



Mollhoff/Olson

**RESOLUTION NO. 6538**

**WHEREAS**, the Board of Directors has determined it is in the best interest of the District, its employees, and its customer-owners to establish written policies that describe and document OPPD's corporate governance principles and procedures; and

**WHEREAS**, each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process; and

**WHEREAS**, the Board's Public Information Committee (the "Committee") is responsible for evaluating Board Policy SD-11: Economic Development on an annual basis. The Committee has reviewed the 2022 SD-11: Economic Development Monitoring Report and finds OPPD to be sufficiently in compliance with the policy as stated.

**NOW, THEREFORE, BE IT RESOLVED** that the Board of Directors of Omaha Public Power District accepts the 2022 SD-11: Economic Development Monitoring Report, in the form as set forth on Exhibit A attached hereto and made a part hereof, and finds OPPD to be sufficiently in compliance with the policy as stated.



# Board Action

## BOARD OF DIRECTORS

November 15, 2022

### ITEM

SD-11: Economic Development Monitoring Report

### PURPOSE

To ensure full Board review, discussion and acceptance of SD-11: Economic Development Monitoring Report.

### FACTS

- a. The first set of Board policies was approved by the Board on July 16, 2015. A second set of Board policies was approved by the Board on October 15, 2015.
- b. Each policy was evaluated and assigned to the appropriate Board Committee for oversight of the monitoring process.
- c. The Public Information Committee is responsible for evaluating Board Policy SD-11: Economic Development.
- d. The Public Information Committee has reviewed the SD-11: Economic Development Monitoring Report, as outlined on Exhibit A, and is recommending that OPPD be found to be sufficiently in compliance with the policy as stated.

### ACTION

The Public Information Committee recommends Board approval of the 2022 SD-11: Economic Development Monitoring Report.

#### RECOMMENDED:

DocuSigned by:

Lisa A. Olson

Vice President – Public Affairs

#### APPROVED FOR BOARD CONSIDERATION:

DocuSigned by:

L. Javier Fernandez

President and Chief Executive Officer

LAO:jlm

#### Attachments:


Exhibit A – Monitoring Report  
Resolution



# Monitoring Report: SD11: Economic Development Public Information Committee

Lisa Olson, Vice President – Public Affairs

# Significant Revisions Adopted by the Board June 2022

	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>		<b>Category:</b> Strategic Direction
	<b>Policy No. and Name:</b> SD-11: Economic Development		<b>Monitoring Method:</b> Public Information Committee Board Report
			<b>Frequency:</b> Annually
	<b>Date of Approval:</b> July 16, 2015		<b>Resolution No.:</b> 6070


~~Economic prosperity is foundational to cultivating vibrant and thriving communities we serve. OPPD's strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing business customers to expand. Promoting economic growth and vitality through the production of affordable, reliable, and environmentally sensitive energy is key to the success of OPPD. Therefore, OPPD shall exercise strategic leadership and actively participate in regional economic development.~~

~~Specifically, Therefore, OPPD shall exercise leadership and participate in economic development to:~~

~~— Exercise leadership and participate in economic development to cultivate the growth.~~

- ~~• Attract, retain and expand business to generate revenue for in the District through the attraction of new business and the retention and expansion of existing businesses, and by fostering economic growth in our communities.~~
- ~~• Align and maintain leadership with regards to economic development activities with local, regional, and statewide initiatives.~~
- ~~— Serve as a trusted partner to local leaders by providing leadership on local, regional and statewide initiatives and activities in economic development, including workforce and community needs~~
- ~~• Promote innovation while maintaining rate affordability, aligned with SD-2, by offering economic programs or rates.~~
- ~~• Offer, educate and promote innovative tools, resources, programs or rates to educate our business customer owners and that support economic growth, sustainability, cost savings or vitality.~~
- ~~• Assist with site development to plan or best optimize our energy system by carrying out site due diligence and marketing efforts for large businesses and industrial customer-owners.~~
- ~~• Give periodic updates to the Board on economic development projects.~~



	<b>OMAHA PUBLIC POWER DISTRICT Board Policy</b>		<b>Category:</b> Strategic Direction
	<b>Policy No. and Name:</b> SD-11: Economic Development		<b>Monitoring Method:</b> Public Information Committee Board Report
			<b>Frequency:</b> Annually
	<b>Date of Approval:</b> July 16, 2015 [insert date]		<b>Resolution No.:</b> 6070 65xx

Economic prosperity is foundational to cultivating vibrant and thriving communities we serve. OPPD's strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing business customers to expand.

