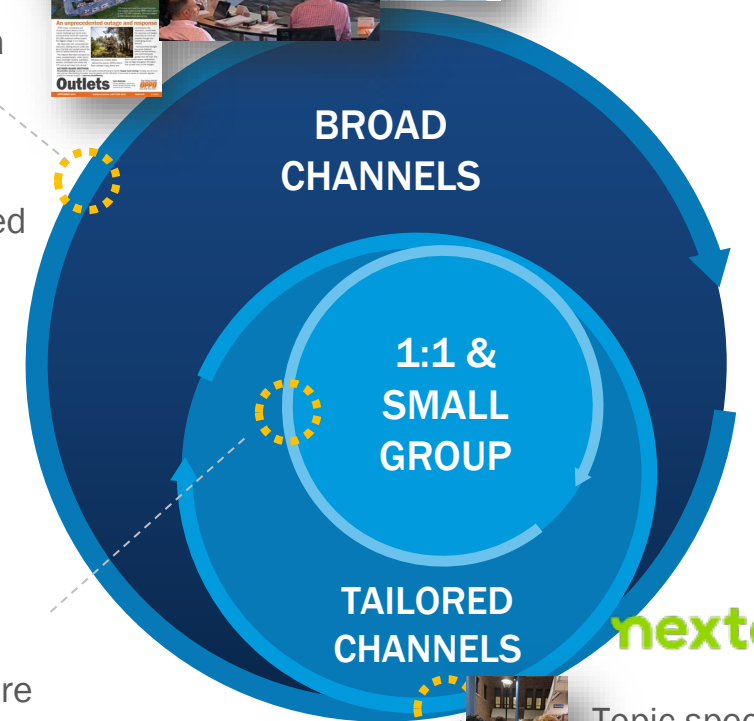
2

Share context with customer-owners around key decisions.

A holistic view of our ecosystem has helped evolve how, when and where we share context.



- The Wire
- Social media
- Outlets
- Public board events
- Paid & earned media



- Account executives
- Customer care interactions
- Govt. relations
- Community relations



- Topic-specific outreach events
- Targeted email
- Targeted social media outreach

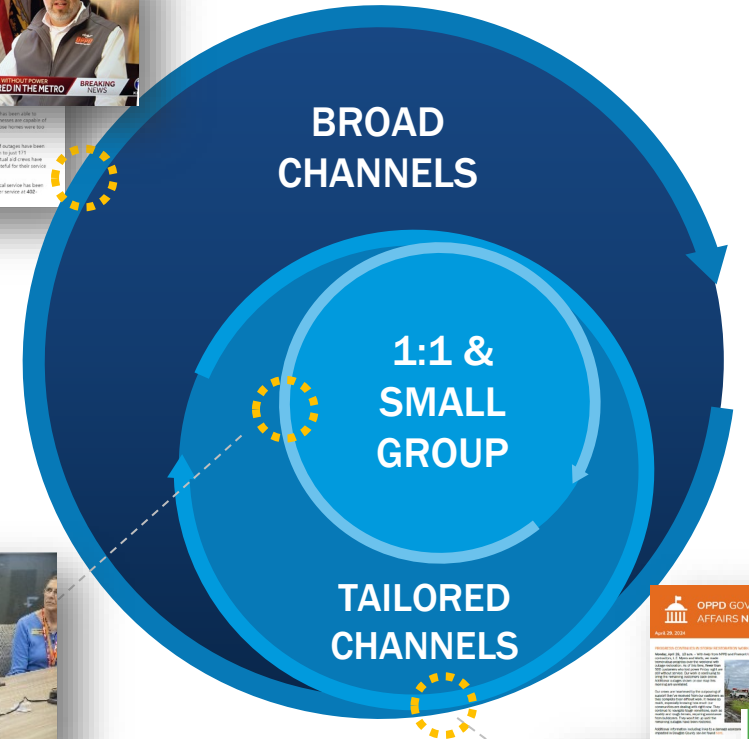
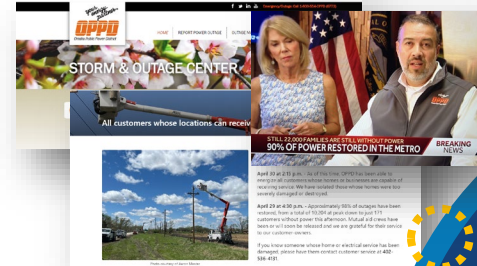
nextdoor



2

Share context with customer-owners around key decisions.

