



# Review of Strategic Directive BP-SD-07 Public Relations

THE  
**POWER OF  
PEOPLE**

NPPD Board of Directors Meeting  
Strategic Session  
June 2024

Heidi Elliott, Corporate Communications  
and Public Relations Manager



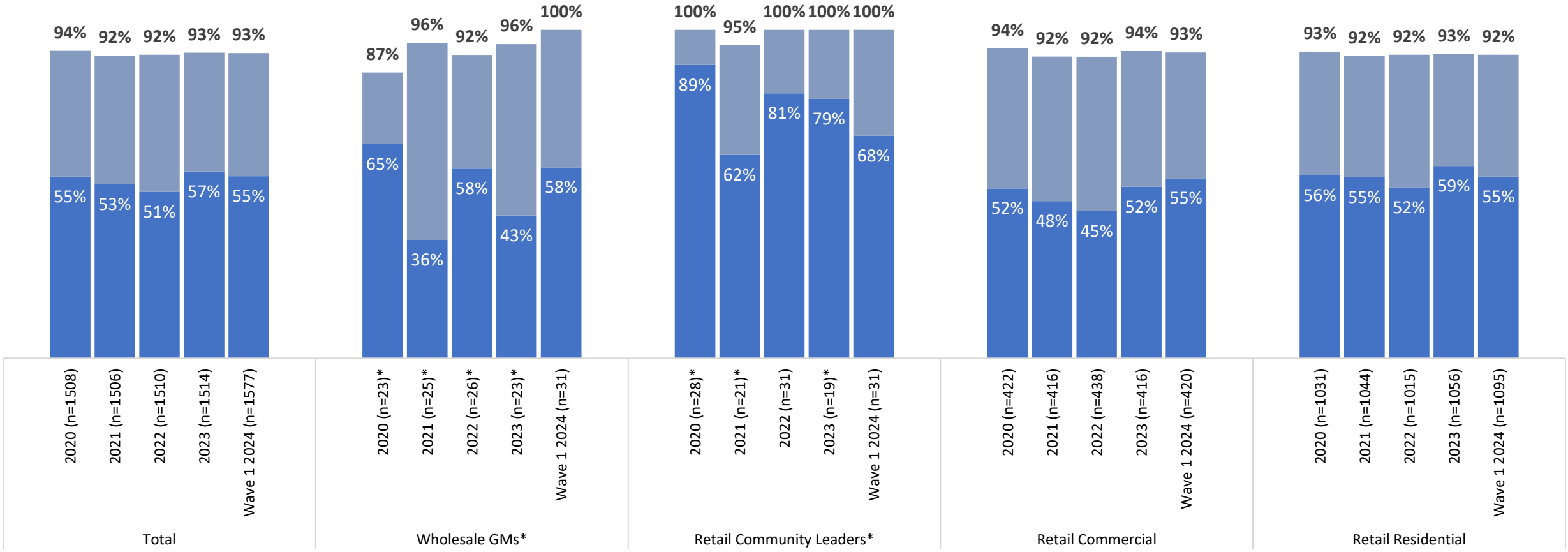
# Strategic Directive BP-SD-07

- Nebraska Public Power District (NPPD) is **committed to educating customers 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% of high 'Good' or 'Excellent' public perception ratings in its annual reputation survey.

