



Nebraska Public Power District

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Reputation Research Study June 2023



Key Findings

- NPPD's relationship with stakeholders and customers remains very strong.
- Both commercial and retail customers rate trust higher than last year.
- Scores for wholesale GMs remain lower than other stakeholders but...
- ...dramatic improvement with rural wholesale GMs.
- The degree to which the NPPD bill is a financial strain negatively impacts NPPD scores.
- Service delivery remains the most important driver of customer scores.
- About 90% of stakeholders rate NPPD extremely high across most Service Attributes.
- About 80%-90% of your customers rate NPPD high on environmental criteria.
- NPPD is viewed as a responsible environmental steward.
- NPPD scores are higher than other utility scores in the Midwest.
- Your employees continue to be very highly engaged but the trendline is down slightly.



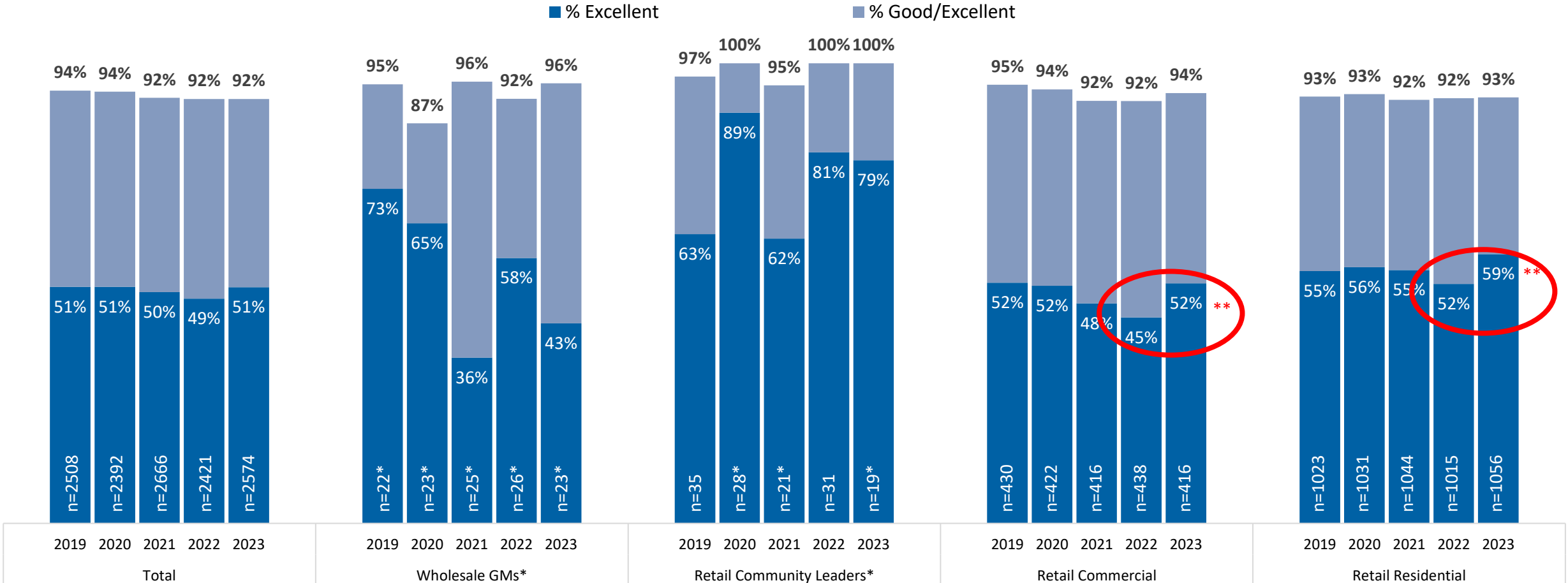
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**Reputation, Trust and
Satisfaction**

Perception of NPPD's reputation continues to remain positive. A significant increase in Top-Box scores among commercial and residential customers occurred in 2023.

NPPD REPUTATION



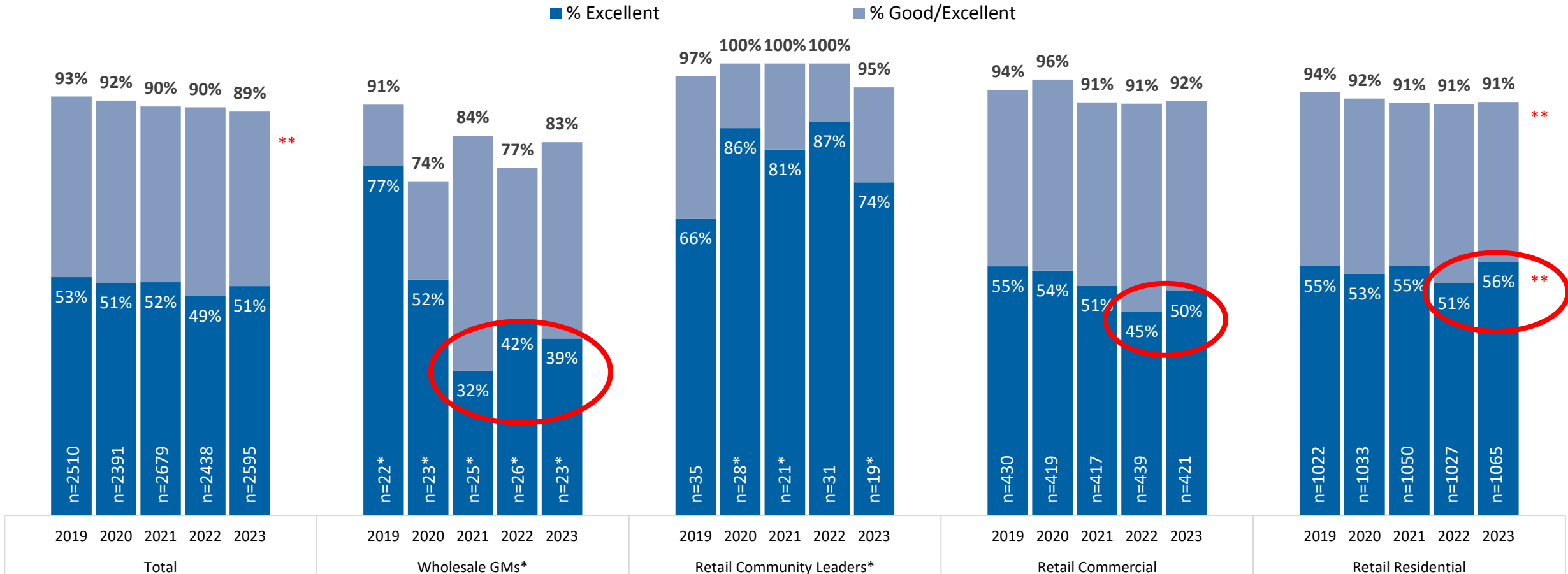
*Small sample sizes. View results with caution.

