

Energize Eastside

230kV Transmission Line Upgrade

The Play Book Approach

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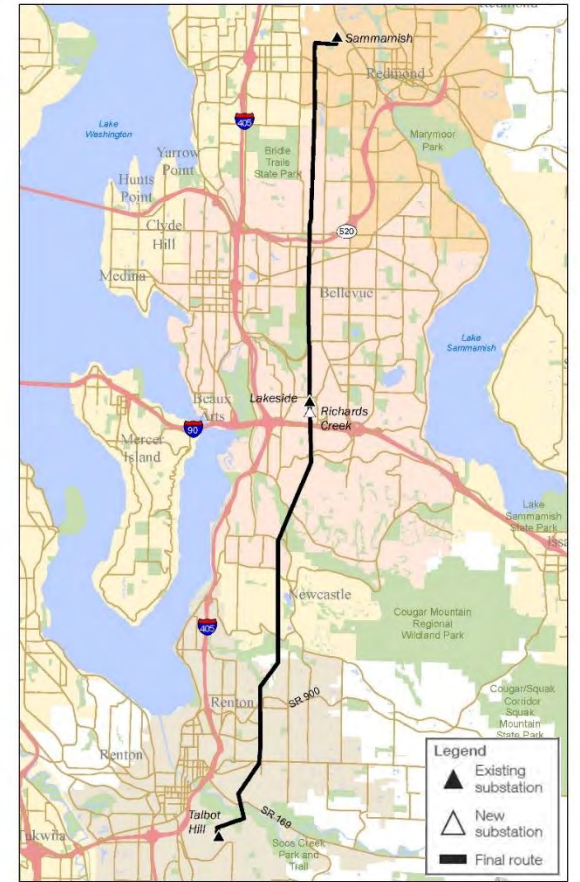
Infrastructure Program Manager

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What Is Energize Eastside?

- ◆ Issue identified during TPL studies
- ◆ Construct a new 230 kV substation
- ◆ Upgrade two existing 16-mile long 115 kV lines to 230 kV
- ◆ Use the 1920s/30s existing utility corridor



The Playbook Approach

How we got it done...

Key elements

◆ Basis – “No surprises”

- ◇ Keep your team informed
- ◇ Understand that each discipline has an agenda

◆ Know the answer before the questions are asked

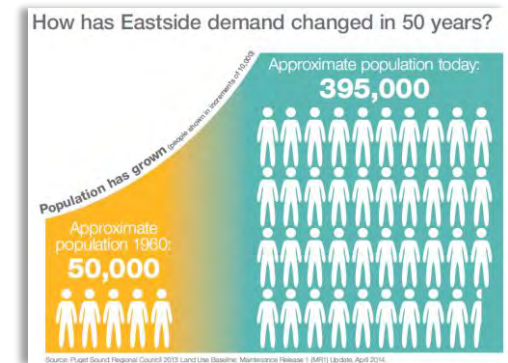
- ◇ Develop a list of anticipated questions
- ◇ Research (provides credibility)
- ◇ Commission studies

◆ Message discipline

The Playbook Approach


No Surprises

- ◆ No surprises
 - ◇ Internal – Keep the team informed
 - ◇ External – Provide “political cover”
- ◆ Inform decision makers and public leaders
 - ◇ Pre-launch briefings
 - ◇ Regular updates to re-enforce messages
- ◆ Polling as a tool to test messages
 - ◇ Understand what resonates with the general public
 - ◇ Used to refine messages



Message Discipline

- ◆ Don't chase the question!
 - ◇ This approach was paramount to getting Energize Eastside permitted
 - ◇ Applicable to all communications
 - ◇ People want to be helpful –pivot to talking points
- ◆ Important to preserve the legal record
 - ◇ Consistency is key
- ◆ If the messages get boring, that is a good thing
 - ◇ ...but sometimes you have to adjust messaging to address new issues

STAYING ON MESSAGE 

The Three C's of Message Discipline:

- 1 Clarity
- 2 Consistency
- 3 Credibility

How to achieve it: Practice The ABC's

Acknowledge the question

Build a bridge from the question to your talking points

Communicate your message

Talking Points

◆ Key talking points

- ◇ Growth is straining our region's existing transmission system
- ◇ Conservation alone is not enough
- ◇ We need to act now
- ◇ Now is the time to upgrade in order to meet our mandated federal regulations

◆ Success:

- ◇ Members of the public quote your talking points
- ◇ You always give the same answers

“Energize Eastside will build a new substation and upgrade existing transmission lines to keep the lights on for years to come.”

