



THE
**POWER OF
PEOPLE**



Review of Strategic Directive BP-SD-07 Public Relations

NPPD Board of Directors Meeting
June 2023

Heidi Elliott, Corporate Communications
and Public Relations Manager



Nebraska Public Power District

Always there when you need us

Strategic Directive BP-SD-07

BOARD POLICY STRATEGIC DIRECTIVE

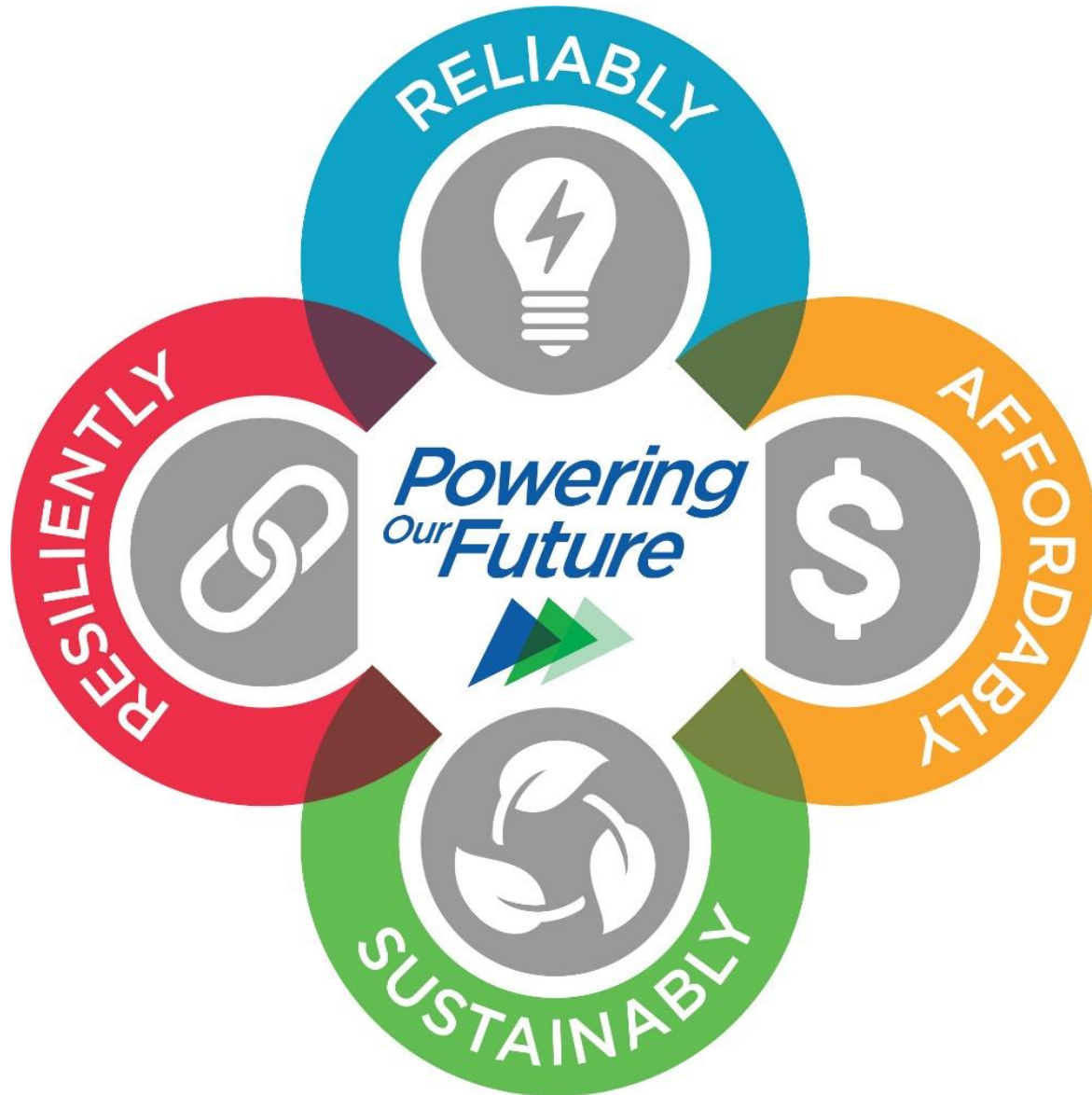
Policy No. BP-SD-07
Effective Date 12-13-18
Page 1 of 1

PUBLIC RELATIONS

Nebraska Public Power District (NPPD) is committed to educating consumers and stakeholders about public power's business model and benefits including reliability, local control, and cost control. NPPD also promotes its leadership in developing sustainable solutions that maximize efficiencies, improve the environment, and innovate the way we generate and deliver electricity.

