

# The Elimination of Risk Starts with Effective Outreach

## Dominion Energy’s Electric Transmission Communications Approach

### Navigating the Rocky Mountains of Opposition: A Meaningful Approach to Public Engagement



**Local Stakeholder Groups** – Facilitate discussions with community leaders representing diverse perspectives on routing constraints and potential opportunities.



**Public Open House Events** – In-person events designed to provide opportunities for one-on-one dialogue with Dominion Energy’s reliability planners, project engineers, routing and environmental permitting experts and others.



**Added Community Engagement/Communications** – Variety of communications and engagement efforts to inform and involve community members and other stakeholders. Project webpages, digital communications, email/phone and general transmission overview portal are also self-service engagement tools.



**Cultural Advocacy Stakeholders and VA Native American Tribal Outreach** – In person meetings, project announcements/correspondence and individual stakeholder meetings are routine.

### Team Mission

Build **trust, credibility** and **integrity** among interested stakeholders to positively affect Dominion Energy’s legacy in the community and to demonstrate the company has the public’s best interest in mind.

### Driving Principles

- Showcase Innovation
- Lead with Empathy
- Be Proactive

### Results

- Stakeholders, including the opposition, will be a part of the discussion
- You control the narrative
- Projects successfully defended in regulatory process

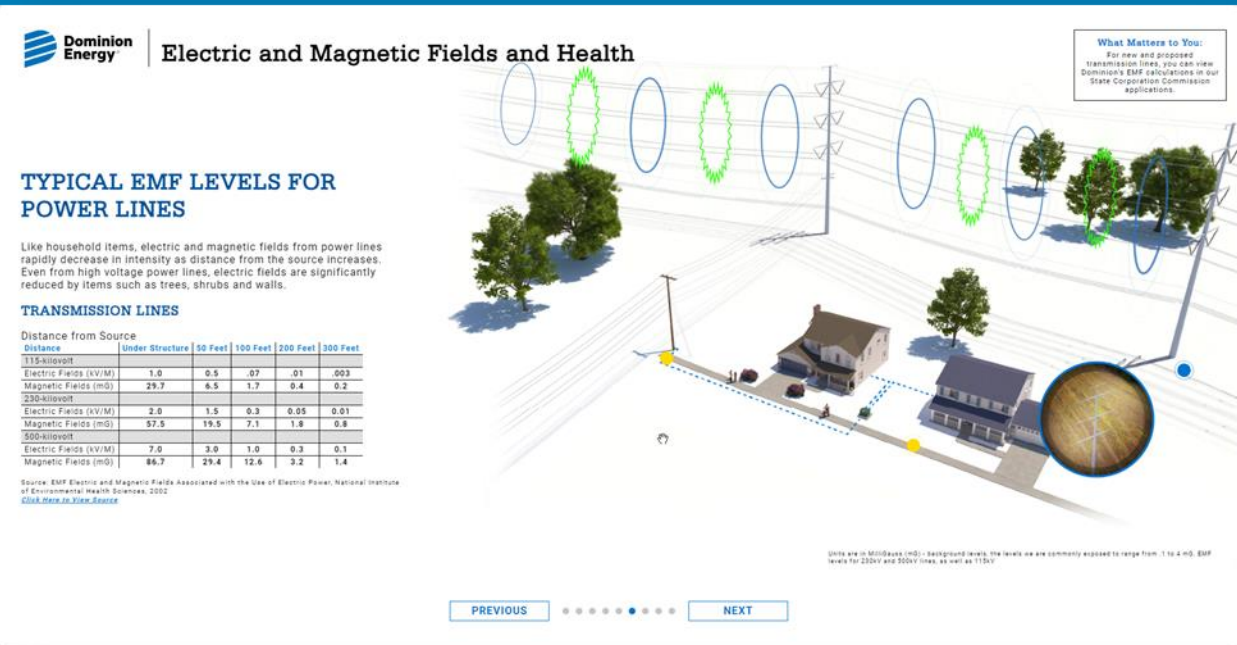
### Success Factors

- Be comfortable with being uncomfortable in front of the opposition
- Talk about “a” project, not “the” project to foster a sense of ownership in the process for the public
- Start engaging early – bring the public along on the project journey

