

**Nebraska Public Service Commission**  
**Capital Projects Fund (CPF) | Community Engagement Form Instructions**

The Capital Projects Fund, as administered by the Department of Treasury, requires that the Recipient<sup>1</sup> collect certain data from the subrecipients awarded funds through the grant program. The Recipient is required to report on community engagement efforts undertaken by the subrecipient in support of the awarded project, including the expense related to the same.<sup>2</sup> Community engagement activities could include:

- Community meetings, townhalls, etc. that informs the impacted community about the approved project and the new services that will be offered;
- Engagement with governmental officials to provide information pertaining to the approved project and new services that will be provided to the impacted community<sup>3</sup>;
- Engagement with local non-profits or other organizations to provide information pertaining to the approved project and new services that will be provided to the impacted community, including any cooperative agreements to assist with providing broadband service to people with significant barriers to services, including people of color, people with low incomes, populations with limited English proficiency, and other traditionally unserved and underserved groups;
- Outreach, advertising, and translation activities and services deployed to reach communities the approved project is designed to serve; and,
- Other activities designed to inform the community about the new broadband service offering and/or low-income funding assistance.

The Community Engagement form must be completed for each unique engagement effort undertaken by the subrecipient during the performance period. Specifically, if the subrecipient holds two townhall meetings, one meeting with a local non-profit, and undertakes an ad campaign, the subrecipient would complete four separate Community Engagement forms, one for each unique activity.

***How to complete the Community Engagement Form***

**SECTION 1: PROJECT DETAILS**

1. Subrecipient: Should match 1. Applicant Name on your original Grant Application.
2. Project Name: Should match 1. Project Name on your original Grant Application.

**SECTION 2: TYPE OF COMMUNITY ENGAGEMENT**

Subrecipients are reminded that separate community engagement activities must be reported on separate forms. No single form should contain data for Option 1 and Option 2.

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<sup>1</sup> For purposes of the Capital Projects Fund - Broadband Infrastructure Program – the Nebraska Public Service Commission is the Recipient.

<sup>2</sup> Community engagement activities are not an allowable expense.

<sup>3</sup> Activities related to obtaining permits, etc. from the required governmental entity is not a community engagement activity. The subrecipient will report status of obtaining necessary permits, etc. through the subrecipient quarterly report.

Indicate type of community engagement: select Option One if the engagement was a community meeting, townhall, or information session. Select Option Two if advertising. If the advertisement is announcing the community meeting, townhall or information session, report the advertisement activity on one form and complete a separate form for community meeting, townhall, information session.

Option 1: Community Meeting/Townhall/Information Session, etc.

1. Date of Event: The date that the community meeting/townhall/information session took place.
2. Start Time: The start time of the community meeting/townhall/information session.
3. End Time: The end time of the community meeting/townhall/information session.
4. Location of Event: Name of the facility at which the meeting/townhall/information session took place (example: Lancaster County Event Center, St. Paul United Methodist Church, Nebraska Appleseed, etc.)
5. Address of Event: Physical address where the meeting/townhall/information session took place.
6. Type of Outreach: Choose the drop-down that most appropriately describes the type of outreach event that took place. Utilize "other" only as appropriate. *The Commission reserves the right to re-categorize the type of outreach event using one of the drop-downs if it deems appropriate for data collection and reporting purposes.*
7. If Other, describe: If response to Type of Outreach is Other, please describe the outreach activity that took place.
8. Number of people in attendance: Please indicate the total number of people, *exclusive* of the individuals representing the subrecipient, that attended the community engagement activity.
9. Translation/Interpretation Service Provided: Please indicate Yes if translation and/or interpretation service(s) were provided. Indicate No if no translation and/or interpretation service(s) were provided. This data point is specific to **verbal communication** during the community engagement activity. This data point **does not** pertain to any written outreach material (see Section Four, Outreach Materials Provided).

