



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
- 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.)



Current Activities & Tactics

- 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
- Modest advertising
- Updates since May 23, 2006 meeting



Major 345 kV Projects

- Rockdale – West Middleton (Dane County)
 - Public open houses held in late June
 - Final routes and open houses in December 2006. CPCN filing in 1st Qtr 2007
- Rockdale – Paddock (Dane & Rock)
 - Access project
 - Target route is existing 345 kV (W4) line corridor for double & triple circuit on new poles
 - CPCN filing in 1st Qtr 2007.



Major 345 kV Projects (cont'd)

- Arrowhead-Weston
 - Ongoing individual local government contacts during construction (with WPS)
- Gardner Park – Central Wisconsin & Morgan - Werner West
 - CPCN Order approved July 2006.
 - Pre-construction public outreach underway (heavy on real estate message)



Major 138 kV Projects

- Fitchburg (Oak Ridge) – Verona:
 - Open houses held in late June; “Final” open house scheduled for September 14
 - CPCN filing in 4th Qtr 2006.
- N. Madison – Huiskamp (Waunakee):
 - CPCN “complete” in July
 - CPCN hearing expected in November and Order by late 2006



Major 138 kV Projects (cont'd)

- Cranberry – Conover - Iron River – Plains:
 - PSCW hearings held in June (Eagle River and Florence); EA issued in August
 - CPCN Order expected by end of September
- Jefferson County:
 - CPCN Order issued on August 9, 2006



Major 138 kV Projects (cont'd)

- Venus – Metonga (Oneida & Forest):
 - Real estate work ongoing; some additional pre- construction outreach likely
- Femrite – Sprecher (Dane):
 - Underground work ongoing; above ground T-line work to begin this fall along I-90
- East Beaver Dam (Dodge):
 - Under construction (along STH 151)



Challenges on 69k V Projects

- Fall below the PSCW filing thresholds for new ROW or total costs
- Require extensive public outreach, but without the CPCN regulatory certainty
- Can require local government approvals (like conditional use permits)
- Recent examples:
 - Columbia – Wyocena – Rio
 - Y119 Rebuild (Oregon – Verona)