**Significant difference at the 95% confidence level in 2023 compared to 2022.

Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?

Although based on a small sample size, Wholesale GM's tend to have lower trust levels compared to other customer groups.

LEVEL OF TRUST OF NPPD



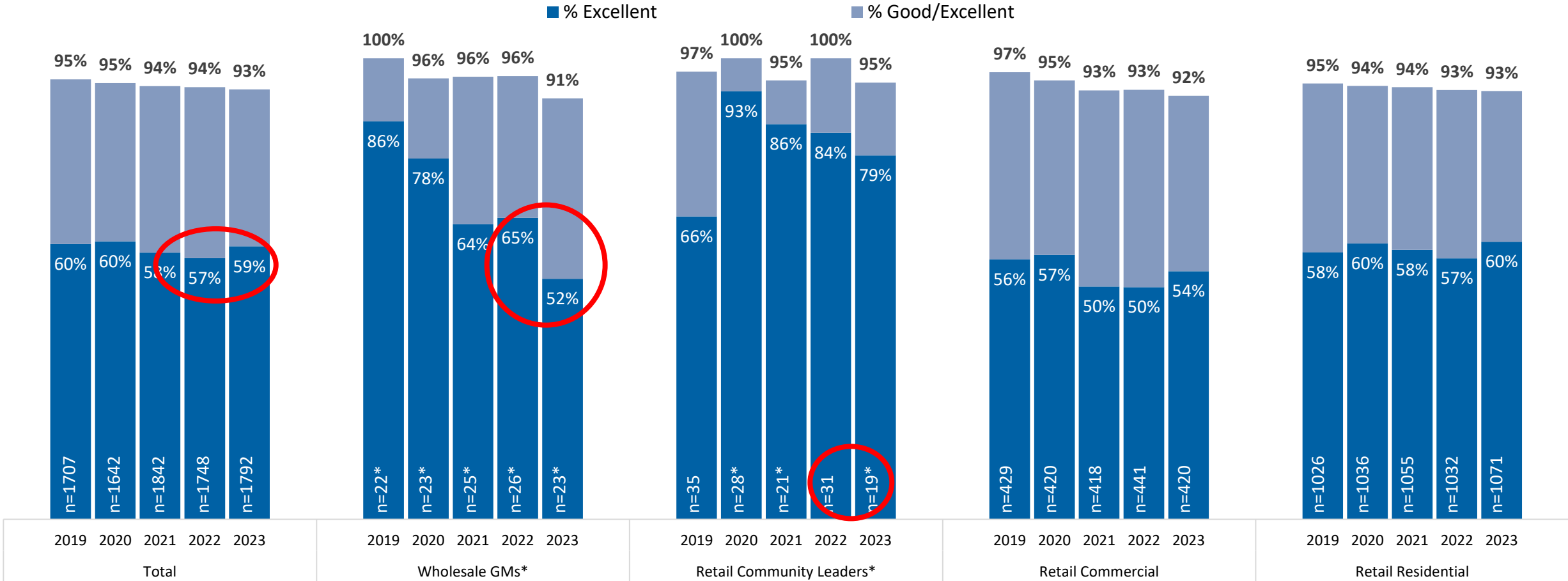
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Q5B. How would you rate your level of trust of NPPD?

Overall satisfaction with NPPD has remained at a very high level across all groups since 2019, with at least nine out of ten customers giving “good” or “excellent” ratings.

OVERALL SATISFACTION WITH ELECTRICAL SERVICE PROVIDED BY NPPD



*Small sample sizes. View results with caution.
No significant differences at the 95% confidence level in 2023 compared to 2022.
Q5C. How would you rate your overall satisfaction with the electrical service that NPPD provides?