Option Two: Advertising

Advertising is community engagement when such advertisement is designed to communicate with and notify the residents, business community and anchor institutions in the project area that 1) the subrecipient is in the process of upgrading broadband facilities; 2) broadband service availability; 3) low-income offerings for broadband service; 4) other activity that informs the community about the broadband service offerings of the subrecipient. Subrecipients should not report generalized advertising costs, such as a national or state-wide ad campaign. The subrecipient should report advertising for the approved project area.

10. Type of advertising modality used: Choose the drop-down that most appropriately describes the type of outreach event that took place. Utilize "other" only as appropriate. *The Commission reserves the right to re-categorize the advertising modality using one of the drop-downs if it deems appropriate for data collection and reporting purposes.* Dropdowns available to use are:

- a. Billboards
- b. Direct Mail
- c. Door Hangers
- d. Internet Advertisement – such as Google Ads, YouTube ads, ad placement on websites
- e. News release - targeting residents, businesses and anchor institutions in the project area
- f. Print ad – such as a newspaper, weekly newsletter, monthly bulletin (such as through the YMCA), or other printed advertisement that targets the residents, businesses or anchor institutions in the project area.
- g. Radio commercial
- h. Sponsorship – such as at the local ballfield, "player of the week", etc. Specific to a community in the project area.
- i. Social Media - campaign that targets reaching residents, businesses and anchor institutions in the project area on any social media platform (Facebook, Instagram, Snapchat, X (formerly Twitter), etc.)
- j. Television commercial, to include streaming services

11. If Other, provide description: If "type of advertising modality used" is "Other", provide a description of the type of advertising modality utilized.

12. Target Audience: Check the box that most accurately reflects the target audience of the advertisement activity that took place – the entire project area, or a targeted community.

If Targeted Community selected, enter the targeted community of the advertising activity that took place (example: city of Seward, members of the YMCA of Utica, members of congregation of church (name church), etc.).

13. Start Date: Enter the start date of the advertising activity.

14. End Date: Enter the end date of the advertising activity. The end date can be the same as the start date if the advertisement activity took place on a single day. For example, direct mail sent simultaneously, door hangers dispersed in the community on a single day, etc.

15. Continuous: If the advertising campaign is continuous in nature, select yes. Otherwise, no.

### SECTION THREE: INTENDED AUDIENCE (select all appropriate)

Check all boxes that accurately describe the intended audience of the community engagement activity.

### SECTION FOUR: OUTREACH MATERIALS PROVIDED

Check all boxes that accurately reflect the outreach material provided to the intended audience. Subrecipients must attach the outreach materials used specifically for the community

engagement activity being reported. If outreach material has been translated into multiple languages, include for each language.

#### SECTION FIVE: SUMMARY OF COMMUNITY ENGAGEMENT:

Provide a brief summary of the community engagement effort. If the community engagement was a community meeting, townhall or information session, the subrecipient should include key points discussed, any questions or concerns raised by the community, and any actions or commitments made by the subrecipient in response to community feedback. If the community engagement was advertising, the subrecipient should provide information such as the purpose of the advertisement and desired outcome of the same; the name of the platform used for the advertisement (Facebook, Lincoln Journal Star, 10/11 News, etc.); for door hangers, billboards, etc. provide location of the advertisement (14<sup>th</sup> & O street billboard, door hangers in North Bottoms neighborhood, from 11<sup>th</sup> Street to 18<sup>th</sup> Street, between Apple Street and Orchard Avenue, etc.).

When preparing for submission to the Commission, please include any supplemental information or documents pertaining to the community engagement activity. This could include:

- Meeting minutes;
- Flyers or PDF of door hangers, etc.
- Picture of a billboard advertisement, etc.
- Script of commercial, etc.
- Any other relevant material

The Community Engagement Tracking excel spreadsheet recording the subrecipients community engagement expenses must be updated to include the costs for the engagement activity being reported. Note that community engagement expenses are not an allowable expense for the Capital Projects Fund.

All Community Engagement forms for the performance period, and attachments to the same, must be submitted to the Commission as an attachment(s) to the Subrecipient Quarterly Report. If the subrecipient has more than one community engagement activity to report, the subrecipient must provide the completed form, and the attachments for that single engagement together, then the next form with attachments, etc.