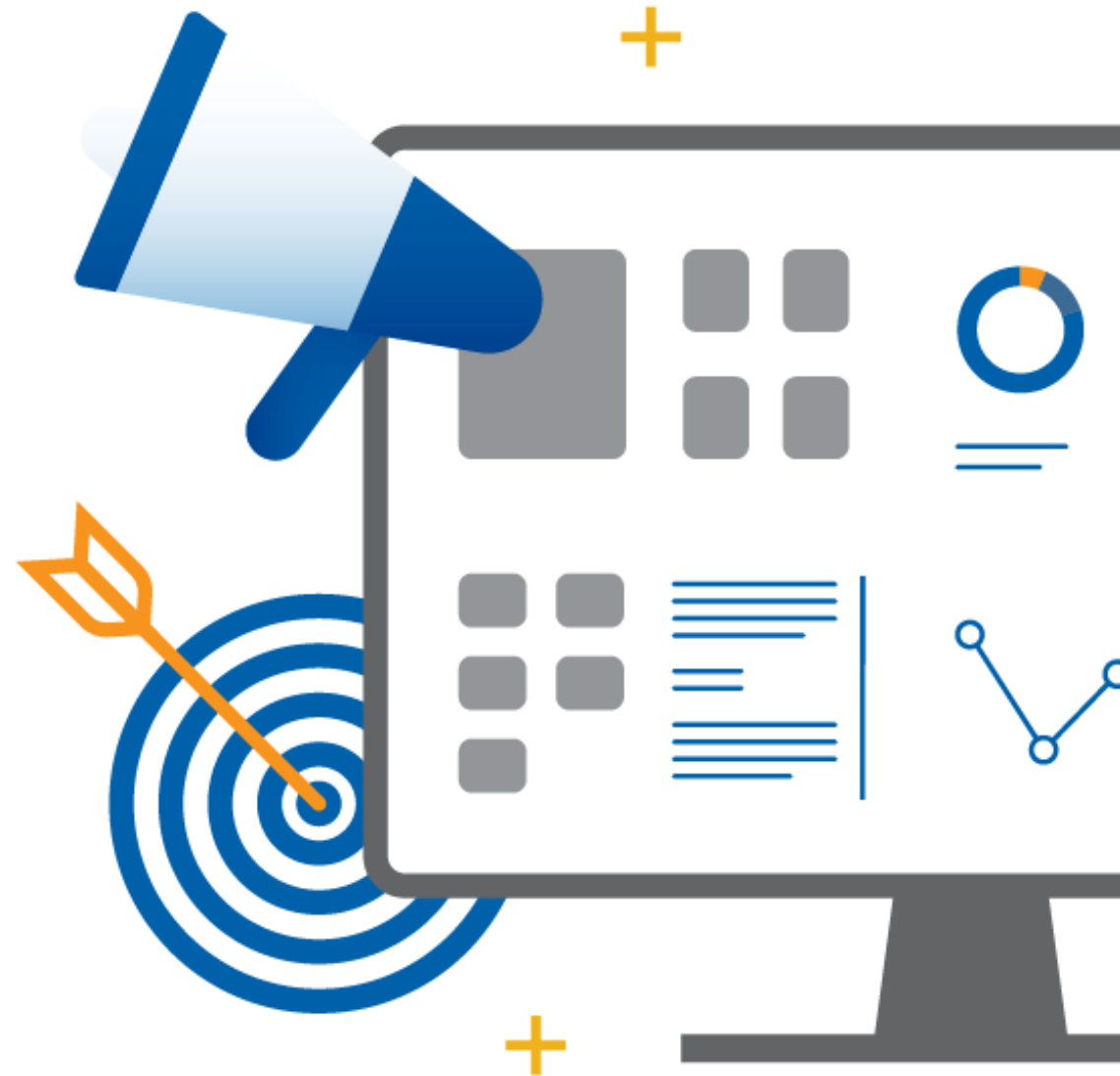
NPPD will be transparent in the development and execution of its policies and operations consistent with sound business practices.

The District will continuously measure the effectiveness of its communication efforts by using collective data, anecdotal feedback, and relevant surveys. NPPD's goal is to achieve 93% or higher 'Good' or 'Excellent' public perception ratings in its annual reputation survey.



Advertising Successes

- Analytics show NPPD advertising outperformed benchmarks with .13 Click Through Rate (industry standard is .05% - .08%) for display and video
- We delivered more than 2.5M impressions
- 100% delivery rates on all media placements



Connected TV

Impressions: 366,032

Clicks: 46

Completion Rate: 97.7%
(industry standard 95%)



Digital Pre-roll

Impressions: 922,543

Clicks: 319

Completion Rate: 78.27%
(industry standard 75%)

Click Through Rate: .035%
(industry standard .1 -.2%)



Digital Audio

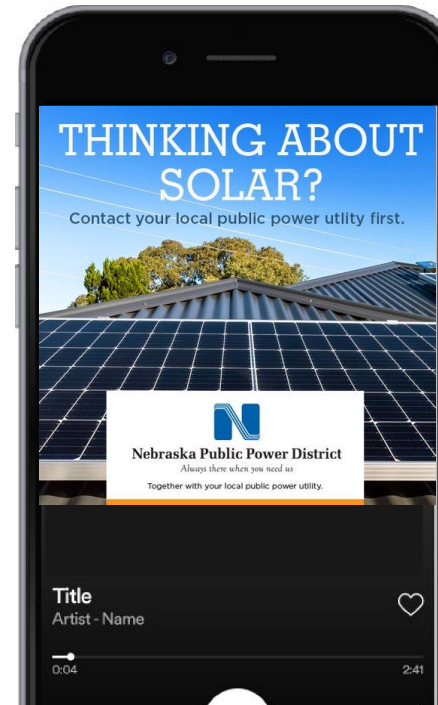
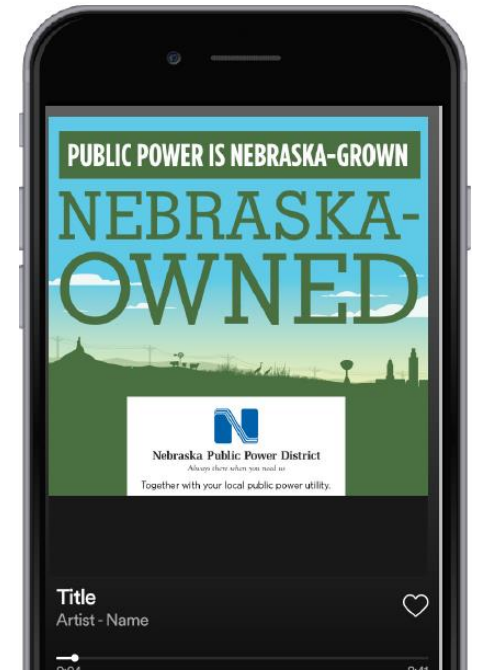
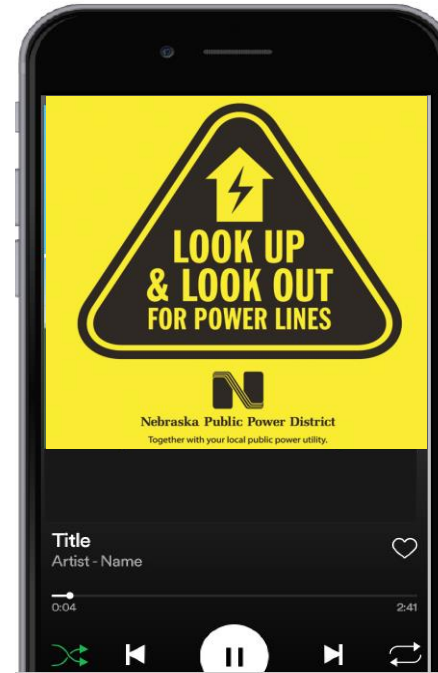
Impressions: 821,280