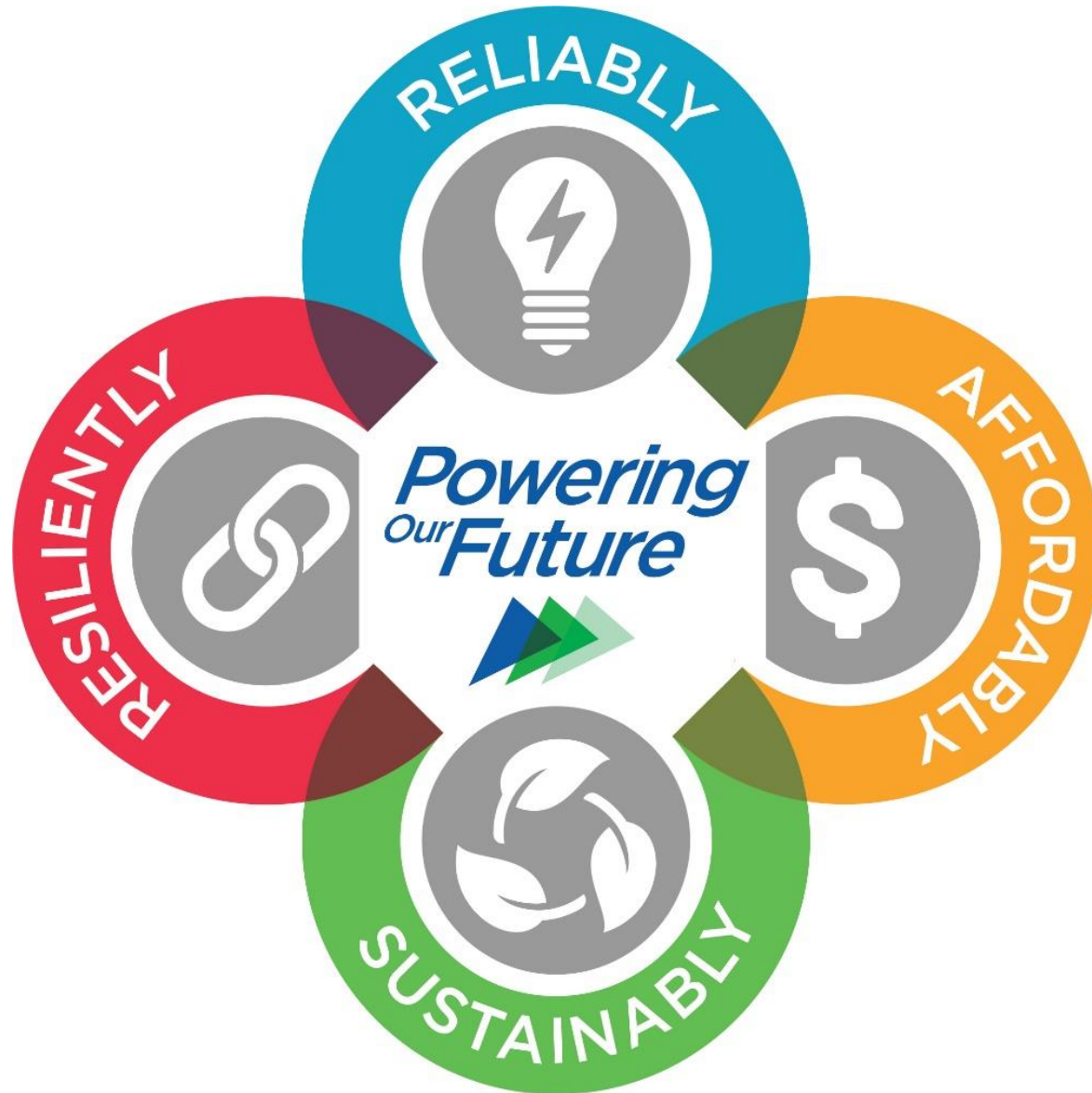
# Perception of NPPD's reputation continues to remain positive, with at least nine out of ten respondents giving NPPD a "good" or "excellent" rating.

## NPPD REPUTATION

■ % Excellent ■ % Good/Excellent



\*Small sample sizes. View results with caution.  
No significant differences at the 95% confidence level in Wave 1 2024 compared to 2023.  
Q5A. Overall, how would you rate the reputation of Nebraska Public Power District?