Therefore, OPPD shall exercise leadership and participate in economic development to:

- Attract, retain and expand businesses
- Serve as a trusted partner to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs
- Offer and promote innovative tools, resources, programs or rates to educate our business customer owners and support economic growth, sustainability, cost savings or vitality
- Assist with site development to plan or best optimize our energy system by carrying out site due diligence and marketing efforts for businesses and industrial customer-owners

# SD11: Economic Development\*

Economic prosperity is foundational to cultivating the vibrant and thriving communities we serve. OPPD's strategic leadership and active participation in regional economic development initiatives will create a favorable environment to attract new business and help existing business customers to expand. Therefore, OPPD shall exercise leadership and participate in economic development to:



Attract, retain and expand businesses.



Serve as a trusted partner to local leaders on local, regional and statewide initiatives and activities in economic development, including workforce and community needs.



Offer and promote innovative tools, resources, programs or rates to educate our business customer owners and support economic growth, sustainability, cost savings or vitality.



Assist with site development to plan or best optimize our energy system by carrying out site due diligence and marketing efforts for businesses and industrial customer-owners

# Responding to business interests and needs



**Field requests** from brokers, site selectors, businesses (small, medium and large businesses, both new and existing customers), community leaders and economic development organizations



**Provide information** about workforce, utilities, real estate, logistics, supply chain, programs, incentives (local/state), and regulatory environment



**Respond to real estate inquiries** for commercial space, redevelopment, greenfield development, existing industrial buildings



**Assist with challenges** regarding available workforce and supply chain issues



**Serving increased interest** in OPPD's renewables portfolio



**Provide infrastructure engineering and design** information in coordination with Energy Delivery, Systems Transformation, Customer Sales & Service and Public Affairs teams

# OPPD leading beyond energy delivery



**Site selection assistance** and real estate identification



**Provide funding connections** like grants and other funds to finish projects



**Support programs & incentives** to benefit statewide economic development



**Consult** on renewables



# A Story of Expansion

## Our Role:

- **OPPD's Economic Development team** collaborated with key partners to recruit these businesses years ago. We continue to provide resources and leadership to support continued growth.
- **OPPD's Customer Sales + Service team** maintains responsive, day-to-day service for these customers and their varied needs.

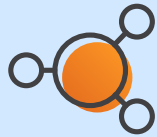




# BY THE NUMBERS

## Attract, retain and expand businesses

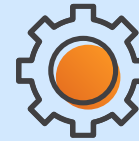
### Sectors



Food processing



Data center



Manufacturing

### Jobs



# 380+

Jobs landed

# 880

Overall jobs—total effect

# \$145M

380+ new jobs brings additional production of goods and services

# \$234M

880 new jobs brings additional production of goods and services

# 15K+

New additional jobs due to capital investment (mostly construction)

### Return on Investment



# \$1.03B

Direct capital investment

# \$1.76B

Total economic impact



# Economic Indicators across Service Territory



## \$76,228

### Median Household Income

U.S. median household income = \$72,414



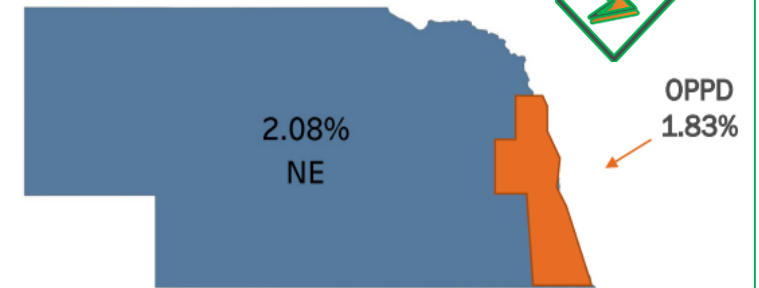
## 93

### Wealth Index

U.S. Wealth Index = 100. Values less than 100 represent below-average wealth.