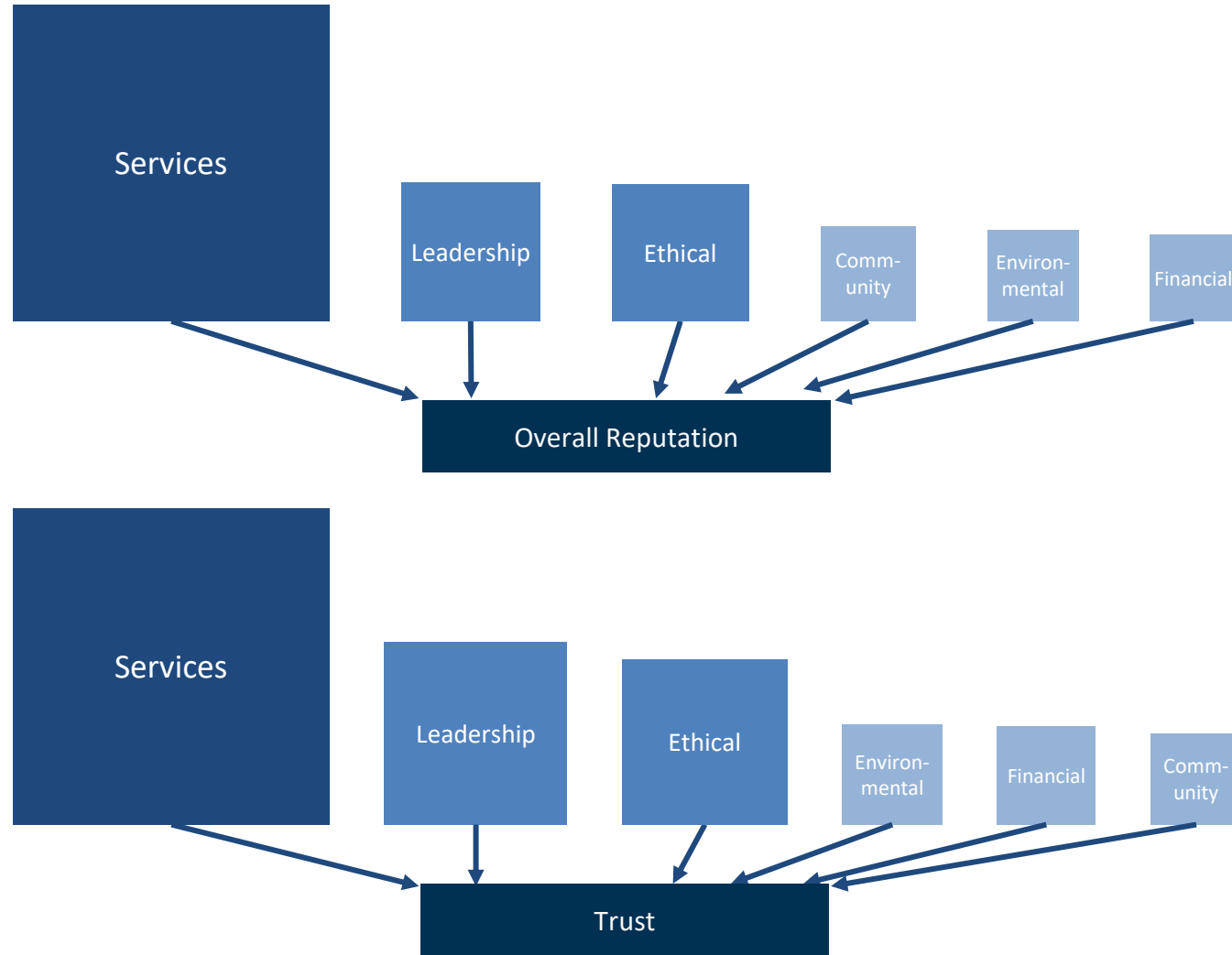
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Retail Residential Key Drivers

Key Driver Analysis (Retail Residential)

Service delivery remains the most important driver for both overall reputation and trust.



Results based on relative weights regression analysis. Area of each attribute is approximately equivalent to its impact as a driver.



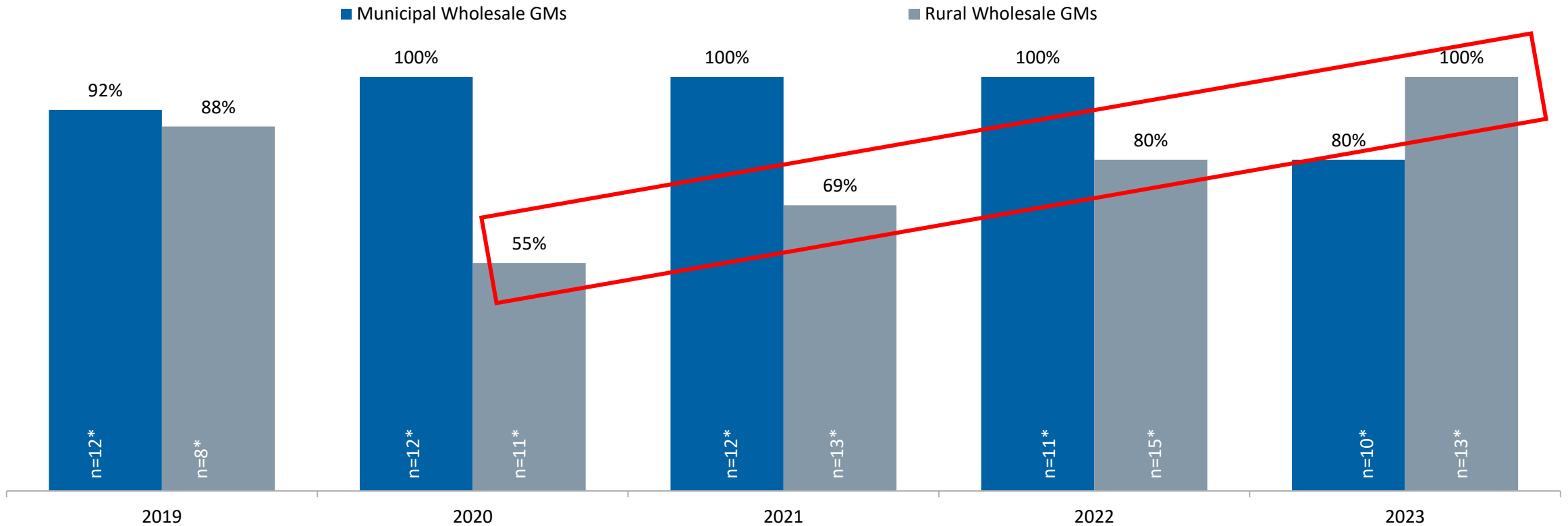
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Wholesale GMs Municipal vs. Rural

After Rural Wholesale GM's 30% drop in responding to customer needs in 2020, ratings have continued to increase the past three years.