What We Heard

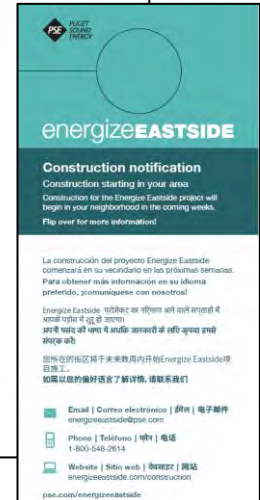
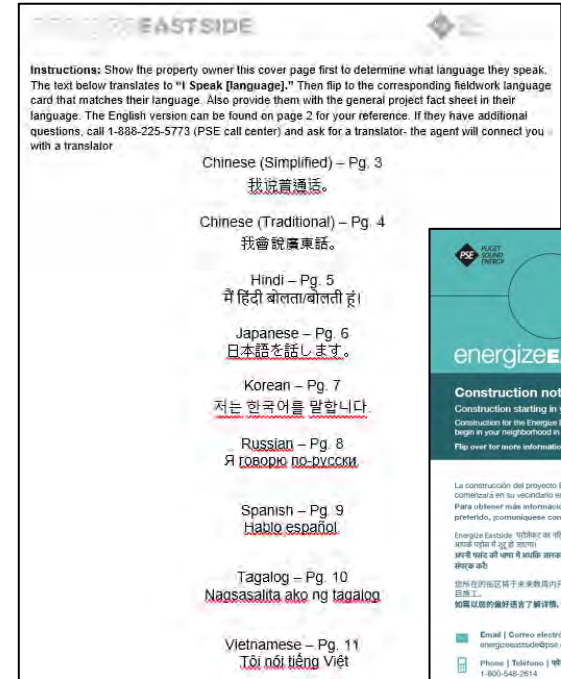
- ◆ Project is not needed
- ◆ There are other solutions
- ◆ It's not safe



- ◆ It will decrease property values
- ◆ Put it where the poor people live
- ◆ It will destroy thousands of trees

Customer Interaction

- ◆ Again....Message discipline!
- ◆ Prepare project team – practice Q&A
- ◆ Provide tools to facilitate communication
 - ◇ Web page
 - ◇ Dedicated 800 number
 - ◇ Dedicated email
 - ◇ Fact sheets
- ◆ Understand language diversity – language cards, translation services
- ◆ Manage customer expectations





Customer Interaction

- ◆ Restoration guides
- ◆ Weekly construction notices – targeted
- ◆ Keep records of interactions

Sample plant palette for vegetated screen

Replacement options are subject to location-specific approval and will be planted at less mature heights than shown below.

 <p>Arbutus unedo 'Compacta' Dwarf Strawberry Tree</p> <p>Four-season interest; white summer fruit; evergreen foliage.</p> <p>Plant Characteristics:      </p>	 <p>Camellia sasanqua 'Sasanqua Gemella'</p> <p>Great early spring flowers with fragrance; glossy, dark evergreen foliage.</p> <p>Plant Characteristics:      </p>	 <p>Kalmia latifolia 'Mountain Laurel'</p> <p>Flowers mid-June; evergreen foliage.</p> <p>Plant Characteristics:      </p>
 <p>Myrica x maclei 'Ghanty' Hybrid Marshmallow</p> <p>Great winter interest; oblong leaves with sharp margins; evergreen foliage.</p> <p>Plant Characteristics:      </p>	 <p>Myrica californica 'California Wax Myrtle'</p> <p>Small; evergreen leaves; can be sheared or left to grow in loose mounds.</p> <p>Plant Characteristics:      </p>	 <p>Taxus floccata 'Yew'</p> <p>Upright form; can be sheared; evergreen needle-like leaves.</p> <p>Plant Characteristics:      </p>
 <p>Thuja occidentalis 'Colorado'</p> <p>Tight, pyramidal; evergreen form.</p> <p>Plant Characteristics:      </p>	 <p>Tsuga mertensiana 'Mountain Hemlock'</p> <p>Slender; small tree; evergreen foliage; slow growing.</p> <p>Plant Characteristics:      </p>	 <p>Ceanothus 'Victoria' California Lilac</p> <p>Dark; evergreen foliage; fragrant blue-purple blooms.</p> <p>Plant Characteristics:      </p>

