

Network Customer Meeting

Local Relations Update

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ATC's Outreach Approach

- Understand impacts: What? Who?
- Articulate project need
- Develop strategies to engage the public
- Build community relationships
- Address local issues (if possible)
- Execute

Tools of the Trade

- “Getting poles and wires elected”
- Direct mail
- Community Leader Briefings
- Open Houses
 - Invitations and phone calls
 - Video
 - ATC (and LDC) Experts
 - Pre-CPCN and Pre-construction
- Project Updates (newsletters, WWW, etc.)

Activities & Tactics -- 2006

- Continued emphasis on public participation on all major projects:
 - Newsletters and other direct mail
 - Public open houses
 - Hands-on one-on-one contact with local officials
- Selective corporate sponsorships at local level
- Some modest advertising
- Updates since February 23, 2006 meeting

Major 345 kV Projects – Spring 2006

- Arrowhead-Weston
 - Individual local government contacts during construction.
- Gardner Park – Central Wisconsin & Morgan - Werner West
 - Interconnect WPS Weston 4 unit and reinforce system in NE Wisconsin.
 - PSCW Hearings held in April; CPCN Order expected in July 2006.
 - Pre-construction public outreach planned.

Major 345 kV Projects – Summer 2006

- Rockdale – West Middleton (Dane County)
 - Route proposals narrowed on May 23 and public open houses on June 20 – 28.
 - Final routes known by 4th Qtr 2006. CPCN filing in 1st Qtr 2007.
- Rockdale – Paddock (Dane & Rock)
 - Access project
 - Target route is existing 345 kV line corridor for double & triple circuit on new poles
 - Final routes known by 4th Qtr 2006. CPCN filing in 1st Qtr 2007.

Major 138 kV Projects – Summer 2006

- Cranberry – Conover - Iron River – Plains
 - PSCW hearings on June 28 & 29 in Eagle River and Florence
 - CPCN Order expected before end of 2006
- N. Madison – Waunakee: CPCN filed.
- Fitchburg – Verona: Open Houses in late June; CPCN filing in 4th Qtr 2006.
- Jefferson County: Awaiting final CPCN action at PSCW
- Venus – Metonga:
- Femrite – Sprecher: Under construction
- East Beaver Dam

