

Appendix N

MidAmerican Energy Company Evaluation of Candidate Site Community Acceptance Issues



December 6, 2010

Subject: Nuclear Site Review Criteria: Community Acceptance

To: Anand Singh (Sargent & Lundy)

From: Rich Singer

One of the site selection criteria being used by Sargent & Lundy in the evaluation of the six candidate sites is related to community acceptance. This memo provides MidAmerican Energy Company's suggestions for those scores and summarizes the methodology used to determine that scoring.

Community Acceptance Criterion

The site evaluation criteria that is being used in the MidAmerican Energy Company candidate site selection process lists the stated desired condition for community acceptance as, "Locate site in area with optimal conditions for local acceptance of the project". The criterion scoring is as follows:

- Local conditions very favorable: 5 points
- Local conditions somewhat favorable 4 points
- Local conditions neutral 3 points
- Local conditions somewhat unfavorable 2 points
- Local conditions very unfavorable 1 points

Assessment Methodology

To develop a recommended scoring MidAmerican Energy Company employed a nationally recognized public polling firm, Flynn Wright, to assess the public perception of siting a nuclear facility in the local community of each of the candidate sites. Flynn Wright determined the appropriate geographic zone (by zip codes) for each candidate site and the sample size (i.e., at least 100 respondents). Flynn Wright also developed a polling interview script that was used to complete the assessment. This telephone script was reviewed by MidAmerican Energy Company and tested in a non-candidate site zone to identify potential issues with the script prior to use for data gathering.

Based upon the interview responses to the telephone script in each candidate site zone, Flynn Wright developed relative rankings for the candidate sites in the following areas:

1. Voter support for a nuclear generation project
2. Perception of nuclear generation as safe source of energy
3. Perception of nuclear generation as clean source of energy

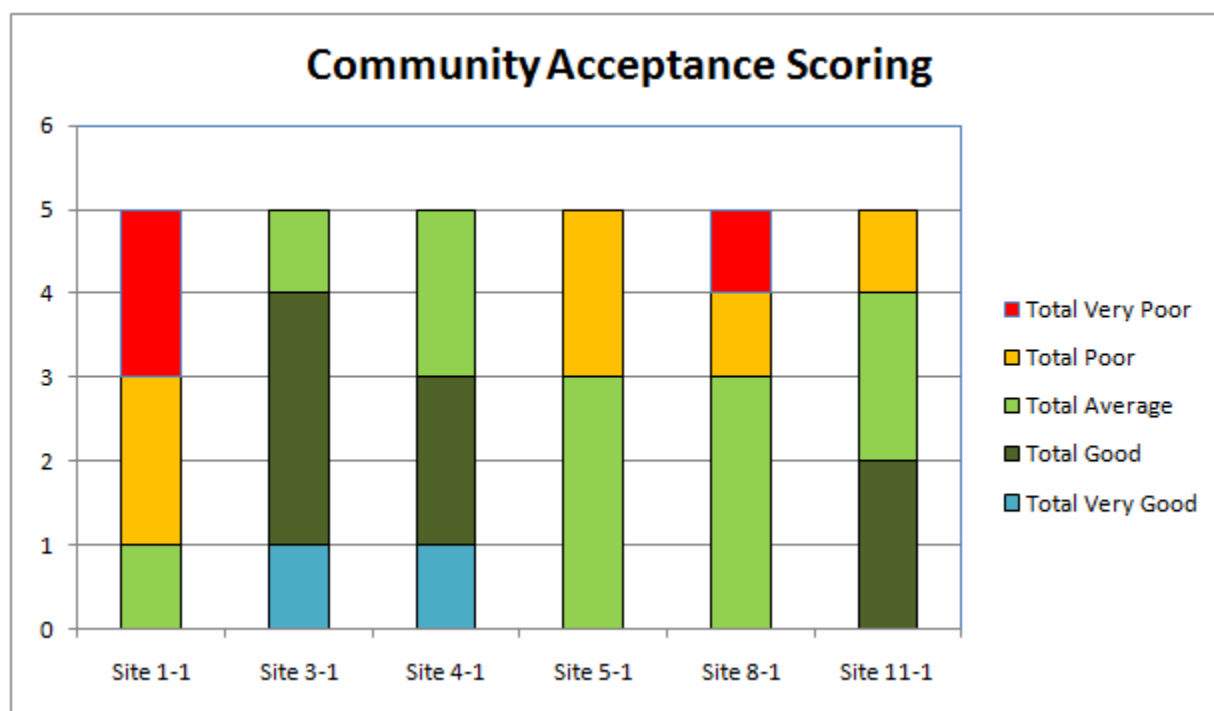
4. Acceptance of a nuclear generation facility as a preferred energy project (compared to biofuels and coal fueled)
5. Support for increased investments in nuclear generation projects

The interview results were reviewed by MidAmerican Energy Company as the potential basis for the Community Acceptance scoring criteria. Based upon this review, it was decided to incorporate an adjustment if a separate assessment by Flynn Wright of the local community and media provided a high level of comfort that the existing perceptions could be changed through public education media efforts.

Assessments

The assessment of at least 100 respondents in each candidate site was completed the week of November 3, 2010. Same day fielding of the survey was completed in each zone to minimize external bias.

The results were provided to MidAmerican Energy Company in the report *Generation Study*, dated November 2010 and are summarized by scores below.



MidAmerican Energy Company took the above scores and applied a value to each of the Flynn Wright scores (i.e., very good = 5 points to very poor = 1 point). The results of this weighting are provided in the following table.

Community Acceptance						
Based upon Flynn Wright <i>Generation Study</i> Report November 2010						
	Site 1-1	Site 3-1	Site 4-1	Site 5-1	Site 8-1	Site 11-1
Total Very Good	0	1	1	0	0	0
Total Good	0	3	2	0	0	2
Total Average	1	1	2	3	3	2
Total Poor	2	0	0	2	1	1
Total Very Poor	2	0	0	0	1	0
Total Assessments	5	5	5	5	5	5
Awarded Points (Very Good = 5 points)	9	20	19	13	12	16
Recommended Score	2	5	5	3	3	4

The potential impact of public education efforts through the local media were assessed by reviewing the Overall Zonal Assessment rating provided in the Flynn Wright report *Candidate Area Research Public Relations Recommendations*, November 2010. In this report, sites 3-1, 4-1 and 11-1 were assessed as “Good” while Sites 1-1, 5-1 and 8-1 were assessed as “Average”. Since the three lowest scoring public acceptance sites (sites 1-1, 5-1 and 8-1) were also assessed as having average media relations scores no adjustments were made to the initial community acceptance scores shown in the table above.