RESPONDING TO CUSTOMER NEEDS (Top 2 Box)



*Small sample sizes. View results with caution.

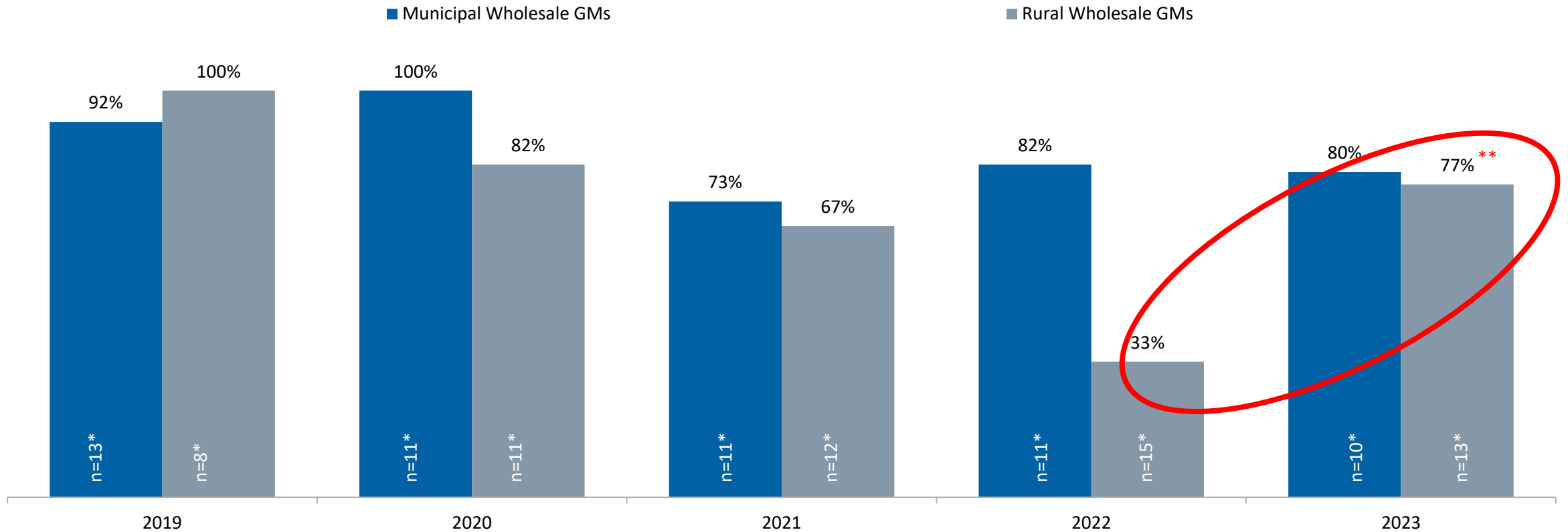
No significant differences at the 95% confidence level in 2023 compared to 2022.

Services Attribute

Q6C. Based on what you know about the electrical service that NPPD provides, please rate NPPD on the following: Responding to customer needs.

Rural Wholesale GMs ratings rebounded in 2023 for NPPD providing a clear vision of future energy services.

PROVIDING A CLEAR VISION OF FUTURE ENERGY SERVICES (Top 2 Box)



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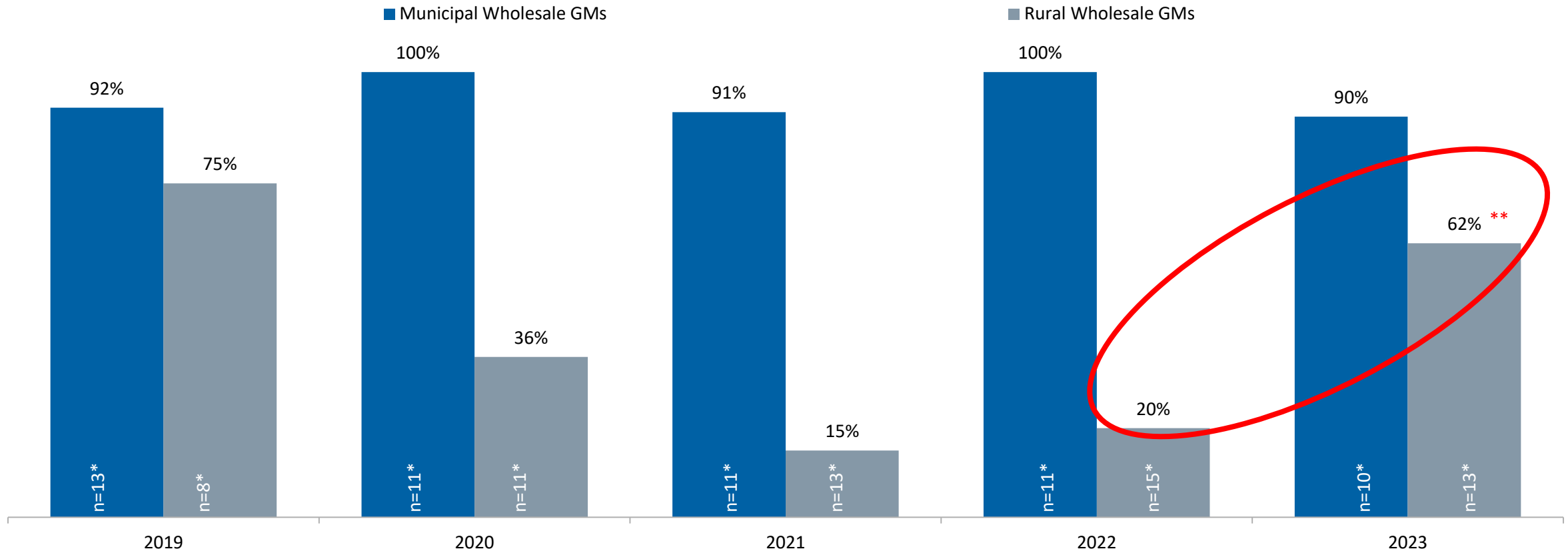
**Significant difference at the 95% confidence level in 2023 compared to 2022.

