

DELIBERATIVE POLLING

- NEBRASKA PUBLIC POWER DISTRICT
- UWIG Meeting
- Seattle October 23, 2003

General Overview

- Conducted by Public Decision Partnership, LLC
- Funded by WAPA, Nebraska Energy Office and NPPD
- Approved by Board of Directors

Public Relations Coup

- After decision by Board, press release sent out, and received state-wide coverage
- Had four TV stations and eight newspapers there to cover event
- Excellent immediate coverage since this was the first time “a utility sought input from its customers about power resources”

Public Relations Coup (Cont'd)

- Additional positive coverage when poll results were received and announced with further press releases
- NETV program to be aired later this month

Pre-meeting Activities

- Select Advisory Panel that provides diverse perspectives on energy (fossil and renewable), environment, costs, economic development & political views.
 - Develop background materials on 'Electrical Generation Basics' for customers
 - Develop questionnaires for phone survey and Customer Meeting
- Conduct phone survey; invite customers to the Customer Meeting
- Mail materials & initial stipend; Follow-up calls to those participating
- Select facility and conduct detailed planning

Customer Meeting on Energy Alternative Deliberative Polling

- NPPD Customer Meeting on Energy Alternatives was held on August 9, 2003 in Grand Island.
- 109 participants from 80 Nebraska communities served at Retail or by Wholesale Distributors.
- Great discussion on Energy Generation Alternatives including coal, natural gas, wind, methane and solar.