# Staying Connected with Teammates

SharePoint Search this site

Nebraska Public Power District

## Energy Zone

Home Newsroom Corporate Info HR Hub Security Hub Sites Directory I Need To: Not fol

**Safer Together** Every Time. Return home in the same form you went to work. Use the Hierarchy of Controls to identify and avoid hazards

**005** days worked safely

**safety alert** 1/10/2024

**Lessons Learned**  Problem  Opportunity

**Current Generation Mix**

Legend: nuclear, coal, oil/gas, wind, hydro, solar

[SPP Market Current Generation Eval Sources](#)  
[SPP LMP Contour Pricing Map](#)  
[Wind Watch](#)

**In The Zone...**

**Space Heater Safety**

Transmission	17	2
Distribution	0	0
Customers	0	0

[SPP Current Grid Conditions](#)  
[Emergency Restoration Plan](#)

**Powering Our Future**

**2023 STRATEGIC INSIGHT MAP AND UNIT SCORECARDS**

SYSTEM

2273.6 / 3157

Our Total Generation (1/15)

2091



SharePoint Search in SharePoint

## ENERGY Zone

ET HELP MY LINKS PHONEBOOK

Work Tools & Resources Career & Life Safety About Us News

**Want to develop meaningful 2024 goals? (Read this!)**

**Space heater safety**

**CEO Blog: Low costs and our commitment to customers**

**At a Glance**

- Physical Security Levels
- Cyber Security Levels
- Outage Status
- System Status Printout
- Financial Information
- Surplus/Deficit Information

**Welcome to the new and improved Energy Zone!**

Click to discover the features available to teammates

[Take a tour](#)

# Staying Connected with Customers

**NEBRASKA PUBLIC POWER DISTRICT**  
**CURRENTS**  
 We are a premier energy provider bringing the best of public power to Nebraskans, powering everyday life and a brighter future.

**SPRING 2024**

**Reliable electrical grid is crucial**



**Craig Vincent**  
Retail Account Manager

Welcome to the spring issue of our customer newsletter! I am a 44-year veteran worker for NPPD and a retail account manager based out of NPPD's Plattsmouth office. I can honestly say working for NPPD has been a career I'm proud of, and I genuinely believe NPPD stands behind its slogan of "Always There When You Need Us."

The recent cold snap in January is just one example. It gave me a reason to reflect on my career and how thankful I am to be a part of NPPD and public power. Frigid temperatures and snow in January could have been detrimental for customers. However, credit goes out to NPPD's teammates, our robust and diverse energy profile, and our reliable energy grid, which kept the lights on for our stakeholders across Nebraska.

NPPD knows a strong electric system is critical for our customers. We continue to focus on controlling expenses which allows us to make reliability a top priority and helps keep our rates stable. You may have noticed an increase in your February bill, likely because of increased power consumption during the cold snap, not because of increased base rates.

No matter the temperature, I encourage customers to consume electricity wisely. Visit NPPD.com to find a wealth of valuable information, including tips for saving energy, information on available incentives when purchasing new appliances, lawn and garden tools, and heating and cooling units, to name a few. You will also find simple everyday savings information, such as the importance of lowering your thermostat, keeping your filters clean, and more.

"In closing, I encourage you to learn about NPPD by downloading our mobile application, "NPPD On The Go" from an App store or visiting our customer portal." You can also follow us on social media and nppd.com for the latest

**Reputation Research Survey coming soon**

Beginning in March, NPPD will conduct the eighth annual Reputation Research Survey. This brief survey intends to gather opinions from NPPD's retail and wholesale customers to track their perception of NPPD.

Your survey feedback is essential and will help us determine a path for future success as your electric utility provider.

Surveys will be distributed via email and or phone call from The MSR Group, and the sender's email address will be survey@msrgroupsurvey.com. MSR will send surveys in several waves throughout the month, and participants will have until April to complete them.