Leadership Attribute

Q10A. Please rate how well you believe the leaders at NPPD perform on the following: Providing a clear vision of future energy services.

Scores assessing NPPD's transparency in its operations remained high for Municipal GMs and increased among Rural GMs in 2023.

BEING OPEN AND TRANSPARENT IN ITS OPERATIONS (Top 2 Box)



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Ethical and Fair Attribute

Q12B. How do you rate NPPD on the following: Being open and transparent in its operations?



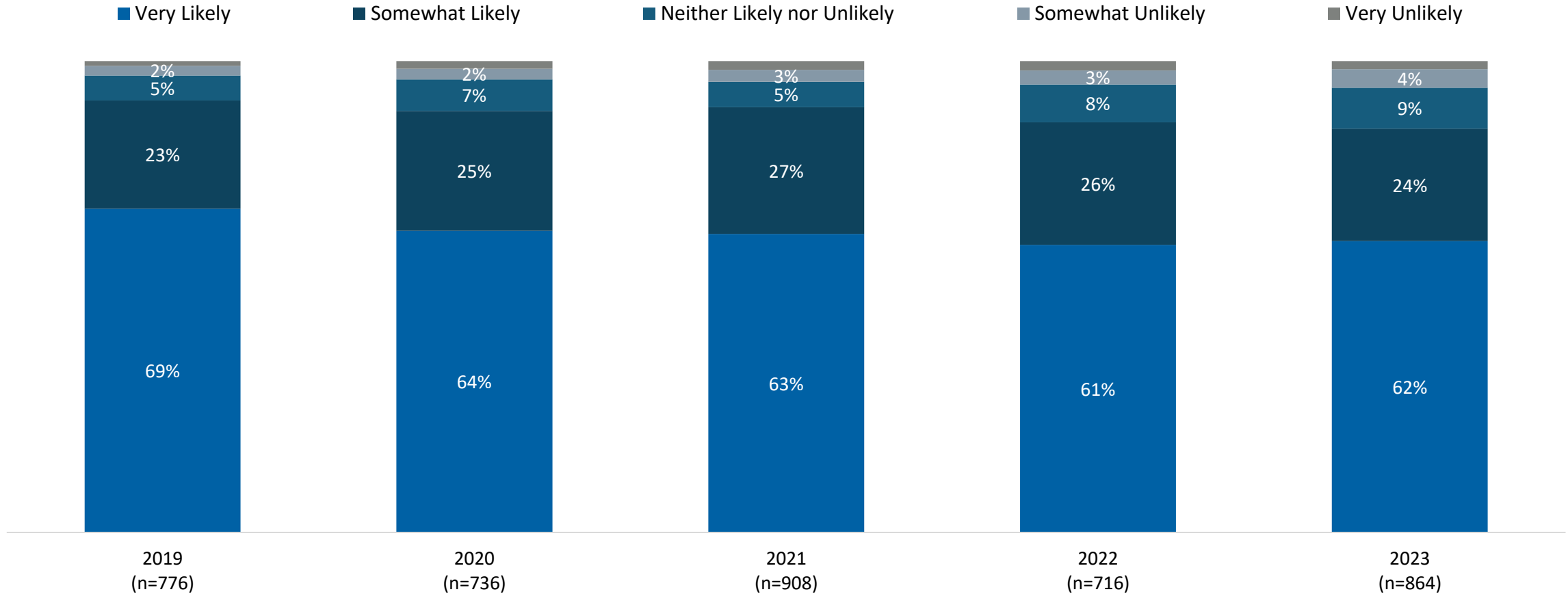
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Employees

Employees continue to be likely to recommend NPPD as an employer.