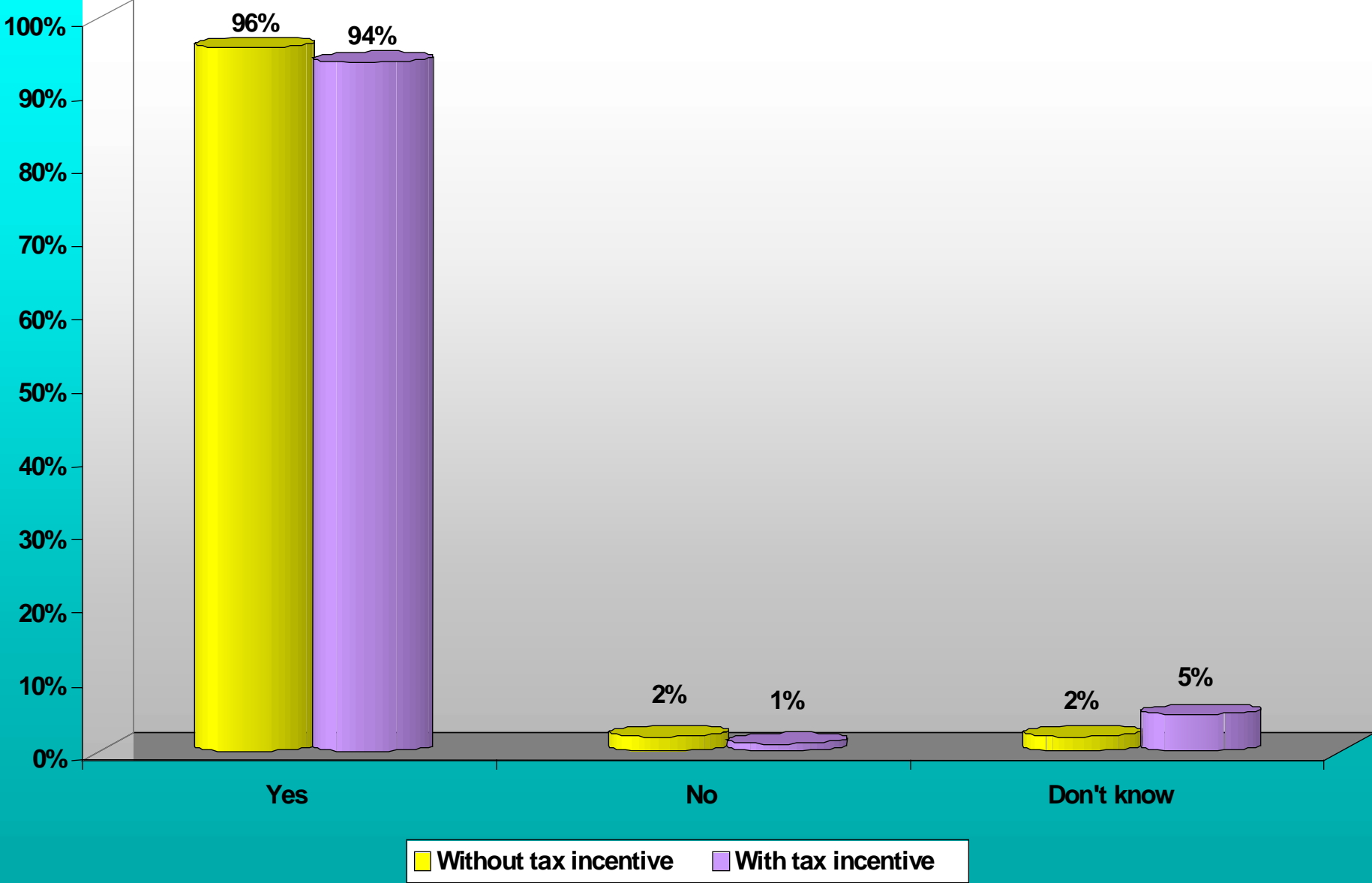
Customer Meeting Demographics Results

- The residential customers who participated in the customer meeting constitute a valid sample of NPPD wholesale and retail residential customers.
 - The 109 who attended, reasonably match the comparative base line for NPPD established by the large telephone sample of 1,352 customers in both demographics and attitudes.
 - Confidence levels are +/- 10% at 95%; in other words, 95% of the time all customers were asked the same questions their responses would not vary by more than +/- 10%.
 - The results can be extrapolated to residential