Shifting to an ecosystem view allows for a more integrated approach, as seen during the historic July storm response.



nextdoor



2

Share context with customer-owners around key decisions.

We've learned from our July storm response and are now sharing more frequent, practical content to provide clearer context.



2

Share context with customer-owners around key decisions.

We also continue to share context within existing dedicated efforts.



## North Omaha Engagement

*Ongoing*

### Objectives

- Strengthen trust through education, relationship building and transparent communication

### Outreach & Engagement

- Proactive and continued touchpoints with Ad Hoc, HOAs and ONE
- Utilize local media for education
- Community based events and programs- Habitat, Resource Fair
- New community partnerships:
  - Julian Young Business Advisors
  - Blair Freeman
  - Girls, Inc./Eureka! STEM program
  - Boys & Girls Clubs
  - Abide
  - Omaha Bridges Out of Poverty

### Outcomes & Lessons Learned

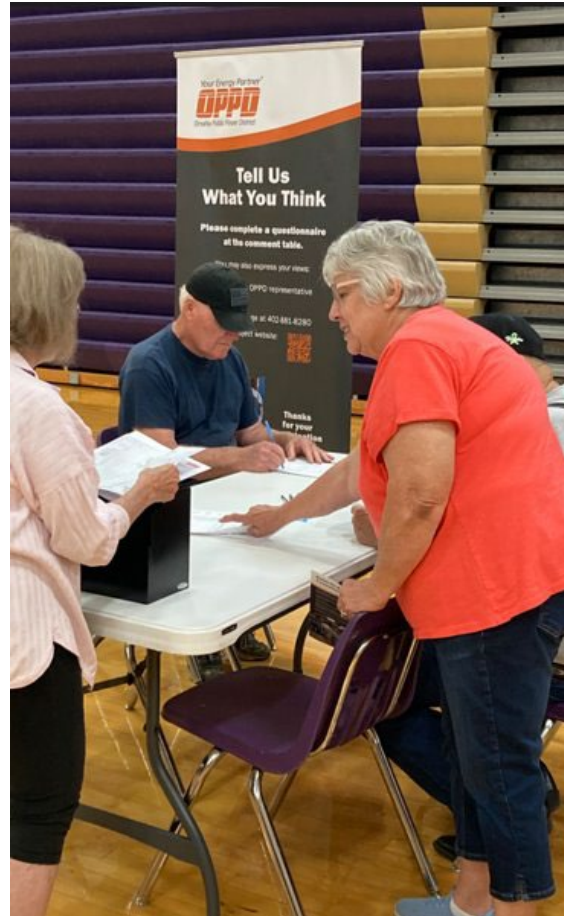
- Community leaders – both formal and informal – want ongoing communication and regular touchpoints
- Use of new and creative outreach efforts resulted in positive attendance at the Resource Fair
- Listening continues to be essential to build trust and learn what customers need
- Our current community partners have been strong influencers for new and improved relationships



2

Share context with customer-owners around key decisions.

We also continue to share context within existing dedicated efforts.



## Cass to Sarpy Transmission Project

June 2023 - Ongoing

### Objectives

- Educate, engage and solicit feedback from stakeholders to help select the best route that minimizes adverse impacts, is economically viable and environmentally considerate

### Outreach & Engagement

- Engaged employees living in the study area
- Local leader meetings; 2 in each county
- Open houses; 2 in each county
- OPPD Community Connect
- Project Hotline

### Outcomes & Lessons Learned

- Employees and local leaders provided great feedback in advance of the open houses for awareness of community concerns
- Many misconceptions about need for project and its relation to other solar projects
- Promotions of open house through several tactics provided thorough awareness and good attendance: Ads (local papers and Cassgram), posters, letters, postcards, social media

2

Share context with customer-owners around key decisions.