**CONTACT US AT THIS NUMBER.**

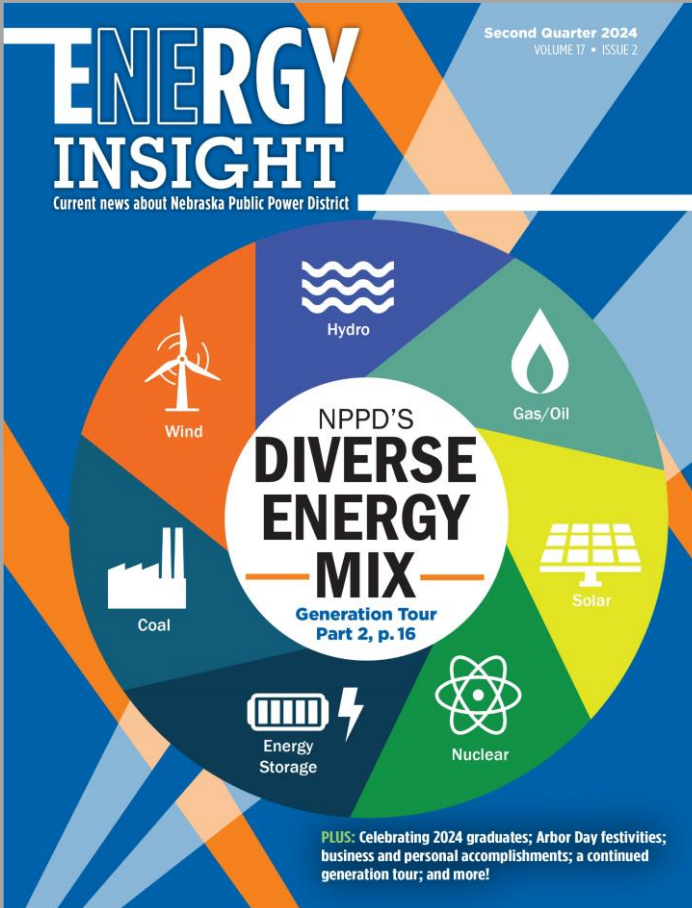
**SCAM**

**FACT:** The ONLY way to contact an NPPD Customer Service Specialist or a local office is by calling 1-877-275-6773 (ASK-NPPD). If you see a different phone number, especially when doing a web search, a scammer is

**ENERGY INSIGHT**  
 Current news about Nebraska Public Power District

Second Quarter 2024  
 VOLUME 17 • ISSUE 2

**NPPD'S DIVERSE ENERGY MIX**  
 Generation Tour Part 2, p. 16



**PLUS:** Celebrating 2024 graduates; Arbor Day festivities; business and personal accomplishments; a continued generation tour; and more!

**READ THE LATEST ISSUE OF**

**ENERGY**

**CENTER**

**Chronicles**

**NEBRASKA CENTER FOR ENERGY SCIENCES RESEARCH**

**Nebraska Public Power District**  
 Always there when you need us

# Staying Connected with Customers

The screenshot shows the 'Customer Connection' portal. At the top, there's a navigation bar with 'Discussions', 'Customize My Profile', 'Contact Us', and 'Logout'. A main banner reads 'It's Billable Demand Season' with a 'CLICK to view NPPD contact list >>' button. Below this is a menu with 'HOME', 'COMMUNICATIONS TOOLKIT', 'LOAD FORECASTING', 'SUBT-TRANS', 'RATES', 'SERVICES', and 'QLG'. The main content area is divided into sections: 'Demand Waiver' (with a table of billable demand hours), 'EnergyWise' (with links for EETS, Beneficial Electrification, Reserve EV Programs, and Related Information), and 'System Load' (with a 'current load:' indicator). A 'what's new' section highlights '2024 Demand Waiver Information' and '2024 Billable Demand Groups Billable Demand Contacts'. A 'NPPD Generation Mix (updated every minute)' pie chart is shown with a legend for nuclear, coal, oil/gas, wind, hydro, and solar.

## CEO Blog



### 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

April 1, 2024

New growth is a thing to behold. We experience it this time of year as the world outside greens up, and plants begin to bud and put forth leaves. So, it seems fitting that as winter yields to spring, NPPD is pursuing the addition of new generation to meet the growing electrical needs of our customers.