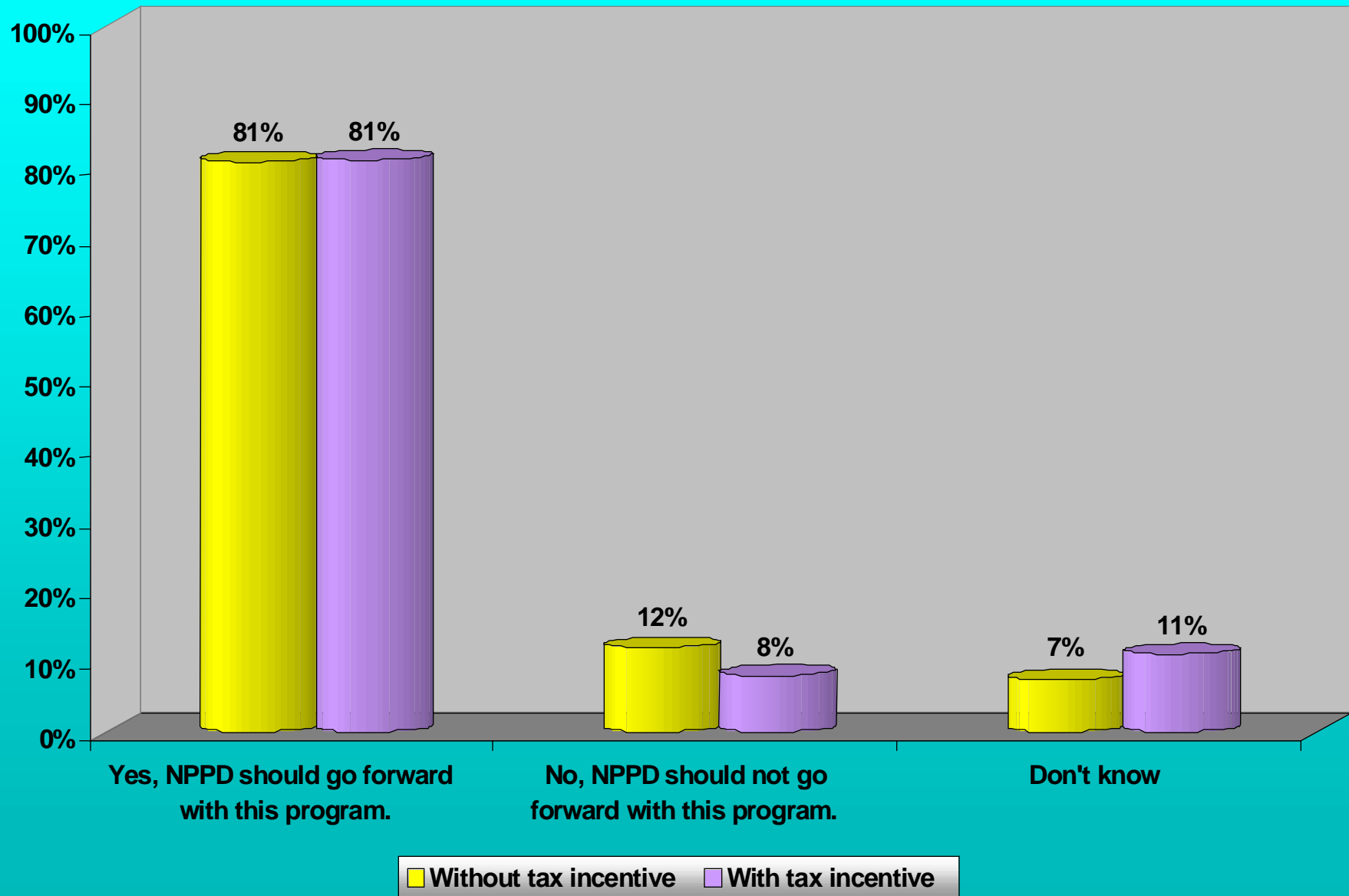
Customer Meeting Format

- Assemble in large group for meeting objectives and the day's activities
 - This is not a 'consensus' process
 - At the end of the day, we want each customer's individual opinion
 - Break into smaller groups (moderated) to discuss issues for that session & develop questions – 1 hr
 - Reassemble into large group (moderated) and ask questions of panel of 'experts' – 1 hour
 - Questionnaire at the end of the day
- Three sessions: Fossil resources; Renewable resources; 'putting it together'

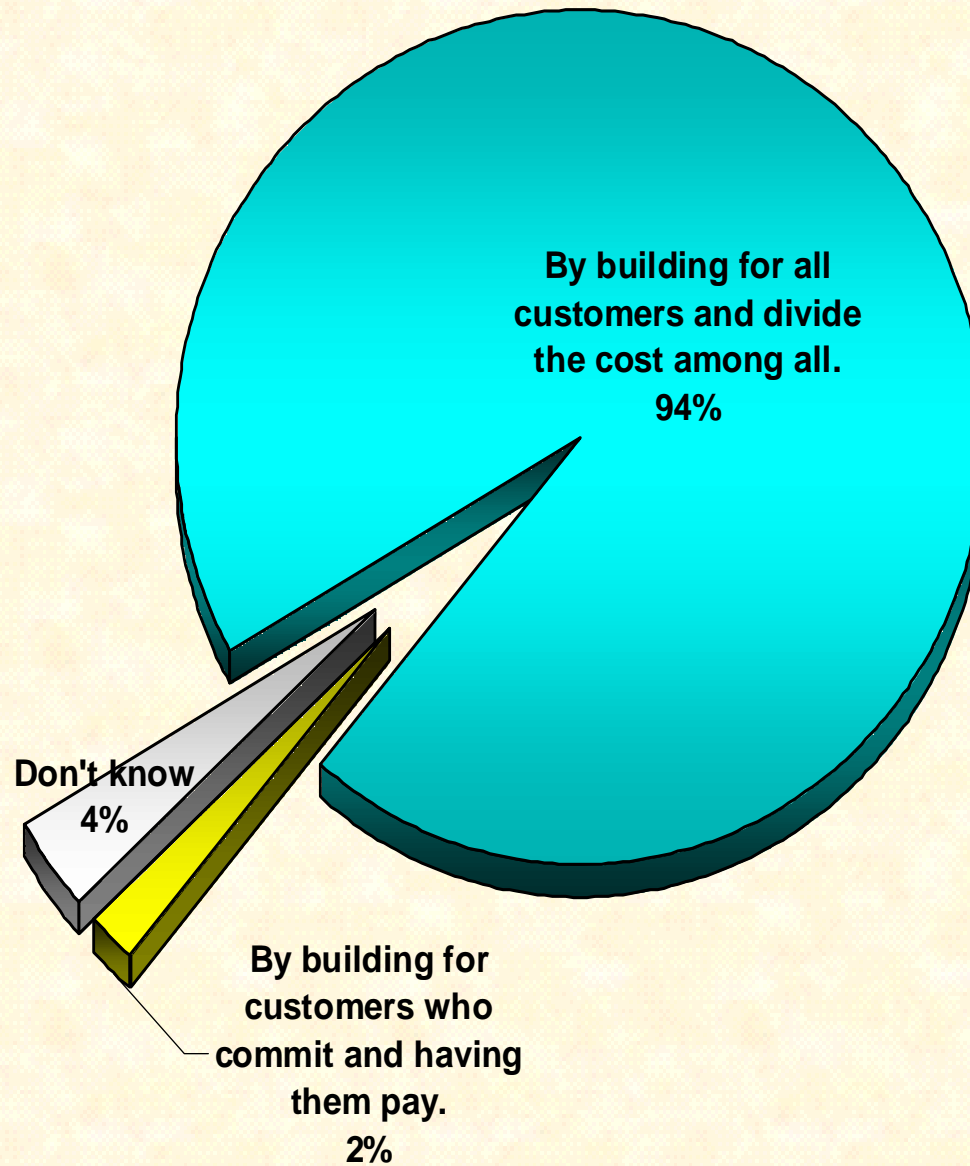
Do you think NPPD should go forward with a 200 megawatt wind farm?