We also continue to share context within existing dedicated efforts.



## K-Junction Solar

*Ongoing*

### Objectives

- Earn and reinforce community trust through the power of education
- Foster meaningful relationships
- Maintain transparent communication.

### Outreach & Engagement

- Community Conversation
- York County elected & appointed officials
- McCool Junction leaders
- Community influencers
- Community group presentations
- Participating landowner events
- OPPD Community Connect

### Outcomes & Lessons Learned

- Modeled North Omaha community conversation, utilizing moderator and facilitated discussion
- Transparent communication is highly valued by community leaders and residents
- Consistent outreach and engagement has fostered community trust
- Encouraging open dialogue through difficult conversations has improved communication
- Accurate information is essential for maintaining productive communication
- Education & advocacy



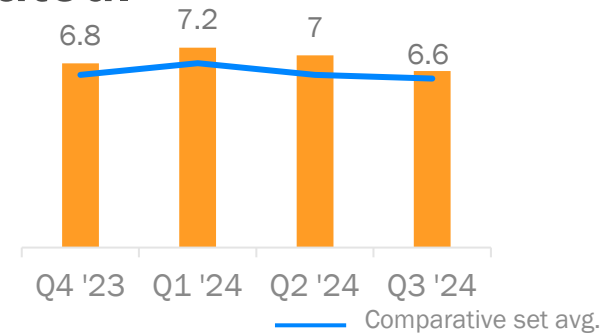
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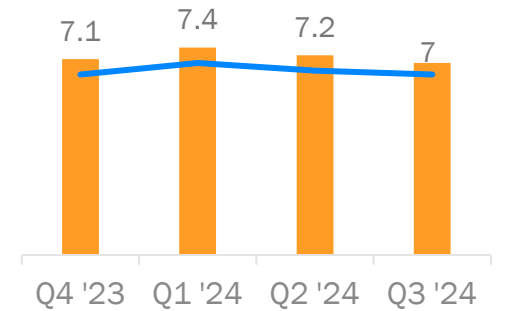


Some results within our JD Power residential study indicate that our efforts are appreciated.

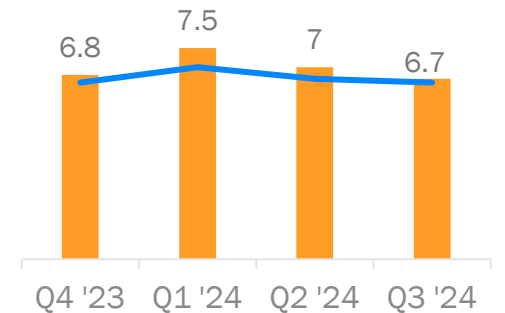
Q4 2023-Q3 2024  
JD Power Residential Study  
**Efforts to develop supply plans for the future**



Q4 2023-Q3 2024  
JD Power Residential Study  
**Variety of communications used**



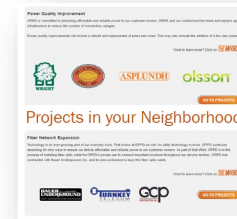
Q4 2023-Q3 2024  
JD Power Residential Study  
**Efforts to communicate changes**



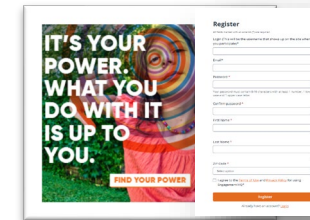
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Continuously evaluate and improve its outreach and engagement processes.

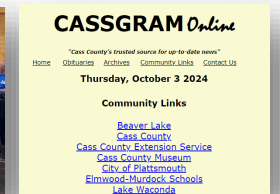
We're making strides in our breadth of outreach, and we see opportunities to increase our depth.



Improvement: new approaches



Improvement: proactively encouraging engagement



Opportunity: deeper, more tailored community relationships

# 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?**