## Residential Electricity Burden

Median Household Income Data from US Census, 2020 American Community Survey-5 year,  
Electricity Data from EIA Annual Electric Utility Data



## 128

### Housing Affordability Index

U.S. Housing Affordability Index = 113. An index greater than 100 suggests homes are easily afforded by the average area resident.



## 16.1%

### Income for Mortgage

U.S. Income for Mortgage = 20.6%. Values below the U.S., identify areas where a lower share of median income is required.

*Community dashboard in progress with key community partner*



# LEADERSHIP IN ACTION

## Workforce + Education

### Objective:

- Support workforce and education needs in partnership with communities and organizations and provide leadership within the energy industry

### Examples of Outcomes to Date:



Launched OPPD's Energy Education Program with 185 students participating across 5 schools and 4 grade levels – 95% or above program satisfaction rating among students, teachers and parents



Partnered with Grow Sarpy to deliver construction safety kits to over 1,200 8th and 9th graders enrolled in skilled trade and technical sciences coursework to increase exposure to opportunities to schools in Sarpy and Omaha



Presented *Building an Energy Workforce During Utility Transformation* at Nebraska Power Association to provide expertise to energy industry



# LEADERSHIP IN ACTION

## Community Planning & Infrastructure Development

### Objective

- Provide leadership related to community planning with a focus on long-term planning and partnership

### Examples of Outcomes to Date:



Partnered on regional research on public transportation infrastructure, electrification and best practices with the **Metropolitan Area Planning Agency** and other partners



Collaborated with **Nebraska Association of County Officials** to promote community partnership in planning and developing regulations and electrical infrastructure to adequately and reliably serve growth



Identified and initiated federal funding opportunities for projects that could support reliability, grid modernization and security

# LEADERSHIP IN ACTION

## OPPD leading across key organizations



**Executive Committee**



**Board Member**



**Board Member**



**Executive Committee**



**Certified Community Leadership**



NEBRASKA DIPLOMATS, INC.

**President**



**Board member**



**Board Member**



**Board Member +  
Target Advisory Group  
Leads**



**Executive Committee**



**Board Member**



**Board Member**



**Council of State Officials**



Bio Nebraska

**Board Member**

**...and Many More!**



# Responding to Community Needs

## Objective:

- Provide leadership to key organizations and support community needs.

## Examples of Community Outcomes to Date:

- **Nebraska City Area Economic Development Corporation** – Implemented key housing priorities including constructing the first of four units utilizing grant funds from the Nebraska Affordable Housing Trust Fund, promoted use of City of Nebraska City ARPA funds for ~30 acres of land for housing; and worked with Otoe County to commit \$300,000 in ARPA funds for a housing program
- **Gateway Development Corporation** - Partnered on the Dana campus project in receiving ARPA funds to refurbish two dorms that will provide 60 apartments, worked with Easter Seals to purchase 65 acres within the campus to build 20, year-round use cabins that will employ 150
- **Southeast Nebraska Development District** - Identified and secured \$15.8+ million in state and federal grant funds to renovate homes, assist downtown businesses, create new jobs, improve streets and sidewalks, and add staff to focus on broadband; grew loan programs by adding a \$1 million Economic Development Administration (EDA) Revolving Loan Fund



# Responding to Community Needs

## Objective:

- Provide leadership and support energy affiliated community needs

## Examples of Energy Focused Outcomes to Date:

- Applied for and received five awarded sites from the Nebraska Department of Environment and Energy for Level 2 and DC Fast Chargers (North Bend, Blair, Syracuse, LaVista and Omaha)
- Delivered downtown revitalization/street light upgrades to North Bend, NE
- Provided **\$14,478,332M** total energy assistance funding (October 2021 to September 2022) - this represents a **\$3,450,065M** increase in assistance over the prior year
- Partnered on analysis and consultation on county/community regulations and planning efforts for charging stations and solar installations
- Formalized strategic partnerships with economic development corporations and chambers of commerce on energy technologies and site development



# PRESIDENT OF NEBRASKA DIPLOMATS

# Economic Development Leadership



## Objective:

- Help build Nebraska's economy by supporting the Nebraska Department of Economic Development's efforts to assist the growth and expansion of existing business, attract new business to the State and improve Nebraska's business climate and competitiveness

## Example of Outcomes to date:

- For the third time in four years, Nebraska has been recognized for growth and development taking place across the state. Area Development, a leading economic development publication, recently recognized Nebraska with a **2022 Silver Shovel Award** for achievements in attracting high-value investment projects that will create a significant number of jobs.