Should NPPD go forward with development of 5 megawatts of power produced from methane gas that comes from animal manure?

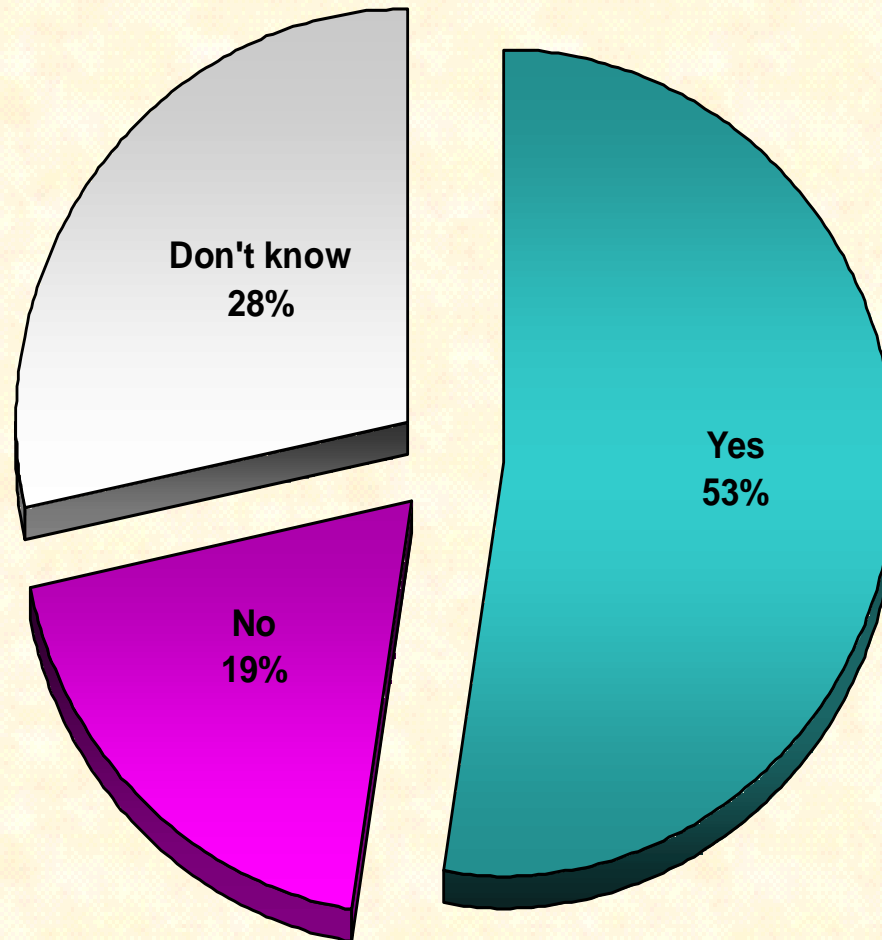


How do you feel NPPD should invest in renewable energy?