Reach: 77,105

Clicks: 172

Completion Rate: 93.30%
(industry standard 94%)

Click Through Rate: .13%
(industry standard .05-.08%)

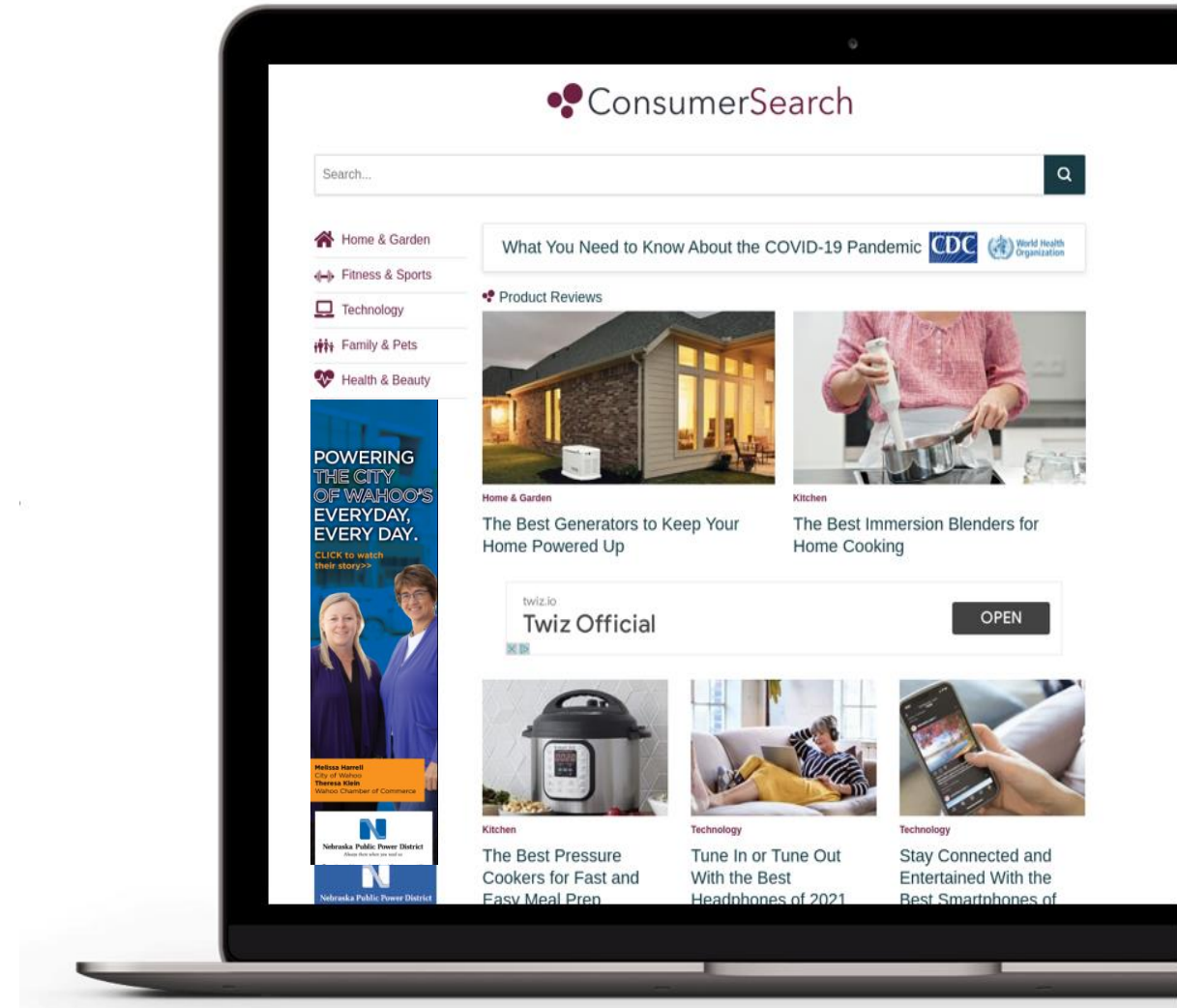


Digital Display

Impressions: 8,133,116

Clicks: 11,140

Click Through Rate: .14%
(industry standard .05-.08%)



Traditional Radio

Number of Stations: 65

Total Spots Aired: 6,774

Top Rated Stations



Local Television

Total Spots Aired: 3,543

Broadcast & Statewide Coverage



Publications

- Eight Publications
- Message: Powering Your Everyday, Ag Safety & Generator Safety
- 510,400 total circulation



Wholesale Co-op Advertising Program

Be Prepared For Storms

Before summer storms strike, take precautions. Assemble a power outage supply kit and create an action plan. Remember to call your local utility to report power outages and downed power lines.