# CHAIR OF OMAHA'S URBAN CORE COMMITTEE

# Economic Development Leadership



## Objective:

- Implement long-range vision to reaffirm and reinforce Omaha's urban core's historic role as the cultural, entertainment, residential and employment heart of the region



## Examples of Outcomes to date:

- OPPD recognized for support in implementing **LB 1024** to benefit North and South Omaha
- Leading **business park planning** and external partnership development
- Leading **marketing subcommittee** and supporting housing subcommittee core work



# LEADERSHIP IN ACTION

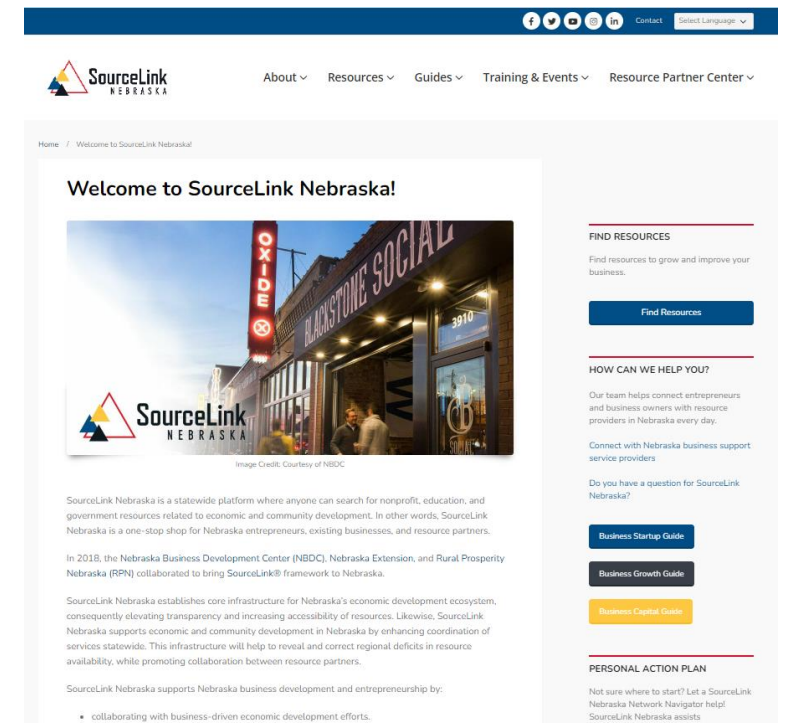
# SourceLink

## Objective:

- Identify a tool to connect businesses and entrepreneurs with comprehensive business assistance resources.

## Examples of Outcomes to Date:

- Launched SourceLink in November 2021 as a founding partner and only utility representative
  - Includes 500+ organizations and 900+ resources
  - Over 5,500 individuals have visited sourcelinknebraska.com
- 76 businesses and start-ups contacted SourceLink navigators for assistance
- Promoted 300+ trainings or events
- The Nebraska Business Development Center's Omaha Small Business Development Center was awarded a grant to support building businesses in the communities of North and South Omaha



