

## VELCO Recruitment/Invitation Plan Schedule

### **Organizational Networks (see list below)**

Newsletter articles (print and electronic)  
Notices and postcard through distribution lists

**Timing**  
individualized (ready 3/2)

### **Bill Stuffers – Distribution Utilities**

Newsletter article  
Flyer

individualized

### **Direct Mail – postcard**

To all VELCO lists  
To key informant lists  
To legislators  
To key informant lists  
Need photo, logos, text

April 1<sup>st</sup> (ready 3/17)

### **E-mail distribution – postcard**

To all SCG lists  
To subset of VELCO list w/email address

April 1<sup>st</sup> (ready 3/17)

### **E-mail – reminder**

April 24<sup>th</sup>

### **Questions:**

Contacting DU's – Deena or SCG?

Tracking – do we need to know who receives info through organizational networks?

**Purpose:** to obtain guidance in effectively developing a process to inform Vermonters about the opportunity to learn about and influence the long-range electric transmission reliability planning process.

**Background:**

The Snelling Center is assisting VELCO in the design and execution of a public engagement process related to the release of the public review draft of VELCO's 2009 Long Range Transmission Plan. This document is a technical analysis, looking out 20 years and updated every three, that identifies where electricity load growth will require transmission upgrades, new generation or increased energy efficiency to maintain reliability.

The public process will provide an opportunity for individuals and entities interested in the reliability of Vermont's electric system to understand and potentially influence the future of that system in their area by sharing information about activities that may influence future electricity transmission needs, projected peak load and/or potential solutions. Consideration of Non-Transmission Alternatives (NTAs), such as local generation or energy efficiency, that may be able to avoid or delay the need for transmission reinforcement, begins with the identification of reliability issues contained in this analysis.

The long range transmission plan will be on-line and available at the beginning of April. Public outreach related to the draft analysis will be conducted through April and May. The public outreach will include traditional and electronic media to publicize the release of the analysis, a website to share the results of the analysis and gather input, engagement of key regional partners, and five statewide public forums.

The public forums are scheduled as follows:

Wednesday, April 29, 2009 at 5:30 pm  
Lake Morey Resort, Fairlee

Tuesday, May 5, 2009 at 5:30 pm  
Sheraton Hotel, Burlington

Monday, May 11, 2009 at 1:30 pm  
VT College of Fine Arts, Montpelier

Thursday, May 7, 2009 at 5:30 pm  
Catamount Arts Academy, St. Johnsbury

Wednesday, May 13, 2009 at 5:30 pm  
Marlboro Tech Center, Brattleboro

**Questions for Regional Leaders:**

Historical and/or current issues → What local issues do you think might be raised in the public processes?

What memories might people have of past VELCO efforts?

What plans are underway locally to address electrical needs?

What are people talking about currently or in the local news related to the electrical system?

Who should be invited → Who is active in electricity and energy-related issues in your community/region?

Announcements → What are the best channels for announcing the event and inviting the public?

Timing for event → Are there any conflicts you are aware of with the proposed dates?

Planning consultant → Would you be willing to serve as an advisor in the planning and execution of the event in your region to help make the process as effective as possible?

**Networks for Promotion/Recruitment**  
**Via Newsletters, electronic distribution lists, website calendars, etc.**

Vermont League of Cities and Towns  
89 Main Street Suite 4  
Montpelier, Vermont 05602-2948 |  
Voice: 802.229.9111  
Fax: 802.229.2211  
[info@vlct.org](mailto:info@vlct.org)

Vermont State Chamber of Commerce  
P.O. Box 37  
Montpelier, VT 05601-0037  
Phone number: 802-223-3443  
Fax: 802-223-4257  
[info@vtchamber.com](mailto:info@vtchamber.com)  
[www.vtchamber.com](http://www.vtchamber.com)

VT Business Roundtable  
69 Swift Street, Suite 300  
South Burlington, Vermont 05403  
Phone: (802) 865-0410  
Fax: (802) 865-0662  
E-mail: [Contact@vtroundtable.org](mailto:Contact@vtroundtable.org)

Vermont Businesses for Social Responsibility  
60 Lake Street, Suite 3G  
Burlington, VT 05401  
[info@vbsr.org](mailto:info@vbsr.org)  
Phone: (802) 862-8347  
Fax: (802) 863-1535

Vermont Public Interest Research Group  
141 Main St., Ste 6  
Montpelier, Vermont 05602  
Phone: (802) 223-5221  
Fax: (802) 223-6855  
[www.vpirg.org](http://www.vpirg.org)  
[vpirg@vpirg.org](mailto:vpirg@vpirg.org)

Vermont Natural Resources Council  
9 Bailey Avenue, Montpelier, VT 05602  
Telephone: (802) 223-2328  
Fax: (802) 223-0287  
General Information: [info@vnrc.org](mailto:info@vnrc.org)