In partnership with our supplier, Nebraska Public Power District.

Grow Safely this Season

Practice safety this growing season! Keep irrigation equipment and water streams 15 feet away from overhead power lines to avoid the entire system becoming energized. If an irrigation pipe comes in contact with a power line, call your electric utility.

In partnership with our supplier, Nebraska Public Power District.

Time to Replace That Furnace Filter

Change your filter every month or two, especially during heavy heating periods. If the filter is dirty, the furnace has to work harder to move air. Save energy, save money.

In partnership with our supplier, Nebraska Public Power District.

Start Your Harvest With A Look Up

Today's farming operations involve bigger equipment, which can make you more productive. However, failure to notice overhead power lines can be a deadly oversight. Remember to look up and look out for overhead power lines.

In partnership with our supplier, Nebraska Public Power District.

2023-2024 Advertising Campaign Overview

How we transitioned from old to new

- Reputation Research Study
- historical data analysis
- Industry and competitive analysis
- Listening insights
- Stakeholder interviews
- Alignment with strategic priorities
- Soft alignment with internal transformational journey campaign, “The Power of People”



Advertising Creative Direction

Old Tone

Trusted
Stable
Reliable
Affordable

Led with
WHAT we provide
(commodity/service)



New Tone

Knowledgeable
Dedicated
Supportive
Innovative

Leading with
WHY (commodity/service
is important to customers)
and **WHO** (our employees)

Advertising Creative Direction

2020-2022 Campaign Creative Example

Scan with your smartphone to watch Michael's story.

POWERING HANDLEBEND'S EVERYDAY, EVERY DAY.

Michael Stepp | Co-Owner — Handlebend O'Neill

When it comes to serving local needs, there is nothing more local than public power. *"When you have an issue, you can wave down a guy in an NPPD truck and you probably know him. You don't have to call someone a thousand miles away who doesn't know you, your family, or your problem. That's local."*

N
Nebraska Public Power District
Always there when you need us

Together with your local public power utility.

Facebook, Twitter, LinkedIn icons | nppd.com | (877) ASK-NPPD



2023-2025 Campaign Creative Example

A business is only as **good** as its **people**.

Answering questions. Offering solutions. Keeping you happy. This is what customers can expect from a small business in Nebraska. It's just honest, hardworking people who care about creating positive experiences and long-lasting relationships. At NPPD, because we're locally owned, we proudly serve the needs of every customer and community member. And knowing we're helping our neighbors every day, that's why we all do what we do.

nppd.com | (877) ASK-NPPD | Facebook, Twitter, LinkedIn icons

PUBLIC POWER
POWERING OUR STATE
EMPOWERING YOUR LIFE

Scan or visit publicpowered.org to learn how Nebraska's electric utilities power the good life.

N
Nebraska Public Power District
Always there when you need us

Together with your local public power utility.

Continued Omnichannel Delivery

As customers toggle between devices and platforms, we will monitor and discover what content resonates, where audiences are spending their time, and shift media buys and messaging for the best ROI



2023-24 Public Power Micro Campaign

- Designed to educate, persuade, inspire, and entertain
- Incorporated into corporate advertising, community outreach efforts, and NPA/Wholesale Customer marketing toolkit
- Call to action to visit publicpowered.org to view the benefits of public power in the state



Staying Connected with Customers

WINTER 2022

CURRENTS
NEBRASKA PUBLIC POWER DISTRICT

We are a premier energy provider bringing the best of public power to Nebraskans, powering everyday life and a brighter future.

Rate stability continues for 2023

It's no secret that NPPD takes pride in being your public power partner. Our teammates are committed to delivering reliable, affordable, sustainable energy, and we are pleased to announce our base rates for 2023 are expected to remain stable for the 10th consecutive year.

In October, NPPD's Board of Directors reviewed the preliminary proposed 2023 Retail rates and the Retail Production Cost Adjustment (PCA) factor. And this month, the Board is expected to approve the rate schedule and the PCA.

Customers will continue to see a PCA credit on their monthly bills through January 2024. The estimated monthly bill credits associated with the PCA will vary by customer class, depending on electricity usage. The proposed PCA credit for 2023 will be \$3 million, which will result in savings over base rates of approximately 0.5% to 1.5%.

Speaking of good news, each year more than 2,800 electric utilities are required to submit individual rate information to the Energy Information Administration (EIA) to help establish where base rates compare among these utilities. NPPD's goal is to maintain a total Retail base rate of 15% of providers, and we are improved from 12.6% in 2020. Nebraska improved from 15th results.

This ranking is a huge step for us and high standards we aim for satisfaction and savings.

The coming year is sure to bring challenges and opportunities. We look forward to strengthening our outstanding service to our customers with each of you a safe and happy New Year!

No end in sight for scam calls

Scammers continue to look for ways to take advantage of utility customers. Remember, NPPD will not:

- Ask for payment over the phone.
- Ask for credit card numbers, or demand payment with a pre-paid card.
- Go door-to-door demanding payment.