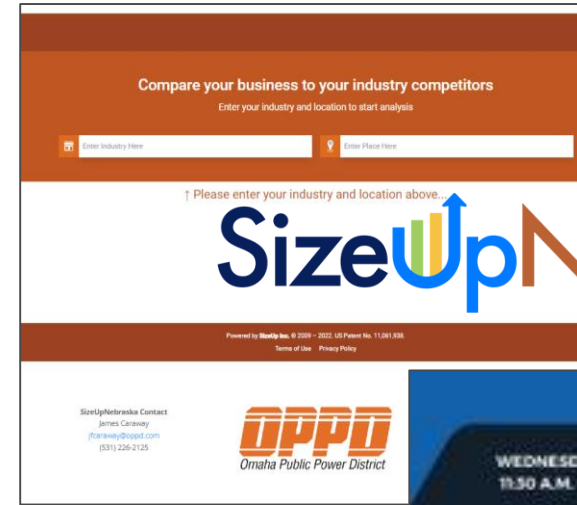
# LEADERSHIP IN ACTION: SizeUp

## Objective:

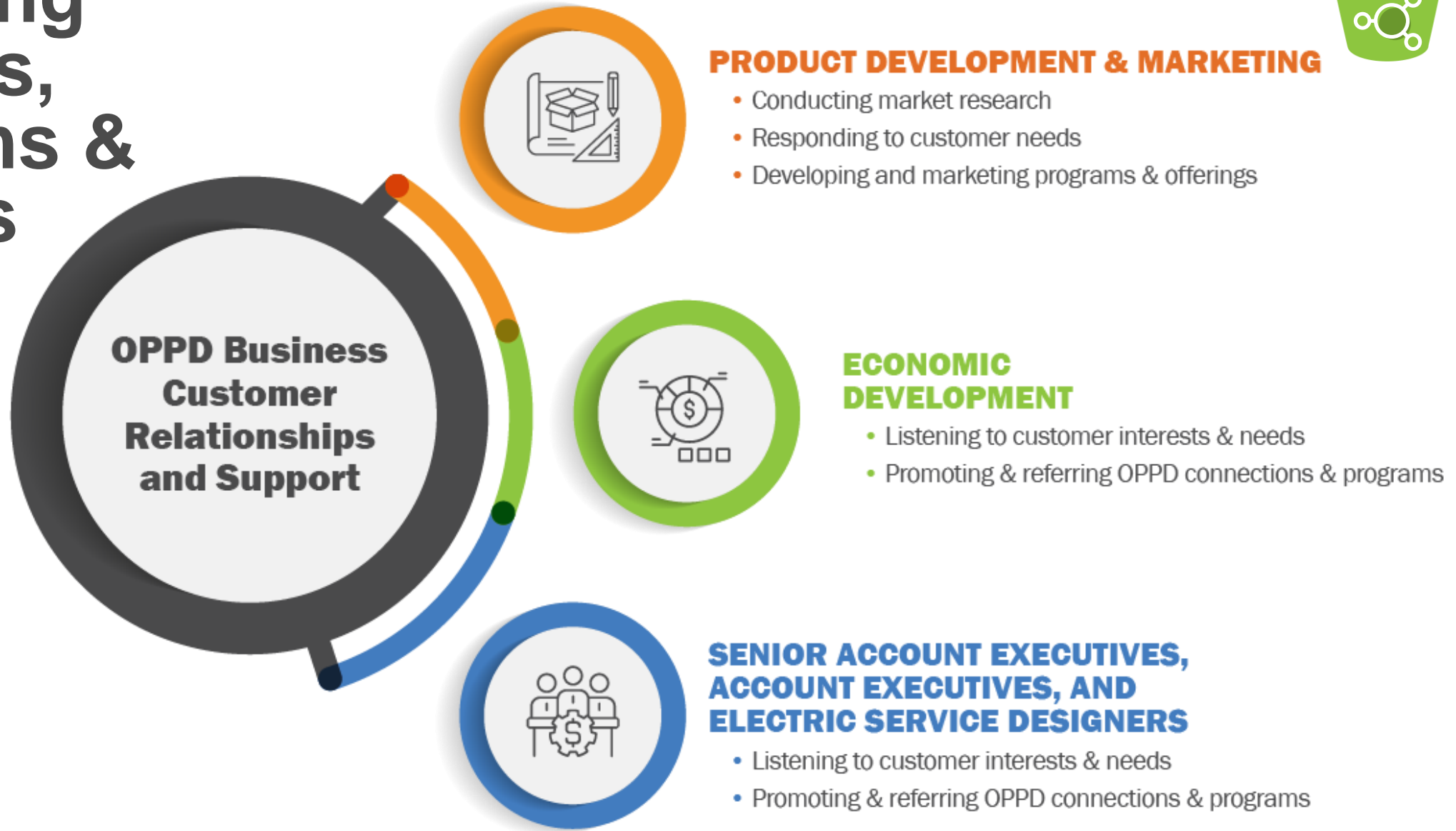
- Provide tools and resources to educate small business customer owners and support economic growth

## Examples of Outcomes to date:

- 57,013 reports generated, 800+ users
- Hosted free training on SizeUp platform as part of OPPD's leadership with the Entrepreneurial Education Collaborative that brought together service providers, business owners, small business focused agencies and chamber organizations
- Provided leadership on procurement insight to small businesses



