PJMTOA-AC
Transmission Siting Education Working Group

• Team participants:
  – Richard Bernet        Exelon
  – Doug Colafella        Allegheny
  – Mike Gogol            Allegheny
  – Kim Hanneman          PSEG
  – Stephenie Harrington  Dominion
  – Sherri Monteith       AEP
  – Tom Moran             PSEG
  – Jodi Moskowitz        PSEG
  – Randy Palmer          Allegheny
  – Carla Picard          Dominion
  – Suzanne Priore        AEP
  – Buddy Pyle            Pepco
  – Raj Rana              AEP
  – Lisette Santana       PPL
  – Greg Smith            PPL
  – Ward Smith            Exelon
  – David Stern           Exelon
  – Paul Wirth            PPL
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• Team charter:
  – Benchmarking among member companies in area of transmission siting public awareness
  – Investigate possibilities for a PJM generic transmission siting public awareness campaign (generic meaning not tied to a specific project)

• Team activities:
  – Months of conference calls, sharing of best practices
  – Baltimore meeting (6/23/09) with Suzanne Shelton, The Shelton Group
Findings

• Any public awareness campaign must start with qualitative/quantitative research
  – Establishing baseline data will cost $200K and take 6-8 months
  – Research critical to successful campaign
  – Research would yield assessment of existing public awareness and perceptions – serve as starting point for recommendations on good/better/best campaign elements

• Campaign would cost several $MM annually, depending on reach and frequency goals
Recommendations

• Create section of PJM TOA-AC website (possibly password protected) for sharing of best practices – including literature, advertising, public meeting strategies, etc.
  – Consider a blog or message board for advisories on opposition activities, relevant conferences, coalitions, etc.

• TOA-AC to decide whether to proceed with research in preparation for development of a campaign