High-efficiency heat pump and heat pump water heater incentives

If you are looking at purchasing a new energy-efficient heat pump or heat pump water heater

CEO Blog



May 1, 2023

NPPD has its own road trip (of sorts) planned as we update our Integrated Resource Plan (IRP). We're doing this by evaluating which future generation resources are necessary to arrive at our destination of net-zero carbon emissions by 2050 without compromising the very tenants of public power.

[Read more](#)



Supply Chain Mitigation: In It Together



About NPPD President and CEO Tom Kent

Thomas J. Kent graduated from the University of Nebraska-Lincoln with a bachelor's degree in Electrical Engineering in 1985 and a master's degree in Business Administration in

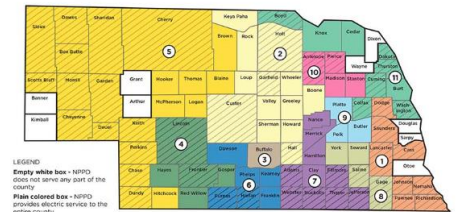
Our Board of Directors

Control of NPPD and its operations is vested in an 11-member Board of Directors, popularly elected from within NPPD's chartered territory, including all or parts of 84 of Nebraska's 93 counties. Board members serve six-year terms, and decisions made by the Board are done by a majority voting process.

Board members serve as stewards of all utility functions, including power supply, distribution operations, budgets, rates, capital improvements, finances, customer services, cyber security, physical security, and regulatory compliance. The Board also preserves the benefits delivered by public power here in Nebraska.

The Board has created and approved several [Strategic Directives](#). These Strategic Directives will guide us through what we need to do today and the days ahead to power a brighter future for Nebraskans for generations to come.

MEETING DATES, LIVE STREAMING, & PRESENTATIONS



Jerry Chlopek, Chair

Jerry worked for Cornhusker Public Power District for more than 40 years, retiring in 2009 as the utility's Operations Manager. A graduate of Genoa High School, Jerry served in the U.S. Marine Corps and the Army Reserve.

Counties Served: [Subdivision 9](#)

Term: 2021-2026 | **Years Served:** 14 (2009)

Phone: 402-564-6442 | **Email:** jchlopek@nppd.com
 3075 39th Avenue | Columbus, NE 68601



Wayne Williams, First Vice Chair

Residing near Central City, Wayne has been in the power industry for more

Board Guidelines

Committees

By-Laws

Strategic Directives

Governance Policies

NEBRASKA CENTER FOR ENERGY SCIENCES RESEARCH

NEBRASKA PUBLIC POWER DISTRICT
Align on what you need us to do

JANUARY 2023 | ISSUE 2

ENERGY CENTER CHRONICLES

PROGRESS THROUGH NCESR AND NPPD COLLABORATION

The Collaboration

The Nebraska Center for Energy Sciences Research (NCESR), chartered in 2006, is a collaboration between the Nebraska Public Power District (NPPD) and the University of Nebraska-Lincoln (UNL). NPPD provides funding for the NCESR. UNL Office of Research and Economic Development covers most of the Facilities and Administrative costs (F&A) for

Experiences of the 2022 Darrell J. Nelson Summer Undergraduate Interns

Eight summer interns, one faculty sponsor and the NCESR program coordinator traveled to the Cooper

endeavors throughout the rest of my undergraduate degree and beyond. I feel more comfortable with the


Social Media

Nebraska Public Power District
Published by Nppd Ann · September 29, 2022 ·

Nebraska Public Power District's RateWise Time-of-Use program puts time on your side...the savings side, that is.

By shifting your energy use – like doing laundry, running the dishwasher, or charging your electric vehicle – away from the hours of the day when electricity demand is at its peak, you could lower your electric bill.

Get RateWise. To learn more about NPPD's new time RateWise Time-of-Use program, visit nppd.com/ratewise. #NPPD #AlwaysThereWhenYouNeedUs #PublicPower #CommunityPowered



The graphic features a green background with the text "Powering your everyday, every day." in large white font. Below it, it says "Find out if our NEW RateWise Time-of-Use plan is right for your household." and "RateWise TIME-OF-USE". An illustration shows a person on a sofa, a person at a desk with a laptop, and a clock. A "LEARN MORE" button is at the bottom left.

Nebraska Public Power District
Published by Nppd Ann · December 30, 2022 ·

Baby, it's cold outside, but these babies will warm your heart! During 2022, NPPD welcomed many new members to its extended family, and they are officially stepping into the spotlight. As we close out the year, we share some of the adorable photos we've collected of the next generation of generation! Browse through the sweet album and start 2023 with a smile. #NPPD #PublicPower #AlwaysThereWhenYouNeedUs #nextgeneration



A collage of five photos of babies wearing white NPPD shirts. The top row shows two babies, and the bottom row shows three babies, one wearing a yellow hard hat and another with a blue bow.

Nebraska Public Power District
Published by Nppd Ann · September 22, 2022 ·

LOOK UP AND LOOK OUT FOR POWER LINES! The most important days of the season are still less important than your safety. So, always stay 20 feet away from power lines, never unfold equipment near them and use a spotter if needed. Everyone is counting on you to come home safe. For more ag safety tips, visit <https://nppd.com/farmsafety>
#LookUpLookOut #NPPD #AlwaysThereWhenYouNeedUs #PublicPower #CommunityPowered




The post features a background image of a green combine harvester in a field. A speech bubble from a profile picture of a family says: "Be safe out there today. LOOK up and LOOK out for power lines. We love you!" The text "Today 9:46 a.m." and "Message sent" are also visible.