Legend

- Approximate Site
- Sun Requirement
- Water Requirement
- Friendly to Pollinators
- Native Planting
- Edible Parts
- Maintenance Requirement

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 PUGET SOUND ENERGY

Vegetation Management Standards

200 KV transmission lines

Pole Structure Type: C-1

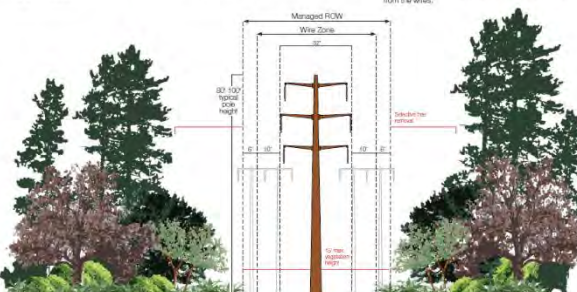
NOTE: Existing poles are shown in grey for reference.

FSC's 200 KV transmission vegetation management standards generally require removing trees located in the wire zone that have a mature height of more than 10 feet.

Wire Zone: Section of a utility transmission right of way extending to 10 feet from the outside transmission wire(s). Vegetation with a mature height of 10 feet or less is allowed in this zone.

Managed ROW (ROW): The section of a transmission right of way that extends roughly 10 feet from the outside transmission wire(s). Vegetation with a mature height of 10 feet or less is allowed in this zone.

Legal Right of Way (ROW): The full width of the easement. Maximum height of mature vegetation between the Managed ROW and Legal ROW is dependent upon tree species, tree health, and distance from the wires.



CONCEPT LANDSCAPE TYPICAL

PROPERTY RESTORATION AND PLANNING PLAN

CONCEPT LANDSCAPE PLANT SPECIES LIST

PLANT SPECIES	ZONE	REQUIREMENTS
Arbutus unedo 'Compacta'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Camellia sasanqua 'Sasanqua Gemella'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Kalmia latifolia 'Mountain Laurel'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Myrica x maclei 'Ghanty'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Myrica californica 'California Wax Myrtle'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Taxus floccata 'Yew'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Thuja occidentalis 'Colorado'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Tsuga mertensiana 'Mountain Hemlock'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low
Ceanothus 'Victoria'	Managed ROW	Water: Low, Sun: Full, Wind: Low, Soil: Low, Salt: Low, Maintenance: Low

CONCEPT LANDSCAPE PLANT SPECIES LIST

LEGEND

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PROPERTY RESTORATION AND PLANNING PLAN

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The Positive Public

◆ Public engagement

- ◇ Open houses
- ◇ Advisory group
- ◇ Public events
- ◇ Briefings
- ◇ Hearings

◆ Help stand up independent advocacy group

- ◇ Citizens United For Reliable Energy (Cure)
- ◇ Business, hospitals, charitable organizations, members of the public, etc...

◆ Key to positive Hearing outcomes – creating a balance

Public Outreach Summary

Responded to over 11,000 public inquires

- 30 email campaigns to audiences as large as 1,600 individual contacts
- 9 telephone call campaigns to property owners with known vegetation impacts
- Over 700 meetings with impacted property owners
- 1,700+ phone calls with members of the public
- 183 weekly email construction updates sent
- 1,128 networking events attended
- 36 briefings with neighborhood groups
- 79 briefings with local jurisdictions
- 63 presentations/public comments at city council meetings
- 225 briefings with elected officials
- 46 community events attended
- Customer Appreciation Events along the Corridor

Take Aways

- ◆ No surprises
- ◆ Don't chase questions and know the answers
- ◆ Message discipline