# Promoting Products, Programs & Services



# LEADERSHIP IN ACTION

## Products, programs and services



Charles Drew Health Center



Plasti Products



UNMC

ENERGY CONSULTING
ECO 24/7 CASE STUDY

## Werner Enterprises Data Center

Werner Enterprises is one of the largest trucking companies in the world. They have been devoted to reducing their carbon footprint since 2008. Their partnership with OPPD began when Werner investigated rebates to upgrade their inefficient lighting. Upon Werner's completion of conventional energy efficiency measures, they pursued multiple HVAC optimization projects through OPPD's ECO 24/7 Program. The Program allowed them to achieve an even higher level of energy efficiency.

Prior to 2020, OPPD helped Werner reduce their carbon footprint by the equivalent of 30 semi-trailer trucks and lowered their electricity use by 39%.

The latest ECO 24/7 project for Werner significantly reduced the electricity consumption of their data center. OPPD utilized industry-leading technology to optimize their water-cooled and DX Liebert units and maximize the efficiency for the air-cooled chillers. In addition, the project improved space thermal conditions and system operation.

Annual CO<sub>2</sub> Reduction

960,200 lbs

Electricity Savings

26%

**Your Energy Partner**  
  
 Omaha Public Power District

Data Center Information

- 11,300 Square Feet
- One 5-ton DX Liebert Unit
- Three 10-ton DX Liebert Units
- Two 20-ton CHW Liebert Units
- Four 44-ton CHW Liebert Units
- Two 120-ton McQuay ACC

**Annual Utility Savings**  
\$46,074  
 \$4.08/ft<sup>2</sup> per year

The demand reduction from this project of **54.9 kW** provided Werner a **\$27,450** rebate from OPPD.



# Preparing sites for future development

## Objectives:

- Focus on site development to ensure we fully utilize all assets

## Example of Outcomes to date:

- Partnered on electric infrastructure planning
  - **LB 977** which takes \$15 million from the cash reserve fund and transfers it to the Site and Building Expanding Electrical System Capacities and Enhancing Redundancy and Resilience Development Fund
  - **Falls City** Economic Development Growth and Enterprise - conducted master planning for large industrial speculative site development
- Actively leading site development and due diligence with economic development organizations
  - Provided leadership on seeking input and partnering with local economic development organizations to further understand and complete due diligence (all utilities, geotechnical, site control, environmental and more) on 10 key areas across OPPD's service territory
  - Chair, Douglas County Target Advisory Group and focused on identified greenfield and redevelopment opportunities alongside community partners
- Executed on Power with Purpose location analysis and process to support solar needs

# Highlights of site development and planning



## Washington County Area

*2012 - present*

**Objective** — Identify new areas for development in northern, rural parts of OPPD territory to be a catalyst for future economic development opportunities

### **Examples of Outcomes to date:**

- Gateway Development Corporation partnership to attract significant prospect activity in 2022 with 13 leads and site visits
- Strong probability for landing key industrial projects with high skill, high wage positions in the near future