Vermont Energy and Climate Action Network (VECAN)

Email address: [info@vecan.net](mailto:info@vecan.net)

Phone: 802 223-2328

URL: <http://www.vecan.net>

Renewable Energy Vermont

P.O. Box 1036 Montpelier, VT 05601

(802) 229-0099 [info@revermont.org](mailto:info@revermont.org)

[www.revermont.org](http://www.revermont.org)

Associated Industries of Vermont

99 State St

Montpelier, VT 05602

(802) 223-3441

[info@aivt.org](mailto:info@aivt.org)

Vermont Council on Rural Development

Post Office Box 1384

Montpelier, Vermont 05601

802-223-6091

[vcrd@sover.net](mailto:vcrd@sover.net)

## **VECAN PROJECT PARTNERS (heidi to contact)**

### **ACA**

#### **10% Challenge Program**

##### **Debra Sachs**

66 Pine Tree Terrace

So. Burlington VT 05403

802-658-8487

email: [dsachs@10percentchallenge.org](mailto:dsachs@10percentchallenge.org)

Website: <http://www.10percentchallenge.org/>

### **NEGEF**

#### **New England Grassroots Environment Fund**

##### **Cheryl King Fischer**

PO Box 1057

Montpelier VT 05601

802-223-4622

email: [info@grassrootsfund.org](mailto:info@grassrootsfund.org)

Website: <http://www.grassrootsfund.org/>

### **Sierra\_Club**

#### **Sierra Club-The Vermont Chapter**

##### **Paul Markowitz**

4 Pearl Street

Montpelier VT 05602

802-229-6307

email: [paul@markowitzvt.com](mailto:paul@markowitzvt.com)

Website: <http://vermont.sierraclub.org/>

**SERG****Sustainable Energy Resource Group****Bob Walker**

432 Ulman Rd.  
Thetford Center VT 05075  
802-785-4126  
email: [SERG@valley.net](mailto:SERG@valley.net)  
Website: <http://www.serg-info.org/>

**VEIC****Vermont Energy Investment Corporation****Beth Sachs**

255 S. Champlain Street  
Suite 7 Burlington VT 05401-4894  
800-639-6069  
email: [bsachs@veic.org](mailto:bsachs@veic.org)  
Website: <http://www.veic.org>

**VNRC****Vermont Natural Resources Council****Johanna Miller**

9 Bailey Ave.  
Montpelier VT 05602  
802-223-2328 ext 112  
email: [jmiller@vnrc.org](mailto:jmiller@vnrc.org)  
Website: <http://www.vnrc.org/>

VT Association of Planning and Development Agencies (VAPDA)  
10 agencies

Legislative Committees – Senate Finance, House Natural Resources, House Commerce

Distribution Utilities

Front Porch Forum, Inc.  
P.O. Box 64781  
Burlington, VT 05406-4781  
(802) 540-0069  
[contact@frontporchforum.com](mailto:contact@frontporchforum.com)  
[frontporchforum.com](http://frontporchforum.com)

[Ibrattleboro.com](http://Ibrattleboro.com)  
[info@ibrattleboro.com](mailto:info@ibrattleboro.com)  
(802) 254-0129  
c/o MuseArts, Inc.  
41 Cedar Street  
Brattleboro, VT 05301

I Putney  
[Iputney.com](http://Iputney.com)

Post Oil Solutions  
infor@postoilsolutions.org

VLI Facebook

## PROMOTIONAL LANGUAGE OPTIONS

### Short

\_\_ words

**Planning for Vermont's Electric Transmission Future—Join the Discussion** Six public forums will explore Vermont Electric Power Company's new long-range transmission reliability plan. [www.velco.com/publicoutreach](http://www.velco.com/publicoutreach)

### Medium

\_\_ words

**Planning For The Reliability Of Vermont's Electric Transmission System—Join the Discussion** Six statewide public forums, convened by the Snelling Center for Government and [Vermont Electric Power Company](http://www.velco.com) (VELCO), will explore critical issues in electric reliability and transmission planning, as identified in VELCO's new Long-Range Transmission Plan. [www.velco.com/publicoutreach](http://www.velco.com/publicoutreach)

### Long

\_\_ words

**Planning For The Reliability Of Vermont's Electric Transmission System—Join the Discussion** Six statewide public forums, hosted by the [Vermont Electric Power Company](http://www.velco.com) (VELCO) and convened by the Snelling Center for Government, will explore critical issues in electric reliability and transmission planning, as identified in VELCO's new Long Range Transmission Plan. The sessions will include a brief presentation, information kiosks on key issues, small group discussions and an opportunity to meet with staff from VELCO and local utilities. [www.velco.com/publicoutreach](http://www.velco.com/publicoutreach)

\_\_\_ words (original text for back of post card)

## **Join New Process in Planning for Vermont's Electric Transmission Future**

You are invited to provide comment on the [Vermont Electric Power Company](#) (VELCO) Long Range Transmission Plan -- Public Review Draft [www.velco.com/publicoutreach](http://www.velco.com/publicoutreach) This analysis looks out 20 years and identifies transmission upgrades that may be needed to maintain reliability and where generation and demand reduction could potentially address those reliability needs.