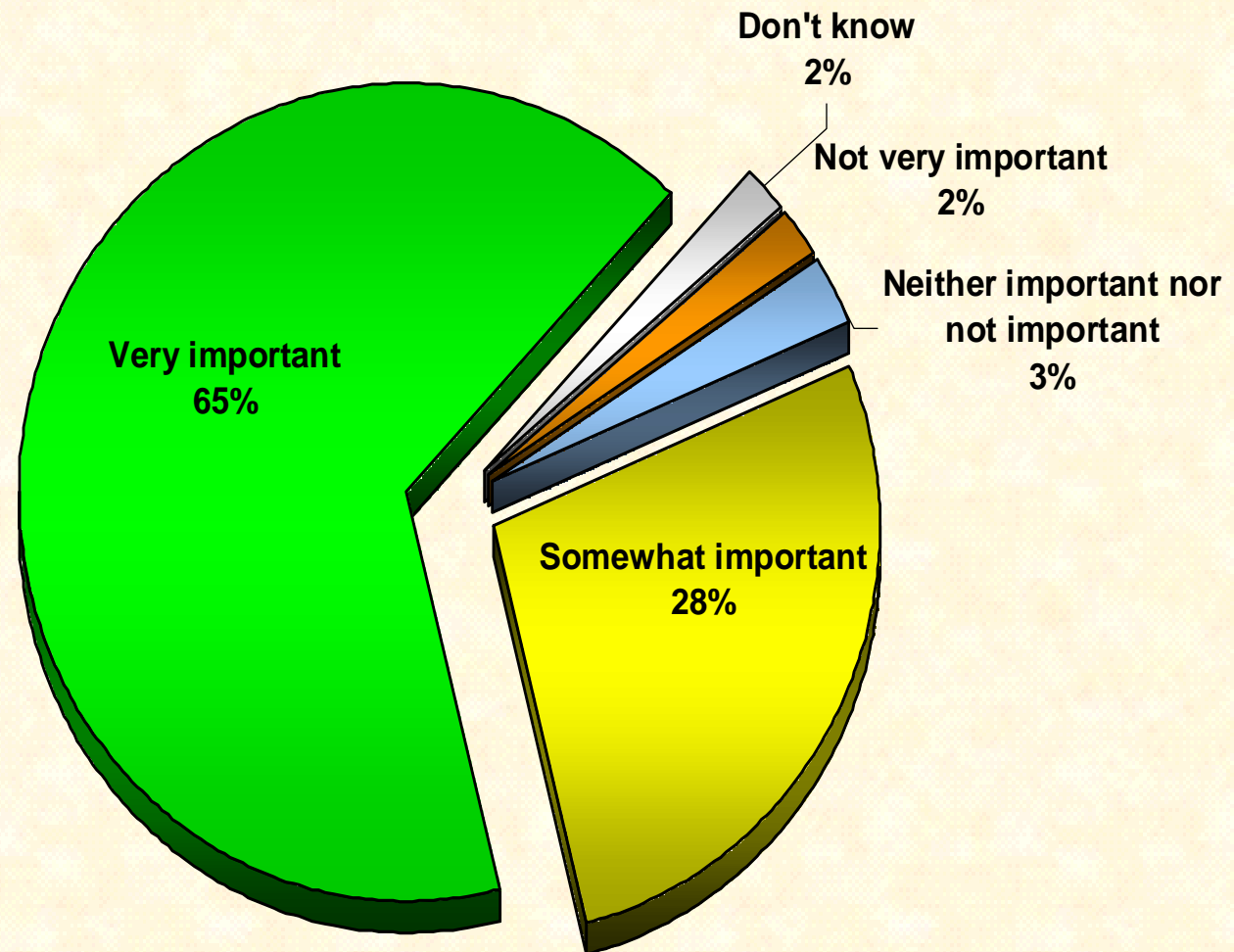


NPPD could have all customers pay for a base amount of renewable resources but allow those who wanted more to purchase additional renewable energy and build additional facilities to meet this demand.