LIKELIHOOD TO RECOMMEND NPPD AS AN EMPLOYER

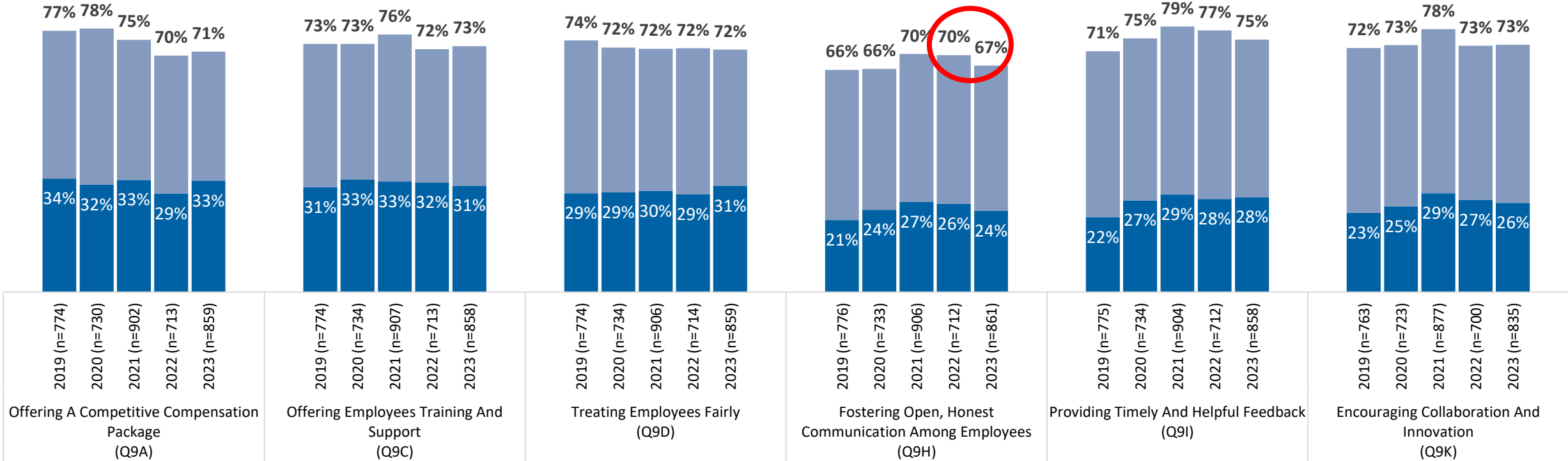


No significant differences at the 95% confidence level in 2023 compared to 2022. Q9Q. How likely are you to recommend NPPD as a great place to work?

Employee ratings of NPPD have generally remained consistent over the past year but had slight decreases in fostering open, honest communication among employees.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

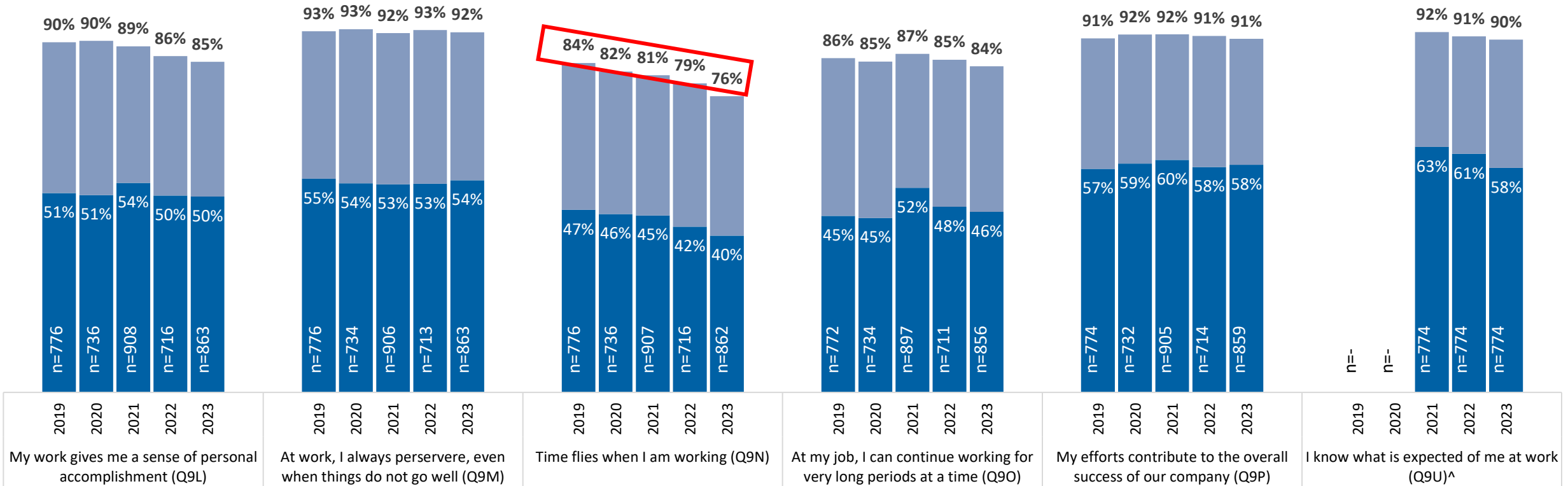
■ % Excellent ■ % Good/Excellent



Other than a slight decline for *time flies when I am working*, employee ratings on their motivation at work have held steady over the past 5 years.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

■ % Strongly Agree ■ % Somewhat/Strongly Agree



No significant differences at the 95% confidence level in 2023 compared to 2022.