[Read more](#)



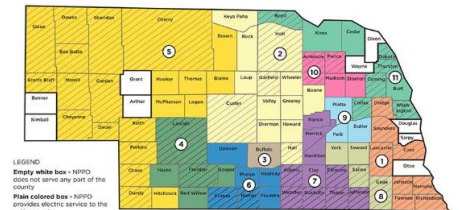
## Our Board of Directors

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



The advertisement features the NPPD logo and the text 'Accounts & Billing', 'Save Money', 'In Your Neighborhood', 'Powering Nebraska', and 'Outages & Safety'. The main headline is 'TURN TIME INTO SAVINGS' with the sub-headline 'See if RateWise Time-of-Use is right for you'. An illustration shows a man in a yellow shirt kneeling next to a white washing machine. A clock icon is positioned above the man. A 'More >' button is at the bottom.



### 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](mailto: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](#)

# Targeted Engagement Opportunities

What's the **COOLEST THING MADE IN NEBRASKA**

POWERED BY **NECHAMBER** AND **Nebraska Public Power District**

**NOMINATE YOUR FAVORITE TODAY!**

Nominations Accepted August 1 - 18, 2023

Nebraska Public Power District  
Always there when you need us

**A regional leader in CARBON-FREE GENERATION**  
Reliable, Affordable & Sustainable

**62% CARBON-FREE**

COMMUNITY SOLAR  
ENERGY SAVING INCENTIVES  
ECONOMIC DEVELOPMENT  
MOBILE-FRIENDLY VIEW  
SMART STATE COLLABORATION  
EV ADVANCEMENTS

Nebraska Public Power District  
Always There When You Need Us



**LOOK UP & LOOK OUT FOR POWER LINES**

Nebraska Public Power District  
Together with your local public power utility.





# Engagement at Public Events



# Targeted Engagement Opportunities

**PUBLIC POWER'S**  
**Powered**  
*by Pie*  
**Giveaway**

A TASTY THANK YOU  
TO OUR CUSTOMERS

↓ **Enter Now** ↓

**Ranked #1**  
**in U.S. grid**  
**reliability**

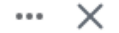
**Ranked #5** for  
**lowest overall**  
**rates in the U.S.**

# Social Media



Nebraska Public Power District

Sponsored · 🌐



Affordable electricity benefits all Nebraskans. Being served electrically by not-for-profit public power utilities means you only pay what it costs to generate and deliver electricity to your homes, farms, or businesses. As you can see, public power remains a great value in this state. #NPPD #PublicPower



Nebraska Public Power District

Published by Nppd Ann · January 15, 2023 · 🌐

Our iconic yellow hard hat is not just a part of our daily attire. This hat is a dominant representation of safety amongst our dedicated teammates who are proud to go everyday, every day. #NationalHatDay #NPPD #AlwaysThereWhenYouNeedUs #CommunityPowered

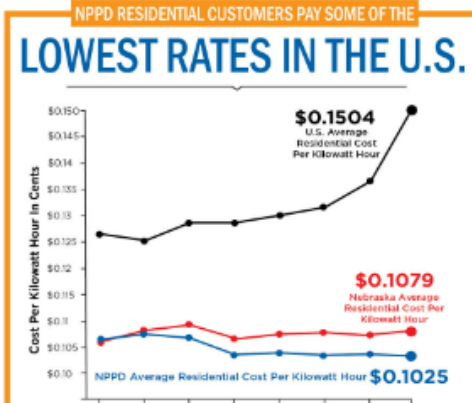


Nebraska Public Power District

Published by Nppd Ann · May 4, 2023 · 🌐

"What do you want to be when you grow up?" A lineman!