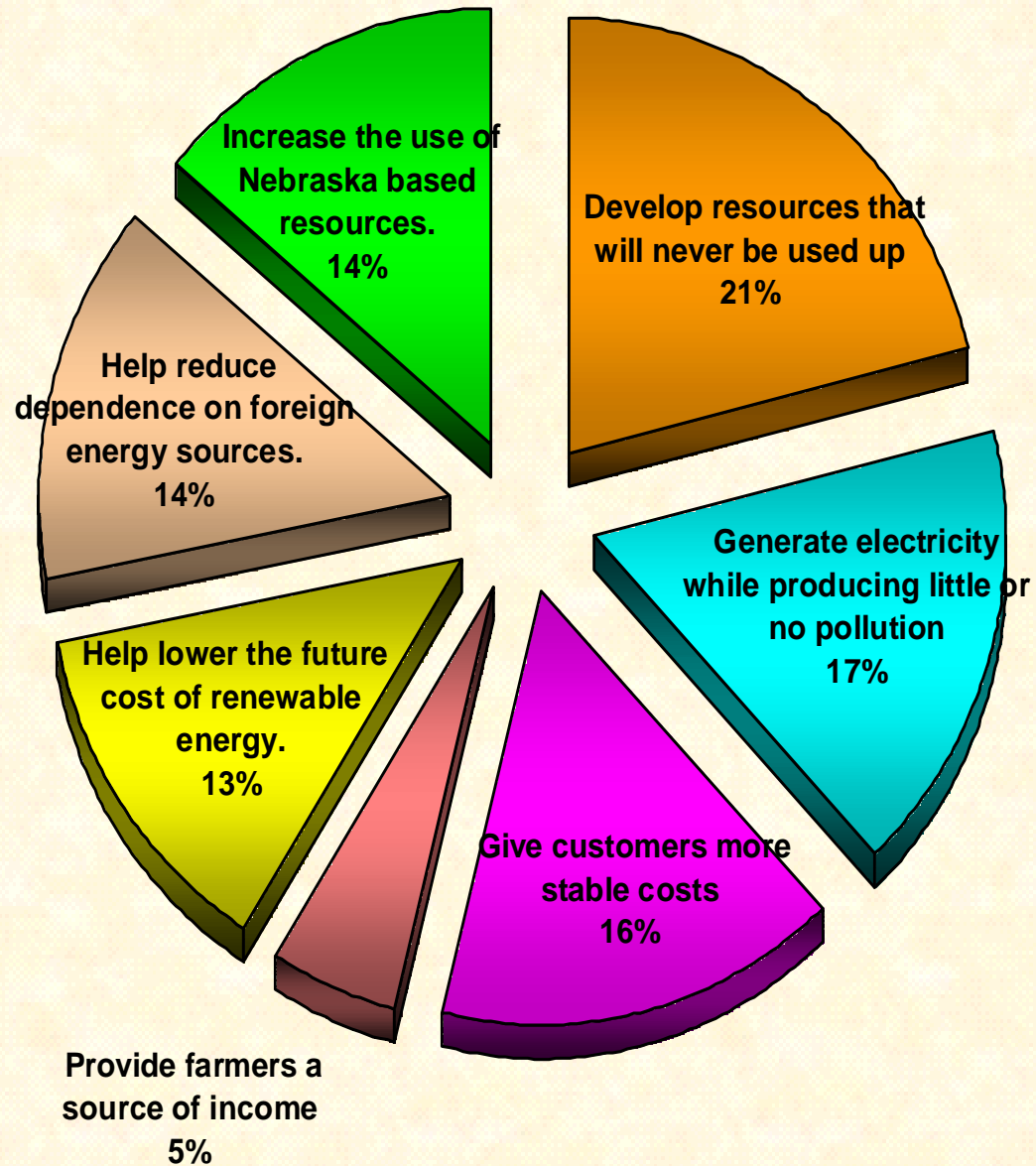
Do you think this is a good idea?



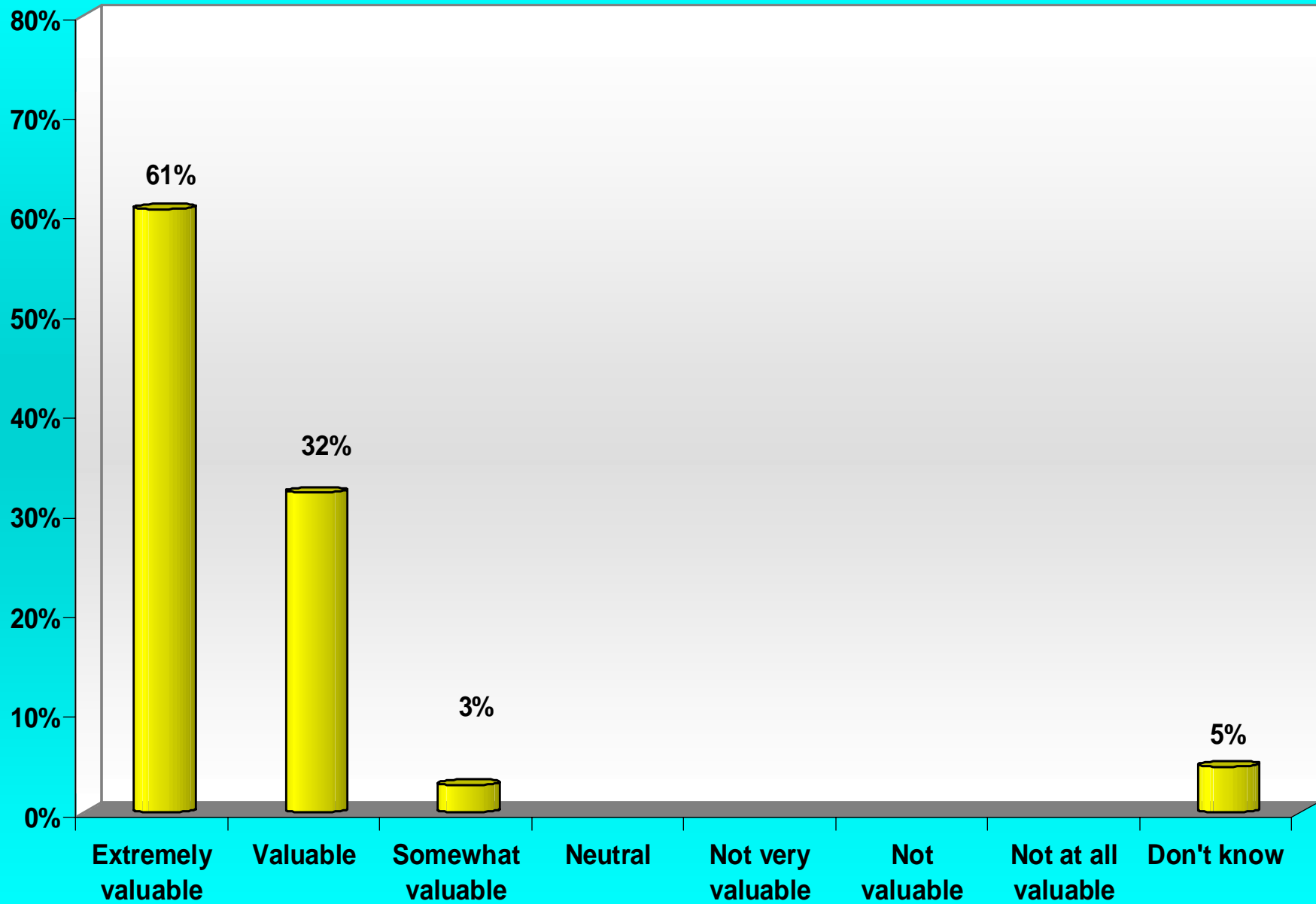
How important is it that resources in Nebraska are used to provide power to Nebraskans?