Please join us at one of six public sessions, convened by the Snelling Center for Government:

Monday, April 27 at 5:30 pm  
Holiday Inn, Rutland

Wednesday, April 29 at 5:30 pm  
Lake Morey Resort, Fairlee

Tuesday, May 5 at 5:30 pm  
Sheraton Hotel, Burlington

Thursday, May 7 at 5:30 pm  
Catamount Arts Academy, St. Johnsbury

Wednesday, May 13 at 5:30 pm  
Marlboro Tech Center, Brattleboro

Monday, May 18 at 1:30 pm  
VT College of Fine Arts, Montpelier

The sessions will include an overview of the analysis, information kiosks on key issues, facilitated discussions, and an opportunity to meet with staff from VELCO and local utilities.

Refreshments will be served.

Contact [publicoutreach@velco.com](mailto:publicoutreach@velco.com) one week in advance to arrange for ASL interpreters.

**NEWSLETTER ANNOUNCEMENT**  
**4-17-09**

**VELCO LEADS VERMONT'S NEW PROCESS FOR ELECTRICITY  
TRANSMISSION RELIABILITY PLANNING**

The public is invited to review and provide input on Vermont Electric Power Company's (VELCO) Long Range Transmission Plan -- Public Review Draft set for release in early April. The document is part of a collaboratively designed planning process approved by Vermont's Public Service Board (PSB) in 2007. The plan, which looks out 20 years and must be updated every three, identifies transmission upgrades that may be needed to maintain reliability and where generation and demand reduction could potentially address those reliability needs. The new 20-year planning horizon offers additional opportunities for public input and is intended to provide ample time for "full, fair and timely consideration" of alternatives to building transmission. The draft plan will be on-line and available at [www.velco.com/publicoutreach](http://www.velco.com/publicoutreach).

Public outreach related to the draft plan will be conducted during April and May. VELCO is working with the Snelling Center for Government to design and execute an extensive statewide public outreach process, which will include traditional and electronic media to publicize the plan's release, a website to share the findings of VELCO's technical analysis and to gather public input, engagement of key regional partners, and six public forums at locations around Vermont.

The forums will include an overview of the analysis, information kiosks on key issues, facilitated discussions, and the opportunity to meet with VELCO staff and representatives of local electric distribution utilities. Refreshments will be served.

The public forums are scheduled as follows:

Monday, April 27 at 5:30  
Holiday Inn, Rutland

Thursday, May 7 at 5:30 pm  
Catamount Arts Academy, St. Johnsbury

Wednesday, April 29 at 5:30 pm  
Lake Morey Resort, Fairlee

Wednesday, May 13 at 5:30 pm  
Marlboro Tech Center, Brattleboro

Tuesday, May 5 at 5:30 pm  
Sheraton Hotel, Burlington

Monday, May 18 at 1:30 pm  
VT College of Fine Arts, Montpelier

For questions please contact VELCO at (802) 282-2631 or e-mail [publicoutreach@velco.com](mailto:publicoutreach@velco.com).

To request sign language interpretation, please contact [publicoutreach@velco.com](mailto:publicoutreach@velco.com) at

least one week prior to the event.

You are invited to review and provide input on the 2009 Long Range Transmission Plan

[www.velco.com/publicoutreach](http://www.velco.com/publicoutreach)

Six sessions will explore critical issues in electric reliability and transmission planning through a review of the analysis, facilitated discussion, and an opportunity to meet with staff from VELCO and local electric utilities.



130 S. Willard St.  
Burlington, VT 05401  
802.859.3090  
[www.snellingcenter.org](http://www.snellingcenter.org)

## Join Us

Monday, April 27, 5:30pm  
Holiday Inn, Rutland

Wednesday, April 29, 5:30pm  
Lake Morey Resort, Fairlee

Tuesday, May 5, 5:30pm  
Sheraton Hotel, Burlington

Thursday, May 7, 5:30pm  
Catamount Arts Academy, St. Johnsbury

Wednesday, May 13, 5:30pm  
Marlboro Tech Center, Brattleboro

Monday, May 18, 1:30pm  
Vermont College of Fine Arts, Montpelier



*Refreshments will be served!*

Contact [publicoutreach@velco.com](mailto:publicoutreach@velco.com)  
to request sign language interpretation.

# Planning for Vermont's Electric Transmission Future



We all depend on electricity to power our lives.  
We all want clean, affordable and reliable electricity.

*Please join the discussion!*

Convened by the Snelling Center for Government