

# **The Columbia Electric Transmission Line Project**

## **Public Hearing Communications Plan**

### **DATE/TIME/LOCATION**

**Public Hearing - Tuesday, January 19, 2016**

**7:00 p.m.**

**City Hall Council Chambers**

### **COMMUNICATION VEHICLES**

The following materials will notify the community of the public hearing:

#### **Project Updates Ribbon**

The updates section on the PoweringColumbia.com homepage will be updated the week of November 30 to include basic information about the public hearing.

#### **Letters**

Two mailings will take place. The mailing list for each will include all CWL electric customers in the community, property owners who live within 250 ft. of either side of the option A, B or B-2 routes, and homeowners and neighborhood association contacts. Mailings will be in letter format and packaged in CWL envelopes.

- Mailing #1
  - Mailing date is the week of Monday, December 14.
  - Will include general information about the public hearing and what the community can expect to learn about the project at the meeting.
- Mailing #2
  - Mailing date is Monday, January 11.
  - Will include a reminder of the public hearing and what the community can expect to learn about the project at the meeting.
  - Along with recipients listed on mailing list #1, constituents who have inquired about the project through the hotline, website or open house comment form will be included in mailing #2.
  - Mailing options: Property owners within 250 ft. of the Option A, B and B-2 routes could be sent letter #2 via a certified letter
  - Letter #2 will also be hand-delivered to local managers of corporation-owned businesses along Option A, B and B-2 routes. These are businesses that are along these routes but may not receive the mailed letter because utility bills and other

correspondence to property owners are sent to a corporate office in a different location. This includes approximately 300 businesses.

### **Homeowners and Neighborhood Associations**

- A public hearing announcement will be sent to all homeowners and neighborhood associations, along the Option A, B and B-2 routes, for posting on their social media pages and emailing to their internal lists.
  - Announcement will be emailed the week of December 14.
- A public hearing announcement will be sent to the Office of Neighborhood Services for inclusion on their social media pages and their January newsletter.
  - Announcement will be emailed the week of December 14.

### **Interested Organizations and Groups**

- Columbia Public Schools, Friends of MKT Trail, Boone County Government

- A public hearing announcement will be sent to these groups for posting on their social media pages and/or emailing to their internal lists.
  - Announcement will be emailed the week of December 14.

### **Social Media**

- Columbia Water & Light Facebook and Twitter posts
  - Post public hearing information once per week beginning the week of January 4.
- City of Columbia Facebook and Twitter posts
  - Post public hearing information once per week beginning the week of January 4.

### **Transmission Line Project Listserv through CWL**

- A public hearing announcement will be sent to this listserv during the week of January 11.

### **City Channel**

- Onscreen announcement graphic to post during the week of January 11.

### **Project Information Line (Hotline)**

- The hotline voicemail message will be updated to include public hearing information week of November 30.

### **Media Alert**

- A media alert will be distributed by CWL on Monday, January 11.

**News Release**

- A news release and supplemental materials will be distributed by CWL on Thursday, January 14