

# PJM TOA-AC

## Transmission Siting Education Working Group

- Team participants:
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  - Ward Smith Exelon
  - David Stern Exelon
  - Paul Wirth PPL

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## Transmission Siting Education Working Group

- 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