2022 Top Facebook Posts


Nebraska Public Power District
Published by Nppd Ann · November 18, 2022 ·

On Tuesday at 2:49 p.m., our Cooper Nuclear Station (CNS) facility synchronized to the grid marking an end to the station's 32nd refueling outage and marking the beginning of CNS' 33rd operating cycle. THANK YOU to our teammates and supplemental workers for their teamwork and dedication on making this outage successful! #NPPD #AlwaysThereWhenYouNeedUs #PublicPower #CommunityPowered



Nebraska Public Power District
Published by Nppd Ann · October 24, 2022 ·

We are with those that have been affected by the recent fires. Below are photos of structures on the 345KV lines in the Superior / Guide Rock and Lancaster County areas that sustained fire damage. Teammates monitored the situation and were able to reroute power, so our customers didn't experience an outage through the fires and high winds. Our hearts go out to the many people across the great state of Nebraska affected by mother nature. Stay safe! #NPPD #AlwaysThereWhenYouNee... See more



Targeted Engagement Opportunities



THANK A
FARMER



Nebraska Public Power District
Always there when you need us

Together with your local public power utility.



Nebraska
LEAD Program[®]
Nebraska Agricultural Leadership Council

NEBRASKA
Open Since 1992
WELLS FARGO

- Thank a Farmer Safety Campaign
- Arbor Day – Tree Line USA
- Nebraska Open
- Tours

Integrated Resource Plan

- 4 In-person Meetings and 1 Virtual with Statewide Screening Locations



Your feedback
POWERS US
CLICK NOW to learn about our energy planning process and how to provide feedback

Customer Web Portal



Nebraska Public Power District
Sponsored

We are going through our Integrated Resource Planning (IRP) process. This process will provide specifics for potential ...See more

Your feedback
POWERS US
FOUR WAYS you can learn about our IRP process and how to provide feedback

- Attend an in-person meeting
- Attend a virtual meeting
- Watch the virtual meeting
- Watch a recorded meeting

nppd.com
Integrated Resource Planning
Learn more

30 2 comments 5 shares

Digital Ads



YOUR FEEDBACK POWERS US

Nebraska Public Power District is going through its Integrated Resource Planning (IRP) process. This process will provide specifics for potential paths forward to meet the projected energy demand to ensure reliable, resilient, affordable, and sustainable service for our customers. Public feedback is a vital part of this process.

FOUR WAYS TO LEARN ABOUT OUR IRP AND SHARE FEEDBACK

- Attend an in-person meeting**
- Tuesday, March 21 in Kearney**
6-8 p.m. CST | Holiday Inn
 - Wednesday, March 22 in North Platte**
6-8 p.m. CST | Best Western Plus Hotel
 - Thursday, March 23 in York**
6-8 p.m. CST | Holthus Convention Center
 - Tuesday, March 28 in Norfolk**
6-8 p.m. CST | Divots Conference Center

- Attend a virtual meeting**
- NPPD teammates will present virtually. The public can watch and participate at one of the meeting locations below.
- Wednesday March 29**
6-8 p.m. CST
 - Ainsworth | City Office
 - Plattsmouth | NPPD Office
 - Scottsbluff | NPPD Office
 - Chadron | NPPD Office
 - McCook | Cobblestone Inn
 - Auburn | Sheridan Training Center
 - Columbus | Nebraska Public Power District General Office
 - Broken Bow | Custer Public Power District Office
 - Hartington | Cedar-Knox Public Power District Office

- Watch virtually**
You can participate by logging in using a computer or mobile device.
March 29 6-8 p.m. CST
- Watch a recording**
A recording of the virtual meeting will be posted for viewing.
March 30

To learn more, please visit nppd.com/irp



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nppd.com | 877.ASK.NPPD

Print Ads

Engagement at Public Events



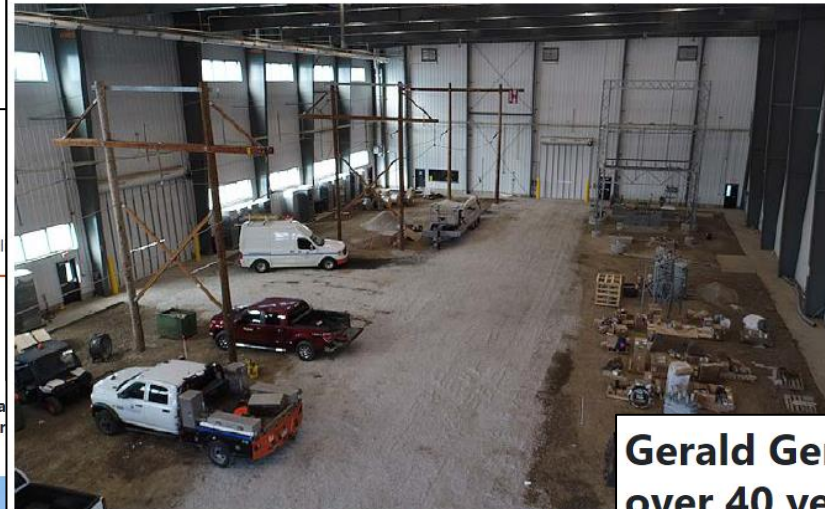
- Nebraska State Fair
- Husker Harvest Days

- Home Shows
- Parades & Sporting Events

Media

Nebraska Utility Invests in New Training Facility

The multimillion-dollar facility enables Nebraska Public Power District to train on real-world scenarios in a controlled environment.