### An All In Approach – Digital and In-person Engagement:

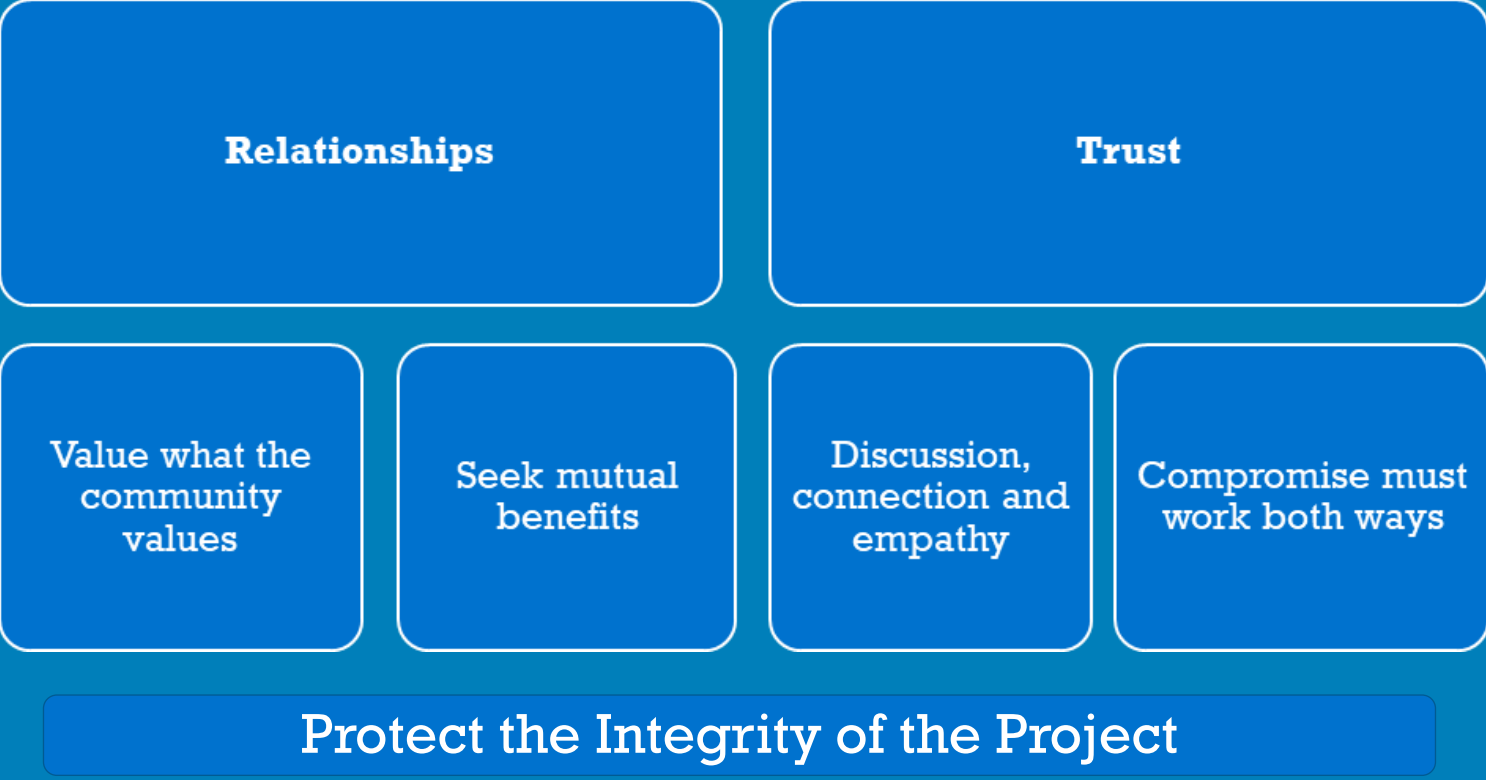


Digital project advertising casts a wide net to engage with a community.



Create unique, innovative tools which easily explain issues people care about.

### Key Tenets for Project Success



Contact Dominion Energy’s Electric Transmission Communications Team at [Powerline@DominionEnergy.com](mailto:Powerline@DominionEnergy.com).