

Utility Transmission Public Outreach Approaches

March 14, 2007

Bob Bellemare
CEO

UtiliPoint International, Inc.

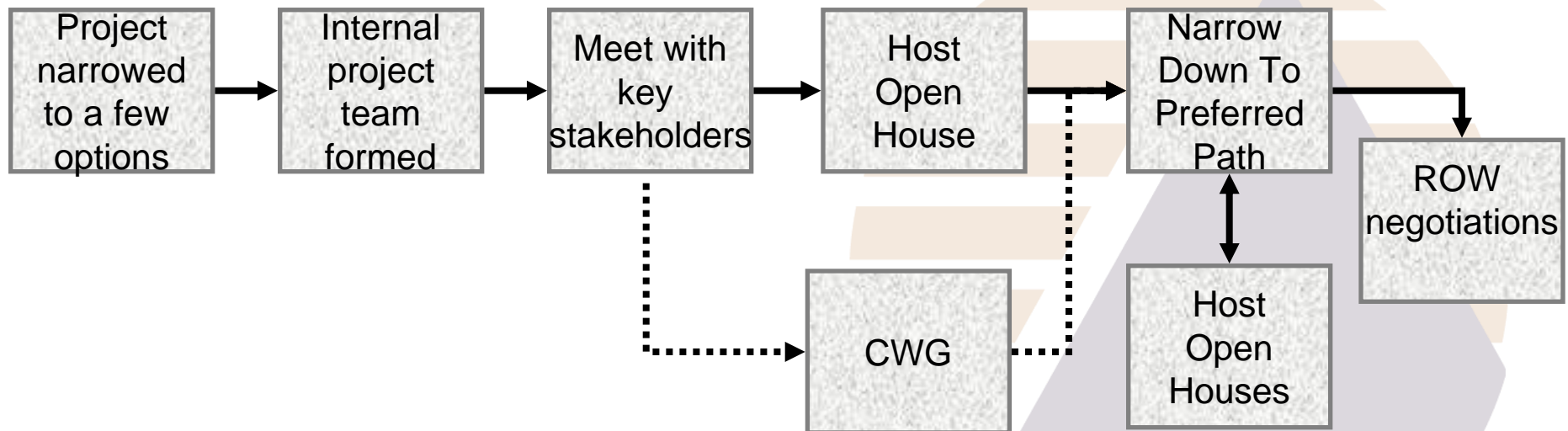
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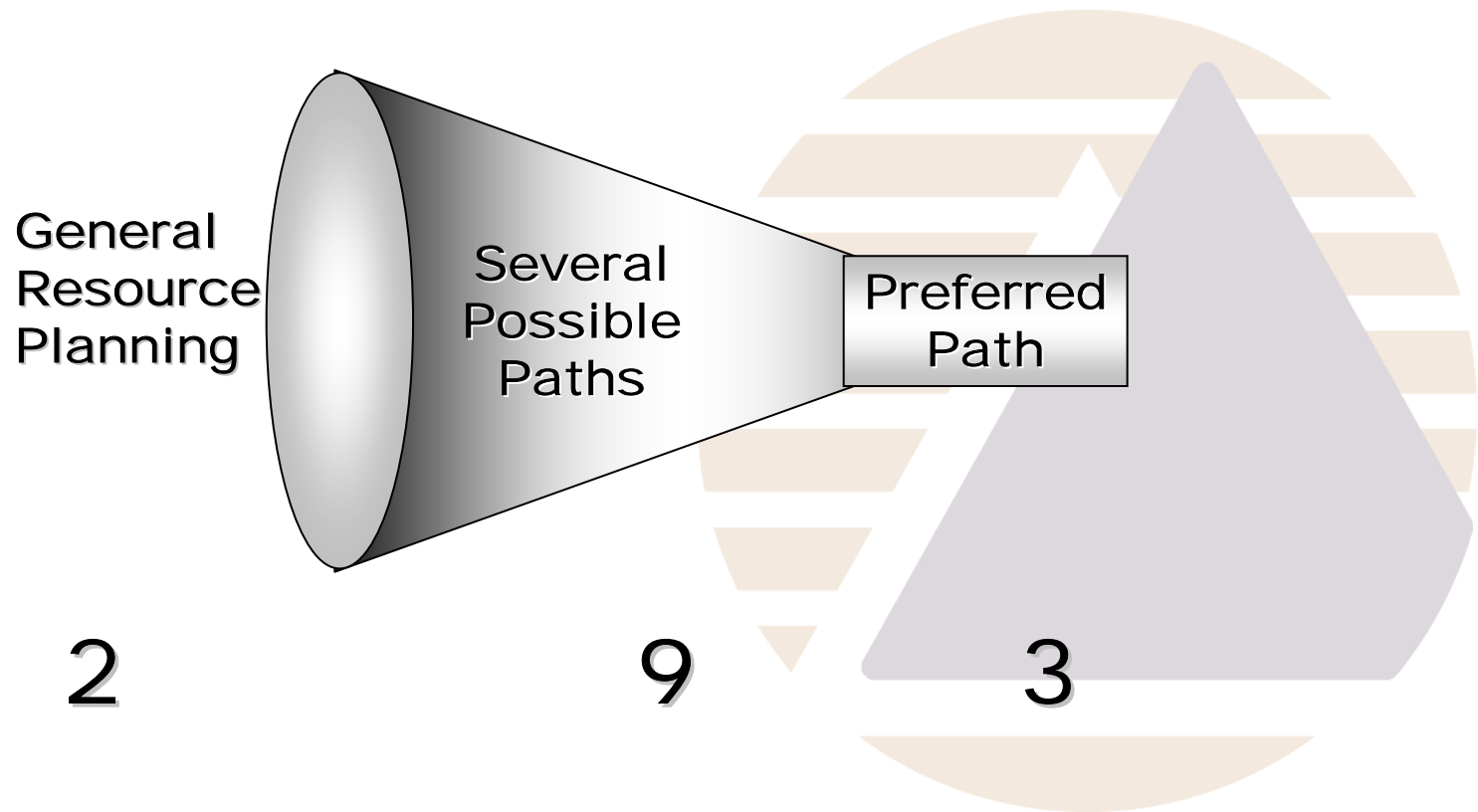
Survey