The training center, shown here under construction, includes a set of 115kV H frame and would eventually feature a set of 69kV structures along the right side of the facility. The facility is connected to a conference room and substation panel door, seen here in the back left of the photo

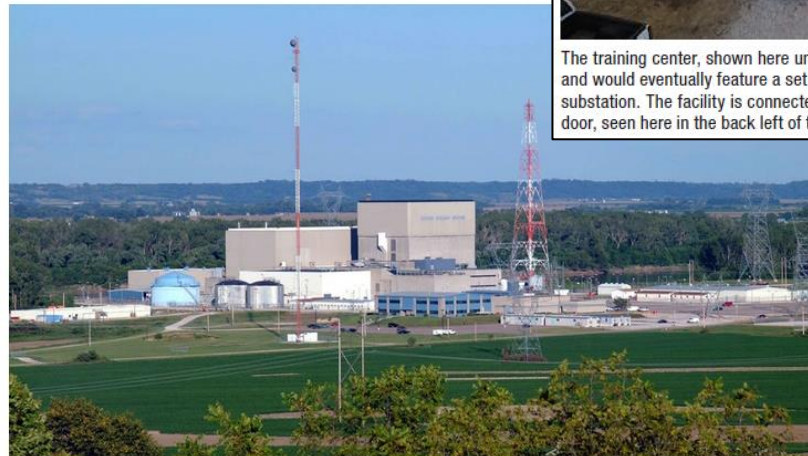


Energy & Environment | **New Nuclear** | Regulation & Safety | Nuclear Policy

Nebraska begins SMR siting study

16 January 2023

Nebraska Public Power District (NPPD) - operator of the Cooper nuclear power plant - has begun a process to identify sites that have the potential to host small modular reactors (SMRs) using state-allocated funding for the study.



Cooper (Image: NPPD)

The State of Nebraska allocated USD1 million of funding under the American Rescue Plan Act - a wide-ranging economic stimulus package signed into law in 2021 to support the USA's recovery from the effects of the COVID pandemic and the ongoing recession - to complete a siting study for SMRs.

Applicants for the Nuclear Plant Siting Feasibility Study Program were required to own or operate a nuclear power plant in Nebraska. NPPD said its application for funding was approved by the Nebraska Department of Economic Development on January 6: Cooper is the state's only currently operating nuclear power plant.

News Releases

- 5/25/2023 [Clean, Drain, Dry, before boating on NPPD Waterways](#)
Columbus, Neb. - Summer fun is getting under way, and Nebraska Public Power District (NPPD) wants lake goers to remember the importance of preventing the spread of invasive species before taking their boat back out on the water.
- 5/22/2023 [NPPD earns third consecutive Diamond RP3 designation](#)
Columbus, Neb. - Nebraska Public Power District (NPPD) has earned its third consecutive Diamond Level Reliable Public Power Provider (RP3) designation from the American Public Power Association for providing reliable and safe electric service.
- 5/17/2023 [NPPD announces final line route for Kearney Power Project](#)
Columbus, Neb. - Nebraska Public Power District (NPPD) has finalized the route for the Kearney Power Project, which will provide a necessary path for a new 115 kilovolt (kV) transmission line between two local substations.
- 5/17/2023 [NPPD announces final line route for Scottsbluff Power Project](#)
Columbus, Neb. - Nebraska Public Power District (NPPD) has finalized the route for the Scottsbluff Power Project, which will consist of a new 115 kilovolt (kV) transmission line between the areas two load serving substations.
- 5/12/2023 [Powerline safety important during spring planting](#)
Columbus, Neb. - Farmers are getting back in the field for spring planting season and Nebraska Public Power District (NPPD) is asking equipment operators to look up and look out for powerlines.
- 4/28/2023 [NPPD celebrating Arbor Day in Loup City](#)
Columbus, Neb. - Nebraska Public Power District (NPPD) will be celebrating Arbor Day by planting ten trees in Loup City.

