



Local Relations Update

November 16, 2006

Franc Fennessy
Manager of Local Relations





Our 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
- Limited, targeted advertising (mostly radio)
- Community Leader Briefings and Open Houses
 - Invitations and phone calls
 - Video
 - Staffed by ATC (and LDC) Experts
 - Pre-CPCN and Pre-construction
- Project Updates (newsletters, WWW, etc.)



The Transmission System Today

- Continued public and stakeholder contacts 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
- Advertising as necessary
- Updates since August 23, 2006 meeting



Major 345 kV Projects

- Rockdale – West Middleton (Dane County)
 - County wide referendum requesting “independent study” passed with 76% of vote
 - Final routes, open houses and CPCN filing in spring 2007
- Rockdale – Paddock (Dane & Rock)
 - Access project – preferred is existing 345 kV (W4) line corridor
 - Project open house scheduled for December 12-13
 - CPCN filing in spring 2007.



Major 345 kV Projects (cont'd)

- Arrowhead-Weston
 - Ongoing individual local government contacts during construction (with WPS) – focus on final spreads in Rusk, Sawyer, Washburn and Douglas counties
- Gardner Park – Central Wisconsin & Morgan - Werner West
 - CPCN Order approved in July 2006.
 - Real estate negotiations ongoing
 - Pre-construction open house scheduled on December 5



Major 138 kV Projects

- Fitchburg (Oak Ridge) – Verona:
 - “Final” open house held in September
 - CPCN filing by year-end 2006.
- N. Madison – Huiskamp (Waunakee):
 - PSCW deadline extended into mid-2007
 - More than 90 intervenors at PSCW
 - Hearings scheduled



Major 138 kV Projects (cont'd)

- Cranberry – Conover - Iron River – Plains:
 - PSCW action imminent
 - CPCN Order expected at November 20, 2006 PSCW meeting
- Jefferson County:
 - CPCN Order issued on August 9, 2006 -- alternate route selected on northern half
 - Judicial review requested by Jefferson County and the Madison Audubon Society



Major 138 kV Projects (cont'd)

- Venus – Metonga (Oneida & Forest):
 - Real estate negotiations continuing
 - Pre-Construction open house on December 6 in Crandon
- Femrite – Sprecher (Dane):
 - Underground work complete
 - Above ground T-line work underway
- East Beaver Dam (Dodge):
 - Complete!



THANK YOU

QUESTIONS?