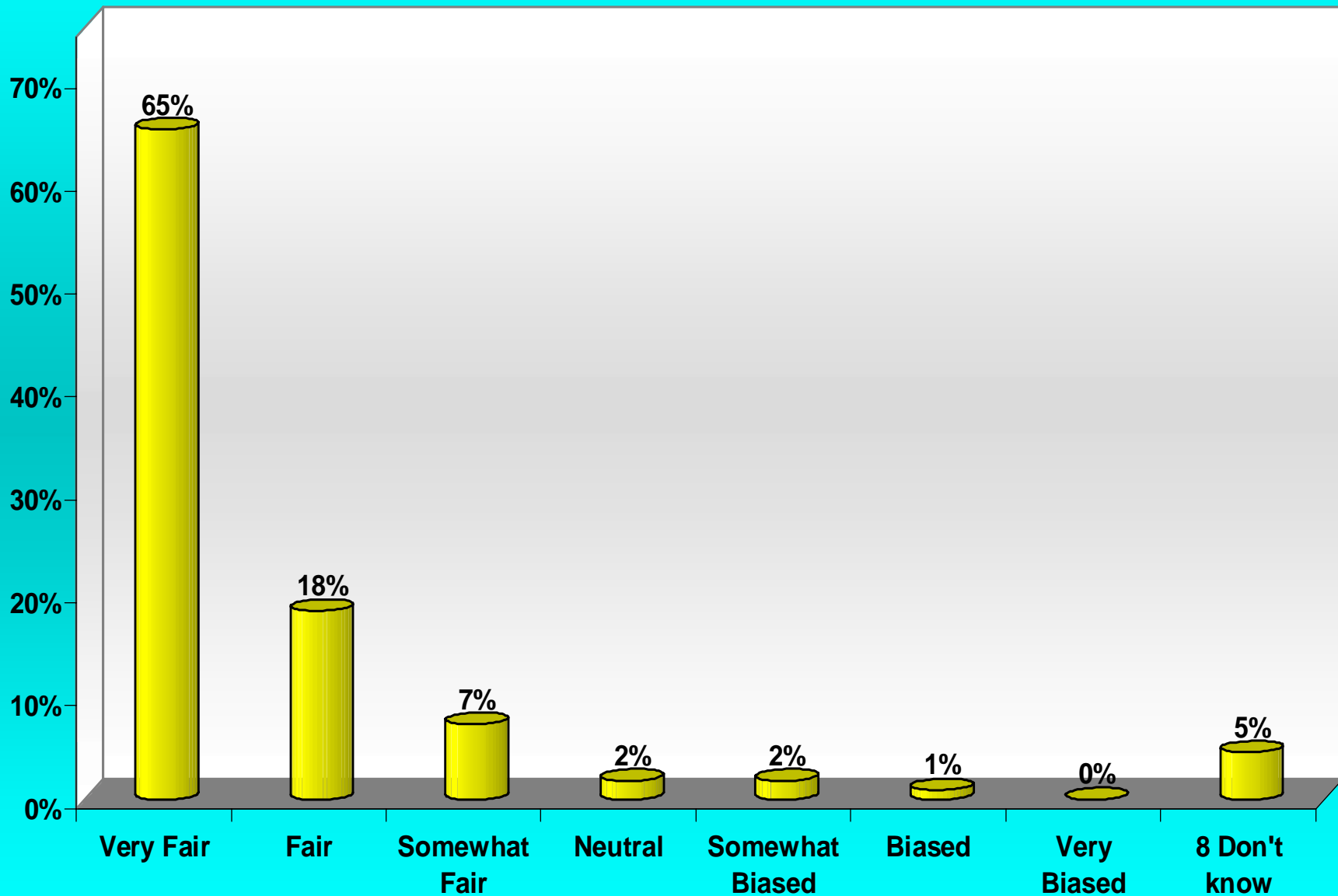
Please indicate how you view the importance of the following objectives for having NPPD invest in renewable technology by dividing 100 points among the objectives in terms of how important they are to you