Gerald Gentleman, providing reliable energy for over 40 years

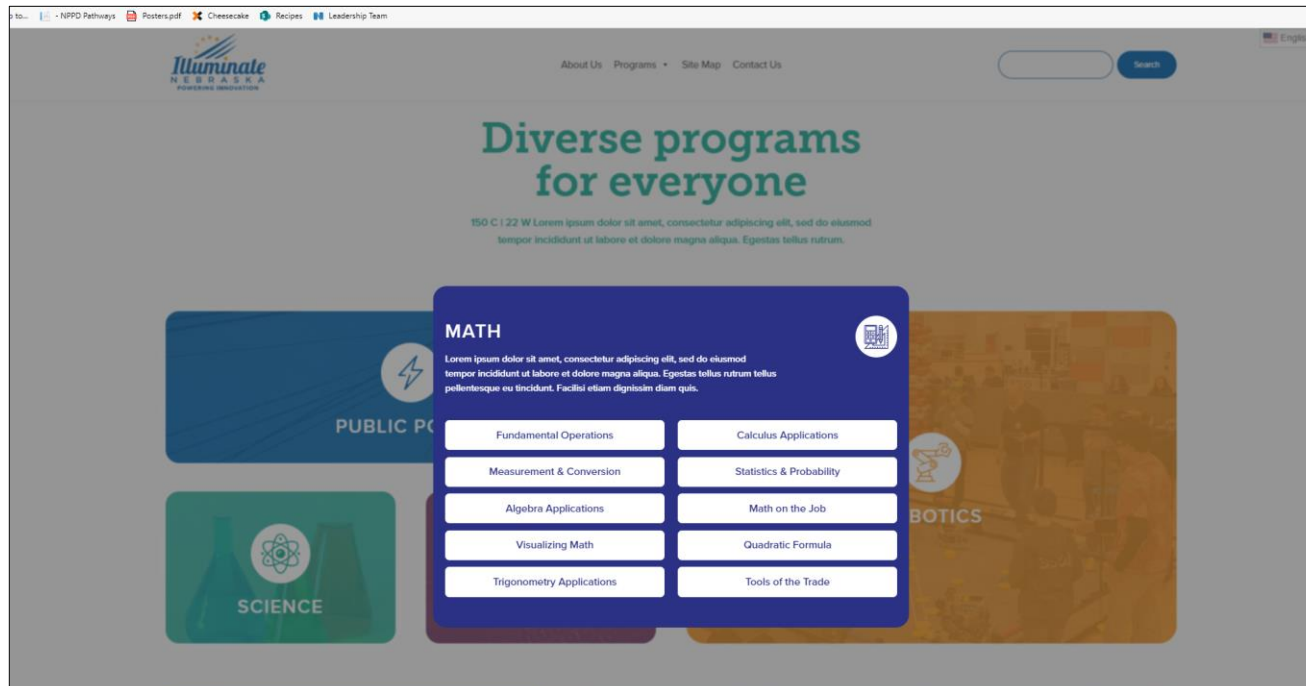


GERALD GENTLEMAN
THE PEOPLE INSIDE ENSURING ENERGY FOR NEBRASKA



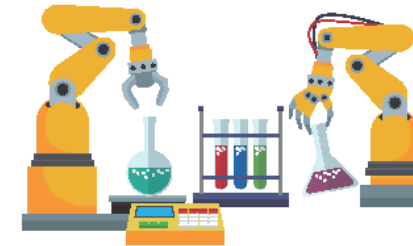
Energy Education

- STEM Program
 - Website
 - STEM Content
 - Challenges
 - In-person Education



SENSORS TYPES OF SENSORS

CONCEPT Robots were invented to make human lives easier. Robots help us by doing many different tasks, using sensors to replace human senses.



BACKGROUND

Robots were originally used for dirty, dull and dangerous jobs; such as working in mines, doing repetitive tasks and working with dangerous chemicals. At the inception, people worked alongside them to control each task. Now robots are used for many functions that make our lives easier. They are programmed to do tasks without people controlling them by using sensors to give them the information they need to complete their tasks.

EXAMPLES

SENSOR TYPES INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:

PROXIMITY SENSOR

- Uses LED beams or uses sound vibration to measure distance.

CONTACT SENSOR

- Used for the robot to avoid obstacles.

PRESSURE SENSORS

- Used for sensitivity to touch or force.

NAVIGATION / POSITIONING SENSORS

- Used to approximate the position of a robot.

TEMPERATURE SENSOR

- Provide voltage difference for a change in temperature.

SOUND SENSOR

- Detects sound and returns a voltage proportional to the sound level. A simple robot can be designed to navigate based on the sound it receives.

LIGHT SENSORS

- Used to detect light and create a voltage difference. The two main light sensors generally used in robots are Photoresistor and Photovoltaic cells.



Creative Collateral

Let us help you get
ENERGYWISESM
 Nebraska's public power utilities offer many EnergyWiseSM incentives, rebates, tips, and tools designed to help you **USE LESS. SPEND LESS. DO MORE.**



INCENTIVES FOR YOUR HOME



INCENTIVES FOR YOUR BUSINESS



INCENTIVES FOR YOUR AG OPERATION



INCENTIVES FOR YOUR LAWN & GARDEN

Visit EnergyWiseNebraska.com, or contact your local utility.

Be scam smart



WHAT WE DON'T DO:

- Text customers demanding payment
- Call customers demanding payment
- Show up at our customers' door demanding payment
- Direct message customers on social media demanding payment

WHAT WE DO:

- Send notices in the mail regarding account status
- Send messages through our online web portal, if enrolled

If you think you've been contacted by a scammer, call 1-877-ASK-NPPD.

For more information, visit nppd.com/scams



100% Public Power = High Reliability

Uniquely Nebraska, Unusually Proud

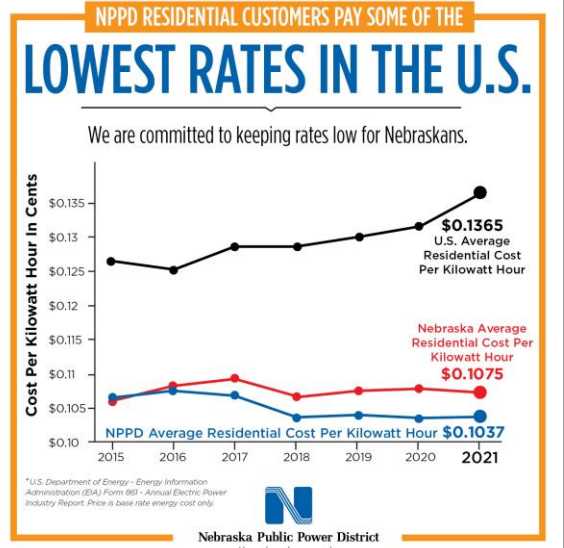
OUR FUTURE GENERATION MIX: Piecing together the puzzle
 A MESSAGE FROM THE PRESIDENT & CEO

ENERGY INSIGHT
 Current news from Nebraska Public Power District

Nebraska Public Power District
 Always there when you need us

Kearney Power Project

Open House and Public Hearing



POWERING YOUR EVERYDAY, EVERY DAY.
Spotlight

MEET TOMAS

CUSTOMER SERVICES LEADER

I place a high priority on our customer service by ensuring our customers continue to receive the outstanding service they have come to expect from NPPD.

2022 FINANCIAL REPORT

NOW AVAILABLE

2022 Financial Report

POWER OF PEOPLE



THE POWER OF PEOPLE



Questions

Stay connected with us.



Nebraska Public Power District
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