This week, several of our fellow Norfolk teammates introduced and inspired students to the opportunities in the electric utility industry during the 2nd annual Norfolk Jr High School Career Day. #NPPD #AlwaysThereWhenYouNeedUs #PublicPower #CommunityPowered



**ALWAYS HERE TO KEEP RATES LOW**

2022 TOP TEN STATES AVERAGE COST PER KILOWATT HOUR FOR HOMEOWNERS

Ranking	State	Cents per kWh
1	Washington	\$0.1025
2	Idaho	\$0.1037
3	Nebraska	\$0.1079
4	Utah	\$0.1084
5	North Dakota	\$0.1091
6	Wyoming	\$0.1108
7	Montana	\$0.1133
8	Oregon	\$0.1142
9	North Carolina	\$0.1161

NPPD Residential Rate: \$0.1025



Nebraska Public Power District

Learn more

Nebraska Public Power District

Learn more

# 2023 Top Facebook Posts

 **Nebraska Public Power District**  
Published by Nppd Ann · April 18, 2023

Today, we celebrate the hard-working men and women who keep the power on for our communities. Rain or shine, day or night, lineworkers climb to great heights to ensure our homes and businesses stay lit. Thank you for your dedication and commitment to keeping the lights on!

#LineworkerAppreciationDay #ThankALineworker #NPPD #PublicPower



 **Nebraska Public Power District**  
Published by Nppd Ann · January 26, 2023

Our Cooper Nuclear Station (CNS) is proud to recognize its newest class of Nuclear Plant Reactor Operators licensed by the United States Nuclear Regulatory Commission (NRC). Before the NRC licenses an individual to operate or supervise the controls of a commercial nuclear power reactor, applicants must complete extensive training and pass rigorous examinations. This 18-month program consists of classroom lectures, simulator training and evaluations, on-the-job training in the main control room, and examinations. Congratulations on this incredible accomplishment!

#NPPD #AlwaysThereWhenYouNeedUs #PublicPower #CommunityPowered



See insights and ads

Boost post

# Media

## News Releases

5/21/2024 [Emergent outage planned May 28 & 29 for customers in Boyd County, parts of Holt and Knox Counties](#)

Columbus, Neb. – Columbus, Neb. – Two planned outages will take place from 1 p.m. to 5 p.m. for customers in Boyd County as well as parts of Holt and Knox Counties on May 28

5/10/2024 [NPPD to remove vegetation from north section of Sutherland Canal](#)

Columbus, Neb. – Nebraska Public Power District (NPPD) will be completing work next week to remove vegetation from the Sutherland Canal to improve water flows.

4/29/2024 [Look up](#)  
Columbu  
look up a

### Nebraska Public Power District provides power outage safety tips for major snow storm

4/25/2024 [Kearney](#)  
Columbu  
approxin

4/22/2024 [NPPD c](#)  
Columbu  
planting



## The Historic Hydro Plants at Nebraska Public Power District



hydro facility.



