

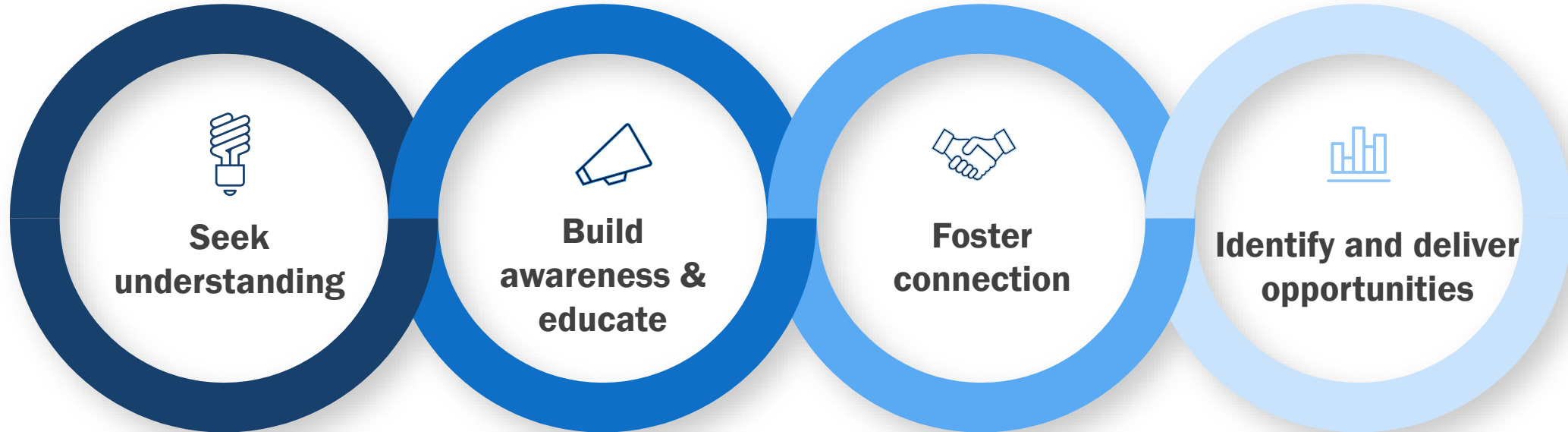


North Omaha Community Outreach Update

August 15, 2023



Outreach objectives



Listen. Strengthen ongoing lines of communication.

Create opportunities to see and understand what OPPD is doing.

Show up, listen and serve in the community.

Identify, develop and deliver opportunities that make an impact.



Listen. Strengthen ongoing lines of communication.

Listen, learn, strengthen dialogue.

Example actions:

- **Ad-hoc committee engagement.** Engaged in meaningful conversations with North Omaha ad-hoc committee, with next meeting set in August.
- **Quantitative market research.** Efforts to understand service area and North Omaha areas informed approach.
- **Ongoing relationships with community members.** Continued commitment to meeting with community members to understand individual and broader concerns and opportunities.



Create opportunities to see and understand what OPPD is doing.

Build awareness about OPPD's future plans and strategy.

Example actions:

- **Targeted message placements.** Focused efforts of illuminate our Future campaign in zip codes surrounding North Omaha station to. Digital ads drive to education on oppdcommunityconnect.com
- **Community radio partnership.** Based on feedback following discussions with ad-hoc community, OPPD executed an additional media buy with radio station 87.9 The CLTR.
- **On-air education.** On-air interviews about energy efficiency resources and tips with OPPD's Eric BenSalah and radio host on 87.9 The CLTR.

Build awareness and educate about available programs and resources.

Example actions:

- **Assistance program outreach & communication.** Focus on increasing awareness of assistance programs (EAP, LIHEAP, CAP, EEAP)
 - Get Assistance Campaign launch late July to promote EAP, LIHEAP, CAP, EEAP
 - Recruited three new partners agencies to provide additional community access to EAP and CAP
 - Completed three CAP email campaigns that have led to over 500 enrollments in the last three months.
- **High bill outreach campaign.** Completed a High Bill outreach campaign in April & March to promote Payment Installment and EAP. 500 enrollments in the last three months.
- **IRA and IJA education.** Educated on customer opportunities via IRA and IJA, including Energy Efficiency incentives and tax credits
- **Greener Together education.** Continued Greener Together program marketing and education.