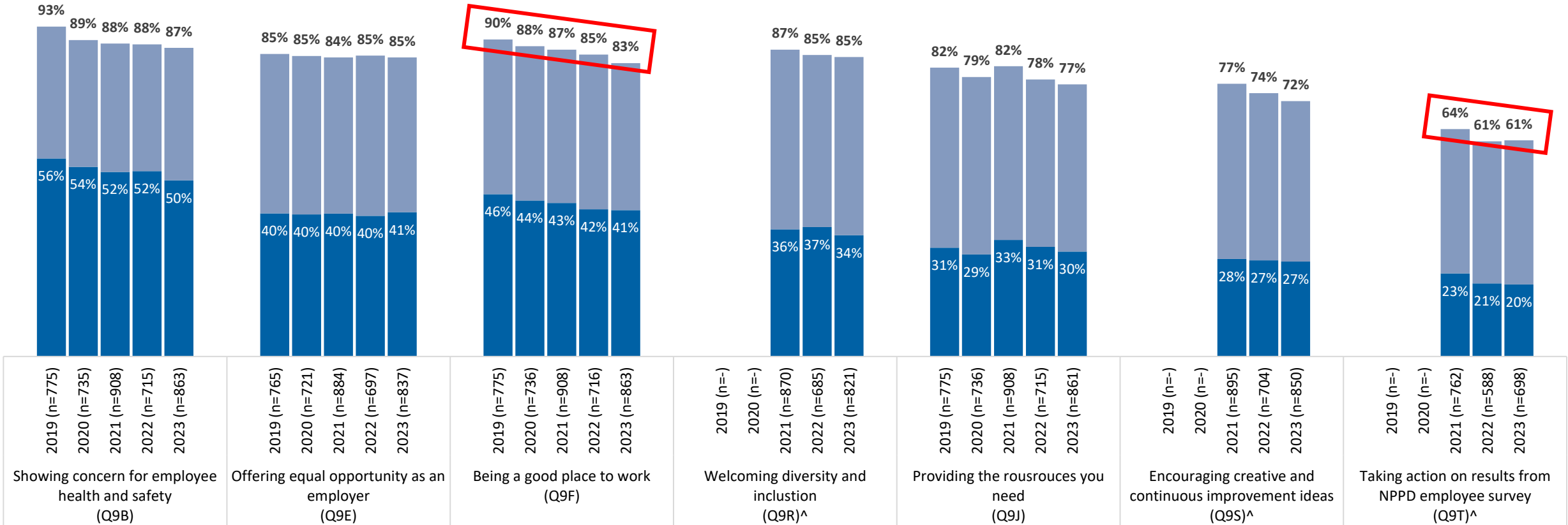
^Only asked of years shown.

Q9L-Q9U. Based on your first-hand experiences, please rate NPPD as an employer on the following.

In general, employee ratings remain excellent but there has been a steady decline over the years.

