

Transmission Line Communications Plan

Improving the public perception of and educating citizens about the Transmission Line Project by utilizing multiple communications channels to reach our customers successfully. As part of this messaging, the Utility would like to begin with educational aspects on the grid, followed by consecutive transmission public input meetings during which we discuss their components and how they work, as well as the positive impact on the community for the upcoming and future projects.

With numerous contact points for citizens to reach out to the City, consistent and accurate messaging and information across all platforms will be crucial to the success of this initiative. The Utility will aim for a minimum of three public outreach sessions, beginning in Summer 2026. Coordination between Utility staff and the City Manager's Office will be necessary to ensure successful communications with the public.

Upcoming events to get ahead of*

- Council introduction on February 16 (Starting date)
- Information session on Columbia's Grid - mid-late July
- IP meeting - mid-late August, 2nd IP meeting - early-mid September
- Public hearing - October
- 2nd Public hearing - October - November
- Council vote - November

Goals

1. Inform the public of the information session, two IP meetings, and public hearing on the transmission line project (Phase 1)
 - 1.1. Information Session
 - 1.1.1. City Source - **[write and submit by May 6 for June edition]** put information out to the public on the information session, First and second IP meetings
 - 1.1.2. What are the underlying reasons for implementing a transmission line
 - 1.1.3. Educate citizens on how the grid operates, i.e., generation, transmission, substation, distribution, etc. How is the grid, and everything is interconnected? Why are projects for the grid, such as transmission line projects and/or others, needed, and in general, how will they positively impact the community? History of previous grid improvements
 - 1.1.4. What are the proposed changes to the project going to be, and how will they impact the community? (Phase 2)

- 1.1.5. Ensure customers are informed of the benefits that come from the transmission project
- 1.2. IP Meeting (Mid-Late August)**
 - 1.2.1. City Source - **[write and submit by June for July edition]** put information out to the public on first IP meeting
- 1.3. IP Meeting (Early-Mid September)**
 - 1.3.1. City Source - **[write and submit by July for August edition]** put information out to the public on the second IP meeting
- 1.4. Public Hearing**
 - 1.4.1. City Source - **[write and submit by August 5th for September edition]** put information on public hearing
- 1.5. What are the underlying reasons for implementing a transmission line
- 1.6. Who was involved with the transmission line project (WLAB, Pre-council, parties involved)
- 1.7. Introduction - Feb 16
- 1.8. Education - Mid-Late July
- 1.9. Public Input opportunity and vote - Mid-August through October, Vote in November
- 1.10. Inform the public of the Council's vote and impact on the community surrounding the construction and implementation of the transmission on Vawter School Rd or Chapel Hill Road (depending on the decision on the final location for the transmission).

Outreach

- 1. Customers being informed before the Information Session, IP Meetings, and Public Hearing on the Transmission Line Project (Phase 1)**
 - 1.1. Push information in front on Utility page
 - 1.2. Publish on the MyUtilityBill homepage slideshow
 - 1.3. Add to the slideshow in the UCS lobby
 - 1.4. Create a slide to promote the meeting to be put on TV at the Health Department
 - 1.5. Create BeHeardCoMo page
 - 1.6. Create informational flyers for UCS, public events, etc.
 - 1.6.1. Bulletin boards on Broadway from Seventh Street to Hitt Street
 - 1.6.2. Bulletin boards on Ninth Street from Broadway to Elm
 - 1.6.3. Shops
 - Peace Nook
 - Yellow Dog Bookshop
 - Skylark Bookshop
 - Lakota Coffee

- Main Squeeze Juice Bar and Market
 - Columbia Art League
 - Hittsville/Ragtag/Uprise Bakery
- 1.6.4. Columbia/Boone County Public Health & Human Services
 - 1.6.5. ARC
 - 1.6.6. Hillcrest Community Center
 - 1.6.7. Daniel Boone Regional Library
 - 1.6.8. Cashier's office at City Hall
 - 1.6.9. HOA Contacts
 - 1.6.10. Hair Salons
 - 1.6.11. Send information directly to communities and neighborhoods that will be directly impacted by the construction
- 1.7. Promote the public with educational outreach about transmissions and the project
 - 1.7.1. Educational items
 - Transmission line and what it is.
 - The grid and the City interconnection
 - Components of transmissions (transmission lines, distribution lines, substations, etc.)
 - History of the project and why the Transmission line is needed
- Put educational “facts” in social media posts
- 1.8. Promote the information session, IP Meetings, and public hearing on social media
 - 1.8.1. Facebook and X - TBD
 - 1.8.2. NextDoor - TBD
 - 1.9. Talking points delivered to City Call Center, Utility Customer Service - TBD
 - 1.10. Publish press release - TBD
 - 1.11. Constant Contact email blasts to all electric customers about the public hearing
 - 1.12. Constant contact or postcards to the community or neighborhoods impacted by the construction of the Transmission Project
 - 1.13. Featured story on the front page of the website - TBD
 - (Work with Warren on placement)

2. Customers being informed after the Council vote (Phase 2)

- 2.1. Press release on the location and estimated timeline to begin construction of the transmission line
- 2.2. Possible IP meeting on doing an open session of discussion with the community on this project. I.e. What does it mean for the customer? Any unanswered questions on this project, etc.

- 2.3. Update Utilities rates page. Update MyUtilityBill front page slideshow, City Source article for
- 2.4. Update BeHeard page, Constant Contact email blast to impacted customers - - - Promote on social media
 - Facebook/X
 - Outreach to HOAs, neighborhood associations, CMCA, Love Columbia, Columbia Housing Authority, etc.
- 2.5. Send letters to residential, commercial, industrial, and Key Account customers to ensure they are educated on the implementation and impacts - Direct outreach to Key Accounts - TBD
- 2.6. Outreach at public events
 - 2.6.1. Food Bank -
- 2.7. Featured story on the front page of the website(Work with Warren on placement)
- 2.8. Create informational flyers on the approved location and construction date for the transmission project for UCS, public events, etc.
 - 2.8.1. Bulletin boards on Broadway from Seventh Street to Hitt Street
 - 2.8.2. Bulletin boards on Ninth Street from Broadway to Elm Shops -
 - Peace Nook
 - Yellow Dog Bookshop
 - Skylark Bookshop
 - Lakota Coffee
 - Main Squeeze Juice Bar and Market
 - Columbia Art League
 - Hittsville/Ragtag/Uprise Bakery
 - 2.8.3. Columbia/Boone County Public Health & Human Services
 - 2.8.4. ARC
 - 2.8.5. Hillcrest Community Center
 - 2.8.6. Daniel Boone Regional Library
 - 2.8.7. Cashier's office at City Hall
 - 2.8.8. CMCA
- 2.9. Create an updated slide for TV display at the Health Department