Show up, listen and serve in the community.

Show up, listen and serve where we can be most impactful.

Example actions:

Partner with neighborhood associations on community needs.
North Omaha Neighborhood Alliance,
North Omaha Commercial Club,
Homeowners Association newsletters

Work with nonprofit organizations on volunteerism and events.
Spark (Juneteenth Joyfest),
Juneteenth/Freedom Festival, Native Omaha Days

Collaborate with community resources and other departments on routine community programming.
Partnered on launch of first ever Metropolitan Community College Sustainability Boot Camp for youth

Coordinate educational presentations and events via Speakers Bureau:

- EPIC for Girls
- Creighton Financial Hope Collaborative
- United Way of the Midlands 100 Year Celebration Community Event at Fontenelle Park
- Hope Center for Kids
- Bobby Byars Safety Day
- Heartland Family Services
- Urban League



Identify and deliver opportunities

Identify, develop and deliver opportunities that make an impact.

Customer Sales & Service

Example actions:

More energy efficiency and weatherization programming

- As of April 2023, expanded the EEAP to serve single family home renters
- More than half of the homes weatherized through OPPD's program have been in north Omaha
- Brought on two more administrative agencies to increase EEAP access
- PD&M launched website for Customer & Community IRA opportunities

Market Greener Together Program

- Florence Futures and No More Empty Pots projects awarded funding through second application round. (Habitat for Humanity a recipient in first round.)

Human Capital

Example actions:

- **Partner with secondary educational institutions to form talent pipelines, including:**

- Metropolitan, Southeast and Northeast Community Colleges
- University of Nebraska
- Creighton University
- Bellevue University, Historically Black Colleges and Universities

- **Collaborate with local workforce development organizations like Heartland Workforce Solutions**

- **Tap into employees with ties to North Omaha.** North Omaha Advisory Board

- **Sponsor community-based events.** Empowerment Network's Rebuilding the Village event in June.

- **Talent Acquisition efforts specific to North Omaha:**

- OPS – Omaha North High School: Professional Career Day
- Urban League of Nebraska – Job fair



Identify and deliver opportunities

Identify, develop and deliver opportunities that make an impact.

Policy & Grants

Example actions:

- Tracking more than 200 funding opportunities, including grants, loans, tax incentives, etc.
- Inflation Reduction Act & Infrastructure Investment and Jobs Act work:
 - June 12: Grant Clinic by Grant Professionals Association-NE Chapter, Generations Community Center, 4318 Fort Street
- LB560 support (seeking IRA funds)
- State/Federal policy

Economic Development

Example actions:

Lead Urban Core

- Assisted in creating Housing and Marketing subcommittee recommendations presented to the larger Urban Core Committee

Assist with Business Park planning

- Advising on Business Park planning and strategy

Connect & promote small business planning tools

- Engaging with Entrepreneurial Education Committee (EEC) on monthly seminars to support small business development.
- Held conversation with EEC partners regarding SizeUp Nebraska a potential statewide expansion.



Identify and deliver opportunities

Identify, develop and deliver opportunities that make an impact.

Environmental

Example actions:

- **Coordinating with local agencies on air monitoring plan.**
Discussions continue with Nebraska Department of Environment & Energy (NDEE) on the applicability of additional regulatory monitor.
- **Directing local agencies for existing air quality alerts.**
Expecting to add information directing those with questions on air quality to the appropriate program.
- **Advocating for North Omaha infrastructure through advisement of the City's Climate Action Plan.**
Met with City's consultant on needed data.
- **Review availability of emissions data on oppd.com.**
Reviewed options; expect to place additional information on the more granular emission data available on EPA's website.