EMPLOYEE RATINGS OF NPPD AS EMPLOYER

■ % Excellent ■ % Good/Excellent



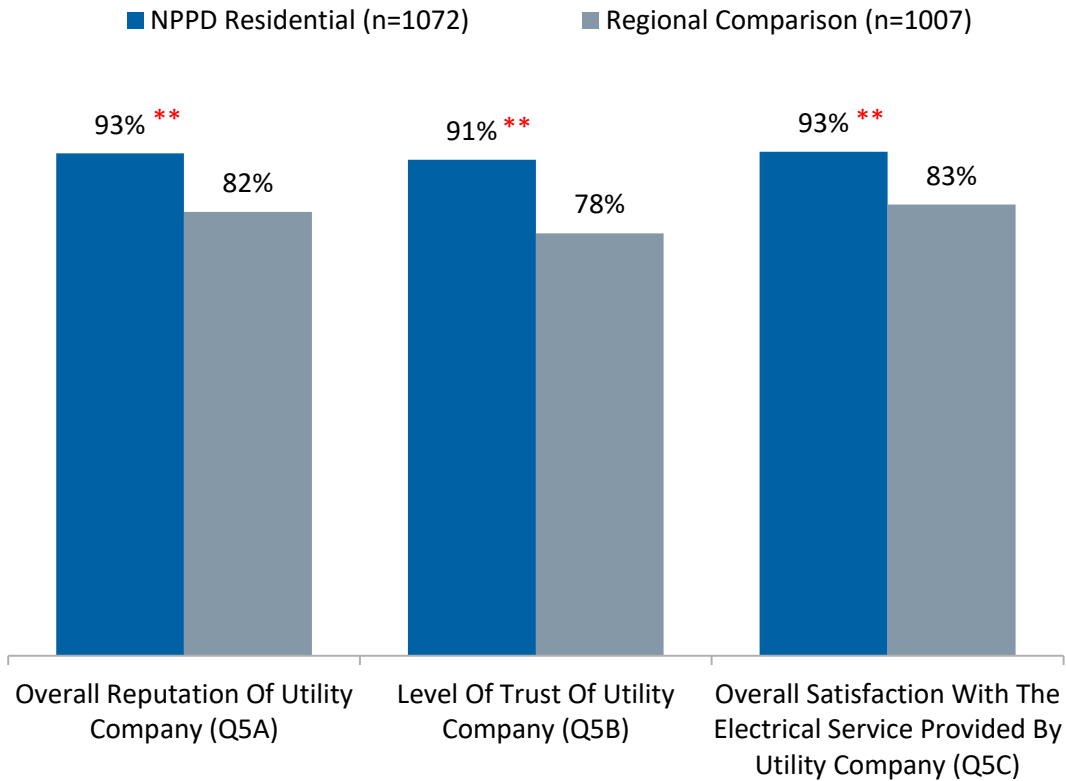


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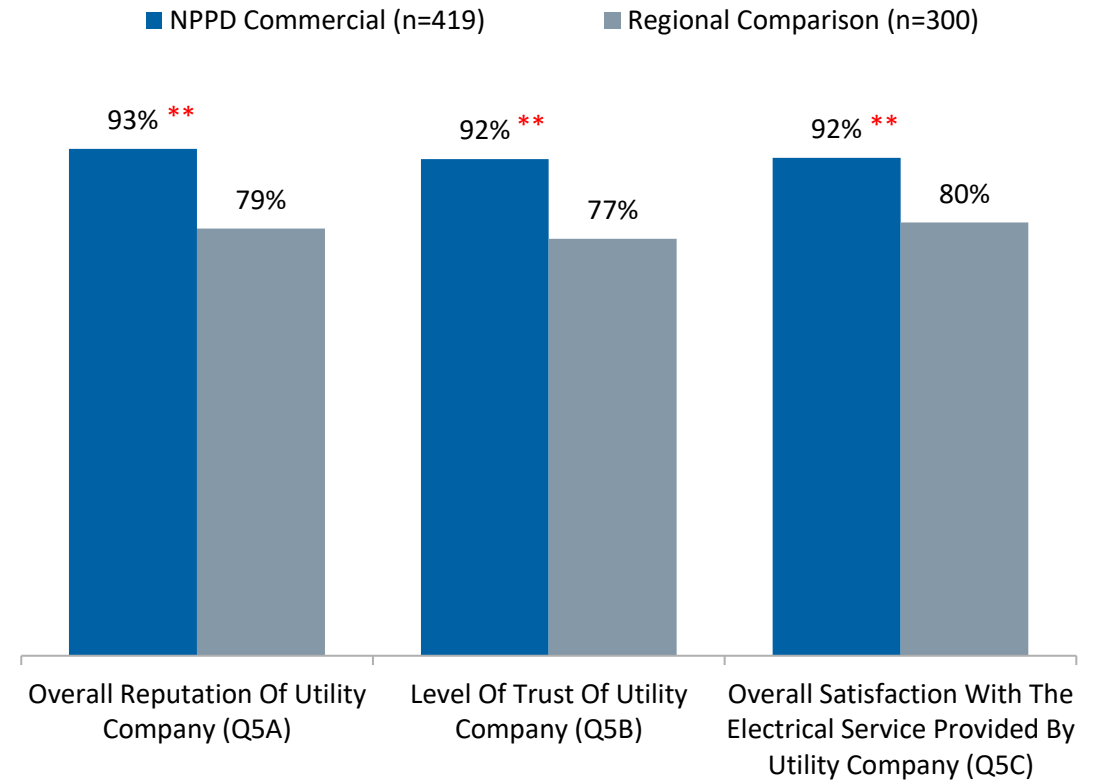
Regional Comparisons

NPPD enjoys significantly higher ratings than other energy utilities in the Midwest.

OVERALL REPUTATION RESIDENTIAL (Top 2 Box)



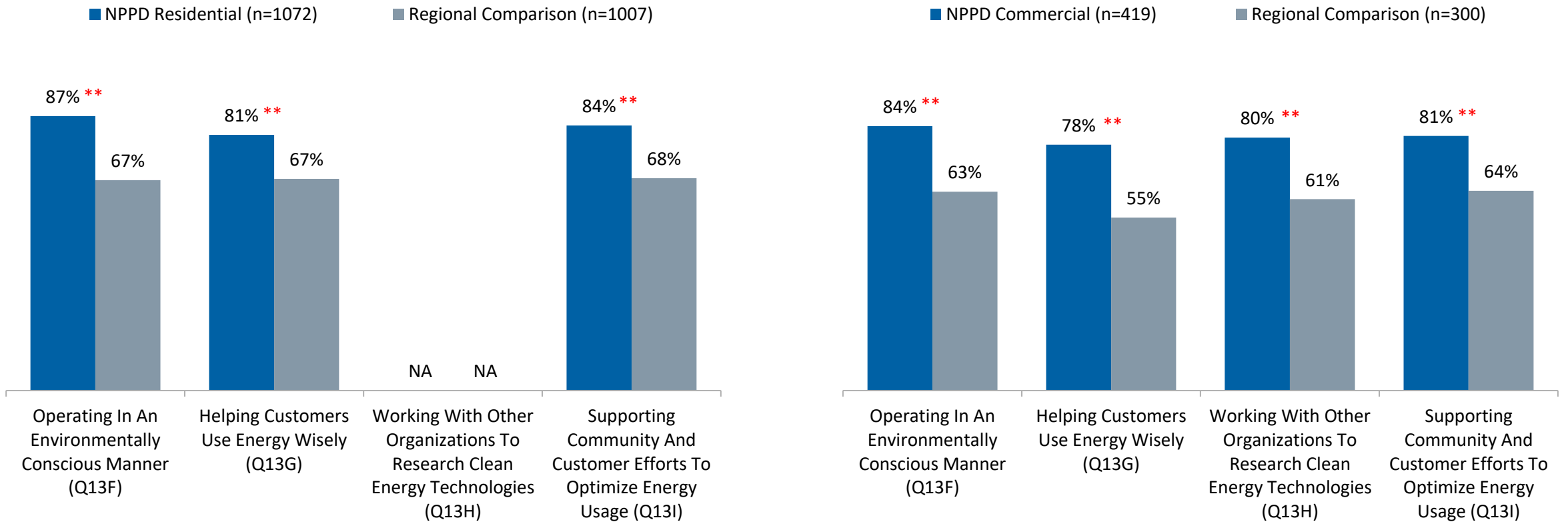
OVERALL REPUTATION COMMERCIAL (Top 2 Box)



NPPD customers rate NPPD higher on environmental matters than customers of other energy companies in the region.

ENVIRONMENTAL STEWARDSHIP RESIDENTIAL (Top 2 Box)

ENVIRONMENTAL STEWARDSHIP COMMERCIAL (Top 2 Box)



Recommendations

- Celebrate “catching your teams in the act of excellence”.
- “Stay the course”. Your relationships are strong.
- Continue tailored involvement efforts.
- Continue substantive public meetings.
- Continue to stress excellence in service delivery, being ethical and demonstrating leadership.
- Address slipping employee engagement scores by:
 - Measuring employee engagement at least twice a year and collect data down to the work group level (e.g., groups with 5 or more employees).
 - Tracking engagement by workplace flexibility arrangements.
 - Hold managers accountable for sharing the results and action planning.