- 17 utilities contacted, 14 responded
- All ownership types – IOU's, large municipals, federal agency, regulated and deregulated states
- Across the United States and one Canadian utility

Typical Process



At What Planning Stage Do Utilities Begin Public Outreach?



Keys to Success

- “Start early and communicate often with the public.”
- “One-on-one meetings prior to open houses with key influencers and directly affected land owners. Open communication creates atmosphere of trust which minimizes issues. Computer simulations “
- “Getting the public involved early and deeply has produced good results.”
- “The keys to success have been engaging the public early and often.” After the failure of the “legal only” approach, they have enjoyed great success with their community outreach approach. On the last project they were able to get unanimous approval from all 7 jurisdictions they needed approval from. “

Keys To Success

- Proactive communications, good team, identifying the project need far in advance, developing a communication plan, their local presence, a sense of mission/teamwork, and strong project management (there are normally 18 to 30 people involved in a project).
- Getting public involved at the planning stage, use executive management to invite members to the working group, adopt a corporate attitude that community input is necessary and important, education of the advisory committee, communicate, communicate, communicate
- “Communication, Communication, Communication!”. Get stakeholders informed early. It’s important make them feel you are not trying to backdoor the project.
- Be approachable, get out early. Be out in the community as a routine, not just when you need something.
- Executive buy-in to the process, selecting the right people (diversity) for the CWG, document what is going on, publicize the project

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Summary

- Trends towards involving the public earlier in the process and with many forums to provide input