## Sarpy County Area

*2013 - present*

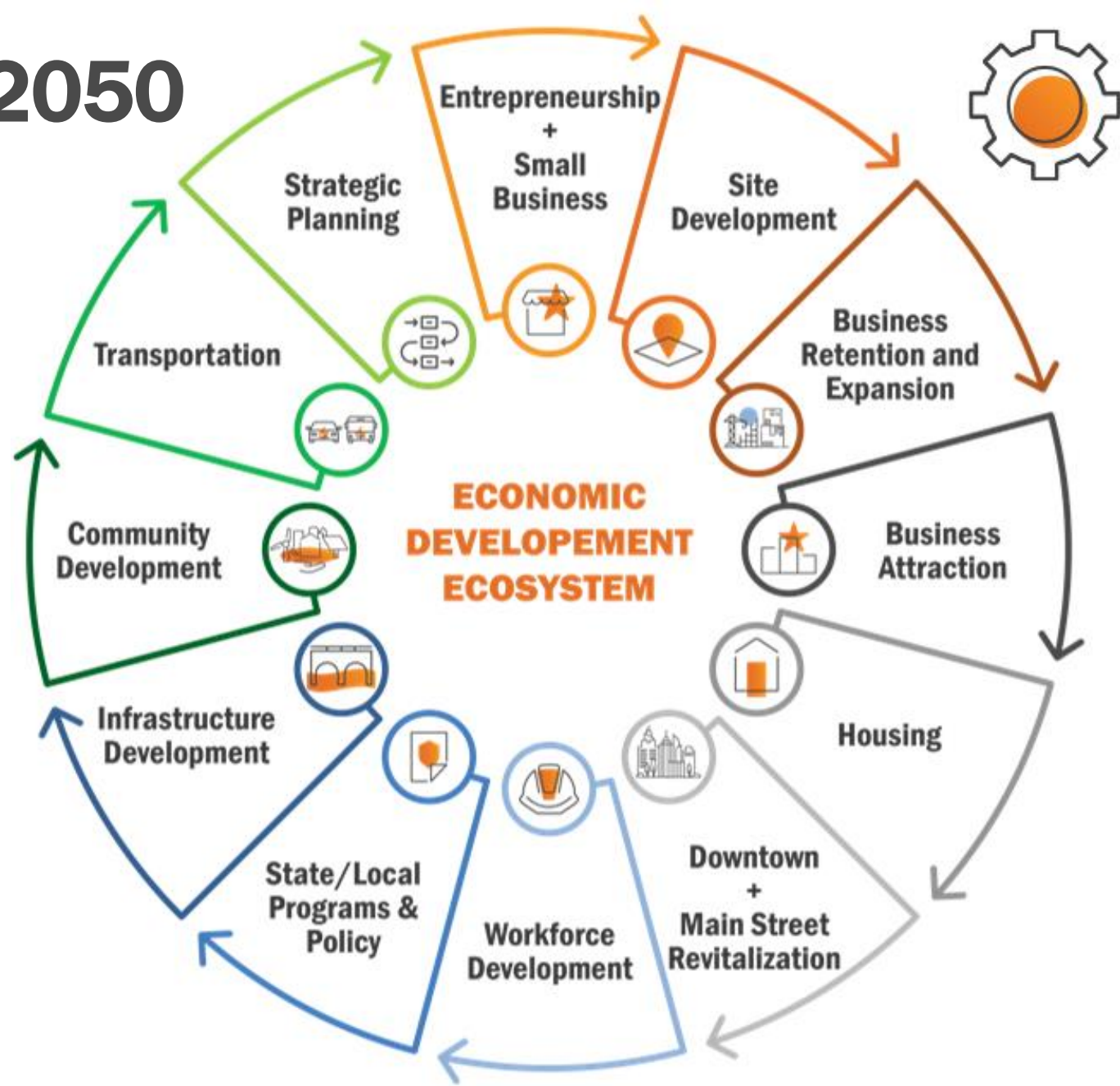
**Objective** — Identify new areas for development in southern Sarpy County that could be a catalyst for future economic development opportunities

### **Examples of Outcomes to date:**

- Grow Sarpy partnership to attract key industrial projects that will bring high skill, high wage positions to the area
- 2022 investments continue including construction of new facilities

# Powering the Future to 2050

- Cultivating the growth and well-being of vibrant and thriving communities
- Optimizing the value of our assets that serve our customers



# Maturity Model



## 01 Initial

*1980s*  
Economic development in focus; newly created department

## 02 Managed

*1990s*  
Industrial recruitment focus and growing economic development team

*Early 2000s*  
Increased focus on site development speculative planning and community development

## 03 Defined

*2013*  
Economic development leadership roles and support across external organizations enhanced

*2014-2015*  
Defined economic development as Strategic Directive

## 04 Quantitatively managed

*2017 – 2018*  
Strategic focus on Integrated Energy Marketplace of business attraction

*2020-2021*  
Benchmarking; expanded team and scope, including launch of small business resources platforms; align with partners on clear objectives and outcomes

## 05 Optimized

*2022 - Future*  
Enhanced and refreshed strategic directive with focus on community and workforce needs; connection to Powering the Future to 2050





# Recommendation

The Public Information Committee has reviewed and accepted this Monitoring Report for SD-11 and recommends that the Board find OPPD to be sufficiently in compliance with Board Policy SD-11.

Any additional reflections on

what has been  
accomplished ... or

challenges or gaps