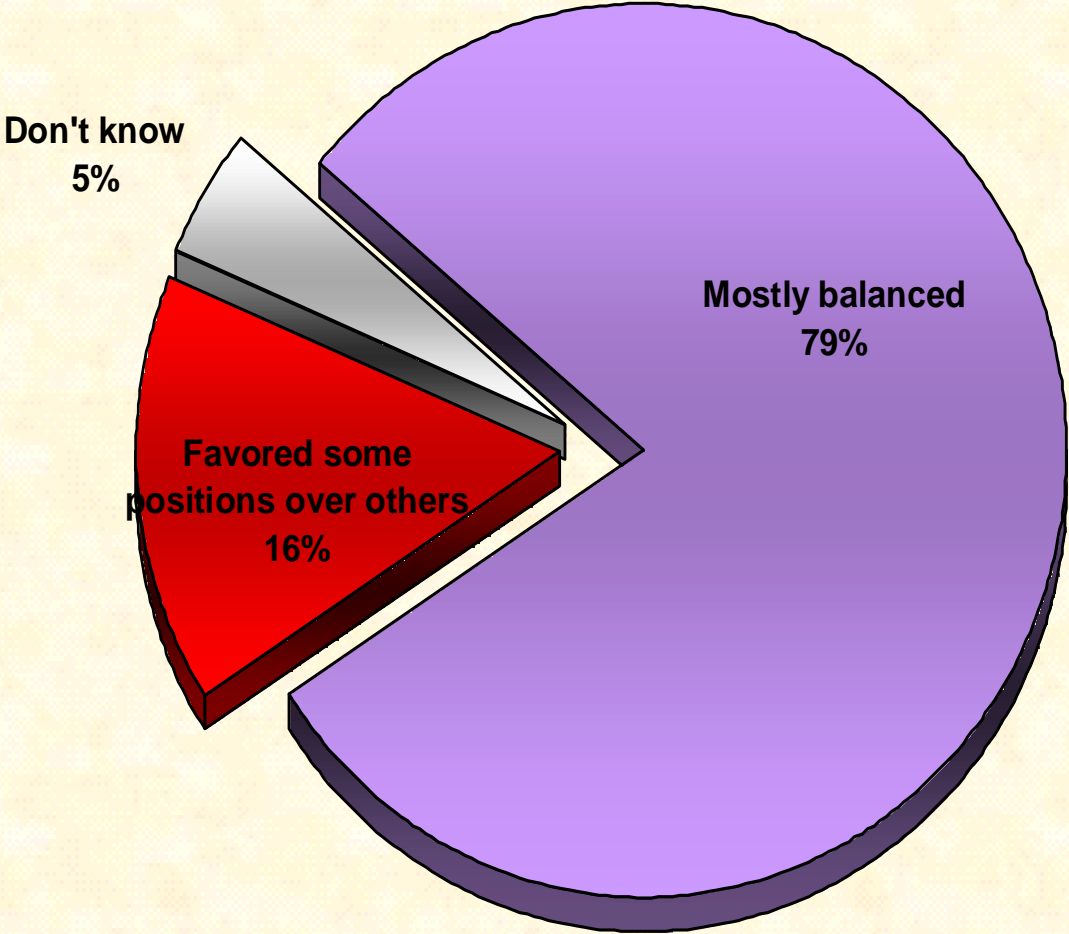
Overall, the Customer Meeting was..



Overall would you say the customer meeting was biased towards one side or the other or was it fair?



Did you think the discussion materials were mostly balanced, or that they clearly favored some positions over others?





Questions/Comments