Small Modular Reactor News, Supply Chain Challenges Addressed

Public Power Now



00:00 | 24:28



1x More Info Share

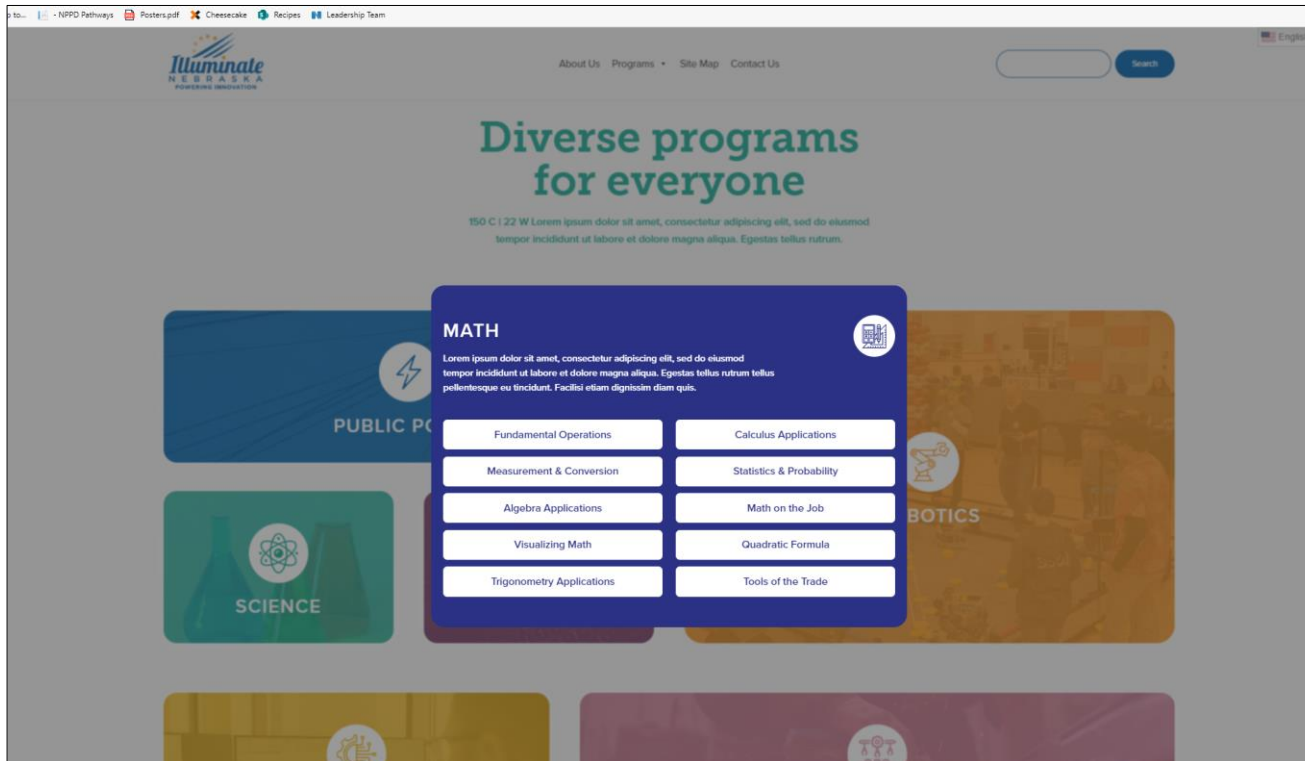
Small Modular Reactor News, Supply Chain Challenges Addressed by NPPD CEO Tom Kent


24:28

# Energy Education

## STEM Program


- Website, STEM Content & Challenges
- In-person Education & Opportunities
- Teacher Professional Development Workshop / Train the Trainer





### 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.

**The job or jobs the robot will perform will determine the sensors it will need to accomplish the tasks.**



hate.nppd.com

# Creative Collateral

Let us help you get **ENERGYWISE**<sup>SM</sup>

Nebraska's public power utilities offer many EnergyWise<sup>SM</sup> 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](http://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](http://nppd.com/scams)

**Nebraska Public Power District**  
Always there when you need us



## 100% Public Power = Local Control

**PUBLIC POWER**  
**POWERING OUR STATE**  
**EMPOWERING YOUR LIFE**

### A GROWTH MINDSET

helps us tackle 2024 foundational goals

**MESSAGE FROM THE PRESIDENT & CEO**

**Enhance the Customer Experience.**

**Carbon Business Risk and Resilience.**

**Water System Efficiency.**

**LENDING A HAND and a bucket**

**ENERGY INSIGHT**

**Nebraska Public Power District**  
Always there when you need us

## 2023 Financial Report

**NOW AVAILABLE**



**Nebraska Public Power District**  
Always there when you need us

ALWAYS HERE TO

## KEEP RATES AFFORDABLE



### 11-STRAIGHT YEARS

of stable base rates for customers in communities served by NPPD

**Nebraska Public Power District**  
Always there when you need us

**Nebraska Public Power District**  
Always there when you need us


## WE HAVE AN APP FOR THAT.

DOWNLOAD NPPD'S **FREE** MOBILE APP.

- Pay your bill and manage your account
- Report a power outage
- Monitor your energy usage
- Connect with customer service

Search **"NPPD ON THE GO!"** in your favorite app store today.

