

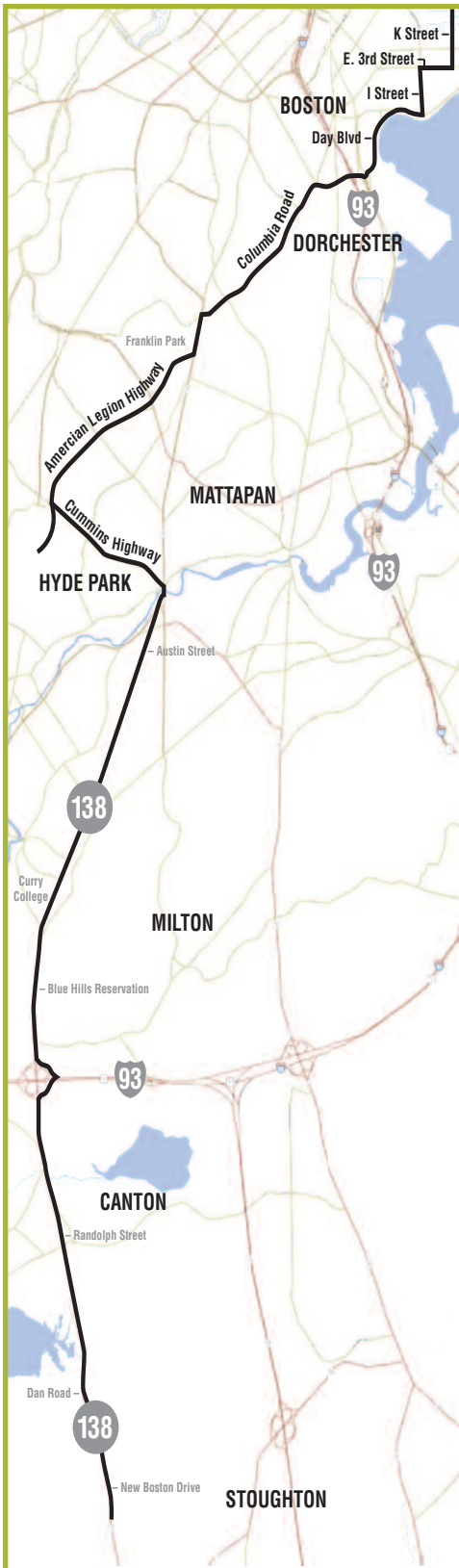
OUTREACH

NSTAR 345 kV Transmission Reliability Project



March 2008 | Second Edition

Community Hotline 800-830-1564 | Project Information Line 800-331-4084 | www.transmissionproject.net



Community Outreach Continues for NSTAR Electricity Project

As work proceeds on the final stage of the 345 kV Transmission Reliability Project, NSTAR continues its Community Outreach Program, which has served as a key communications tool for the public.

The program includes a designated web site, (www.transmissionproject.net), Community Hotline (800-830-1564), Project Information Line (800-331-4084), monthly newsletters, published advisories, and pamphlets hand-delivered by project staff. All of these elements combine to provide up-to-date information on the project to residents, businesses, town officials and other project stakeholders.

“The formula is pretty simple,” said Community Relations Manager Matt Watkins. “Tell people about the construction activities in advance, update them on the progress of the work, and be available to address any questions or concerns as they occur.”

Watkins added that town officials and community group support has gone a long way in keeping people informed and minimizing impacts to communities.

The web site includes an overview of the project, including the benefits it will provide; a project schedule that is updated weekly; a list of frequently-asked questions; a project map; and a summary of the project team.

The Community Hotline is a staffed telephone line that enables callers to speak to a staffer about any questions or concerns they might have relating to the project. The Project Information Line consists of a recording that is frequently updated to provide information on the project schedule.

The monthly newsletter includes project progress reports, photos, and other features relating to the project and the communities where the work is taking place.

The published advisories appear in local newspapers, and the hand-delivered pamphlets provide advance notice to residents and businesses of impending work in their area.

NSTAR Project Manager Don Bean said: “From day one of this project, our goal has been to ensure that every resident and business in the impacted communities is aware of exactly how and when the project might affect them. We then work with residents and businesses to minimize any inconveniences. Good communication will continue to be a top priority for NSTAR.”



Faces in the Field

Community Relations Manager Matt Watkins (right) and Community Relations Coordinator Bill Cook are responsible for implementing the extensive community relations plan for the project.

Matt has served as Project Spokesperson and Community Relations Manager for some of the largest construction projects in Massachusetts and Connecticut history, including overhead and underground utility enhancement projects and the Route 3 North Transportation Improvements Project, the Bay State's first design-build highway project.

Bill has worked in the public relations field for over ten years. He served as Director of Constituent Services for the City of Brockton, MA, and also worked at the Mount Washington Resort at Bretton Woods, NH and the PGA of America in Port St. Lucie, FL. Cook, a native of Brockton, recently relocated back to Massachusetts from Florida.





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