



Local Relations Update

February 23, 2006



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 in 4th Qtr 2005

- Open Houses (pre-CPCN):
 - N. Madison – Huiskamp/Waunakee (Dane)
 - Rockdale – West Middleton (Dane)**
 - SE Fitchburg – Montrose- Oregon (Dane)
 - Rubicon – Hustisford – Horicon (Dodge)
 - Columbia – Wyocena- Rio (Columbia)
- Presence at PSCW Hearing (Crandon)
- Updates on a range of projects (A-W, etc.)

** Included Community Leader Briefings



Activities in Jan – June 2006

- Open Houses (Pre-CPCN or CA):
 - Rockdale – West Middleton (Dane)
 - SE Fitchburg – Montrose - Oregon (Dane)
 - Saukville – St. Lawrence (Ozaukee/Washington)
- PSCW EIS Scope Meetings and Hearings:
 - SW Delavan (February)
 - Gardner Park – Central Wisconsin & Morgan – Werner West (April PSCW Hearing)
 - Cranberry – Conover - Plains (EIS Scope?)
- Access Project Initiated



Activities in Jan – June 2006

- Open Houses (Pre-Construction):
 - Turtle – West Darien (Rock/Walworth)
 - Portage - Montello (Columbia/Marquette)
 - Femrite - Sprecher (Dane)
 - East Beaver Dam (Dodge)
- More project updates (CCP, GCMW, etc.)



LDC Participation

- Always welcome and encouraged – LDC as local franchise
- Essential on Transmission-to- Distribution projects
- Examples on new ROW projects:
 - Beaver Dam, Omro, Oregon, Montrose (Alliant)
 - Venus-Metonga (WPS)
 - SE Fitchburg (MGE)
 - Jefferson County (WE, WPPI)
 - CCP (WE, WPS, WPPI)