Available on the **App Store** and **ANDROID APP ON Google play**



## Public Hearing

**Thursday, October 12, 2023 - 2 p.m. CDT**  
**NPPD General Office**  
**1414 15th Street, Columbus, NE**

NPPD's Board of Directors will hold a public hearing to gather input on two proposed retail service standards in the federal Public Utility Regulatory Policies Act (PURPA). NPPD is required by PURPA to consider and determine whether to adopt the standards. Standards under consideration include:

- Demand Response Practices**  
Requires each utility to promote the use of demand response practices by customers to reduce electricity consumption during periods of unusually high demand.
- Electric Vehicle (EV) Charging Programs**

# Advertising Success

There's no greater reward than a job well done.

A caretaker of the land. A trusted member of the community. These responsibilities can't be faked, nor are they for the faint of heart. But there is a great deal of satisfaction at the end of each day. At NPPD, we put in a lot of hard work - to protect our state's natural resources, empower the communities we serve, and better the quality of life for all Nebraskans. It's a responsibility we take very seriously and one we couldn't be more proud of.

nppd.com | (877) ASK-NPPD

POWERING OUR STATE  
EMPOWERING YOUR LIFE

We all put customers first.

Sometimes the hardest jobs are the most important.

Long hours. Busy days. Late nights. There are plenty of jobs that fit that description. And some days are harder than others. But when you know that what you're doing is making a difference in someone's life, that keeps you going. At NPPD, the pride we feel at the end of a long day, knowing we helped keep your lights on and your power reliable, that's what makes our job all the more worth it.

nppd.com | (877) ASK-NPPD

Nebraska Public Power District  
Always there when you need us  
Together with your local public power utility

Start a career that powers your community.

LEARN MORE

Nebraska Public Power District

An engineering career you can be proud of.

LEARN MORE

Nebraska Public Power District

The most reliable service at a low cost.

LEARN MORE

Nebraska Public Power District





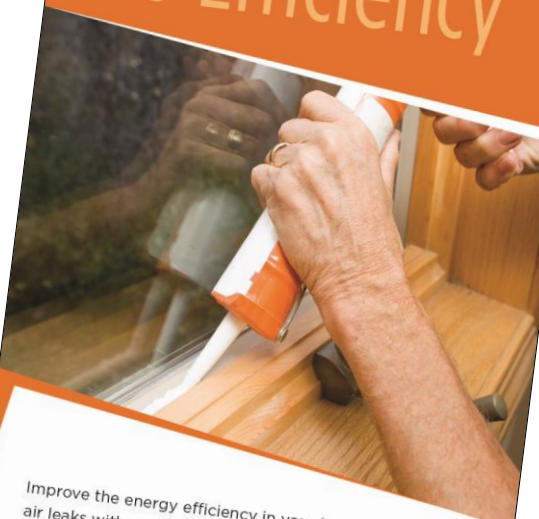
# Continued Omnichannel Delivery

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



# Wholesale Co-op Advertising Program

## Fill The Gap to Efficiency



Improve the energy efficiency in your home by sealing air leaks with weather stripping or caulk. Not only will this keep your home comfortable, but it can produce substantial savings on your energy bill.

In partnership with our supplier, Nebraska Public Power District.

## Know what's Below. Call 811.



One simple call to 811 before tackling your next digging project can help protect you from injury and expense. This free service locates all underground public utilities and keeps you and your neighbors safe.

In partnership with our supplier, Nebraska Public Power District.

## Protect Yourself From Utility Scams



Never fall victim to a utility scam! If you receive an urgent call requiring immediate action to prevent disconnect of your electric service, hang up the phone and call our local utility.

In partnership with our supplier, Nebraska Public Power District.

## Plant Safely This Season



As you prepare for planting season, don't forget to plan for safety. There are many aspects to safety on the farm, but electrical safety is often overlooked.

In partnership with our supplier, Nebraska Public Power District.



# THE POWER OF PEOPLE



## Questions

Stay connected with us.



**Nebraska Public Power District**  
*Always there when you need us*