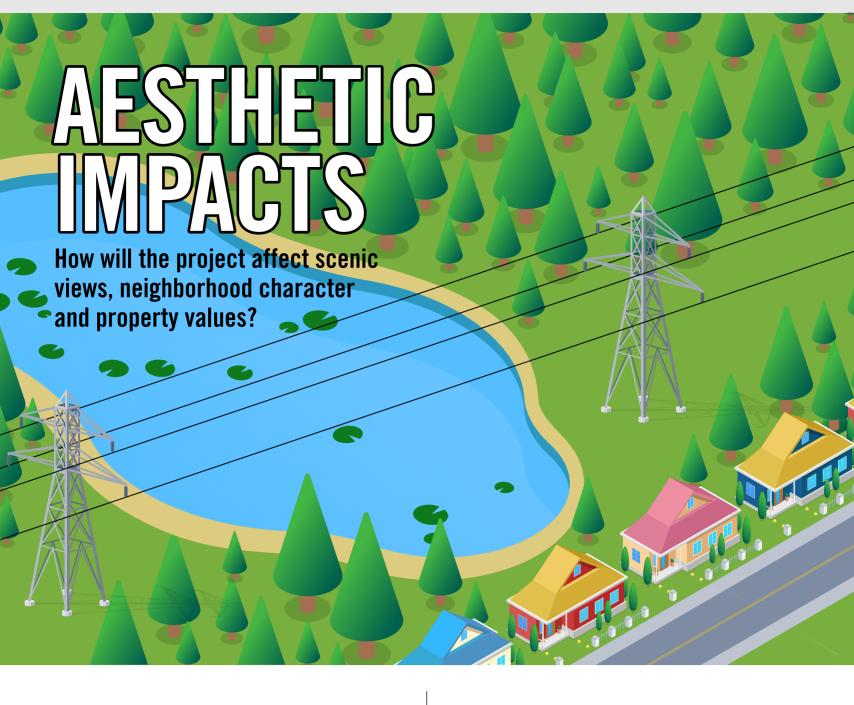
POWERING PROGRESS TOGETHER

As energy projects grow to meet rising electricity demand, communities often voice concerns about their impacts. Early public engagement, transparent communication and flexible design can ease opposition and build support.

This infographic highlights five common public concerns—aesthetics, health, environmental impact, property rights and public trust—and offers practical strategies to address each, ensuring development is both responsible and responsive to the needs of residents and stakeholders.



>> Altered neighborhood views

obstruct views.

Common Concerns

>> Large transmission structures

- may reduce home and property resale values.
- Visual impacts can be especially important in



tourism and recreational

build trust. >> Provide educational materials

Engagement Strategies

Involve the public early to discover

concerns, gather feedback and

and visual simulations of proposed changes.

Consider alternative routes and

low-visibility transmission structure designs. Use natural landscaping or buffers

to reduce visual impact.

- >> Clearly explain the project's purpose and benefits.



transmission lines.

health issues.

>> Exposure to Electromagnetic

Fields (EMFs) from high-voltage

» Possible links to cancer or other

- **Although scientific** consensus is mixed, perceived health risks can significantly influence transmission
- line opposition.



>> Offer EMF monitoring or testing upon request.

>> Highlight that transmission line

EMF levels are typically well below

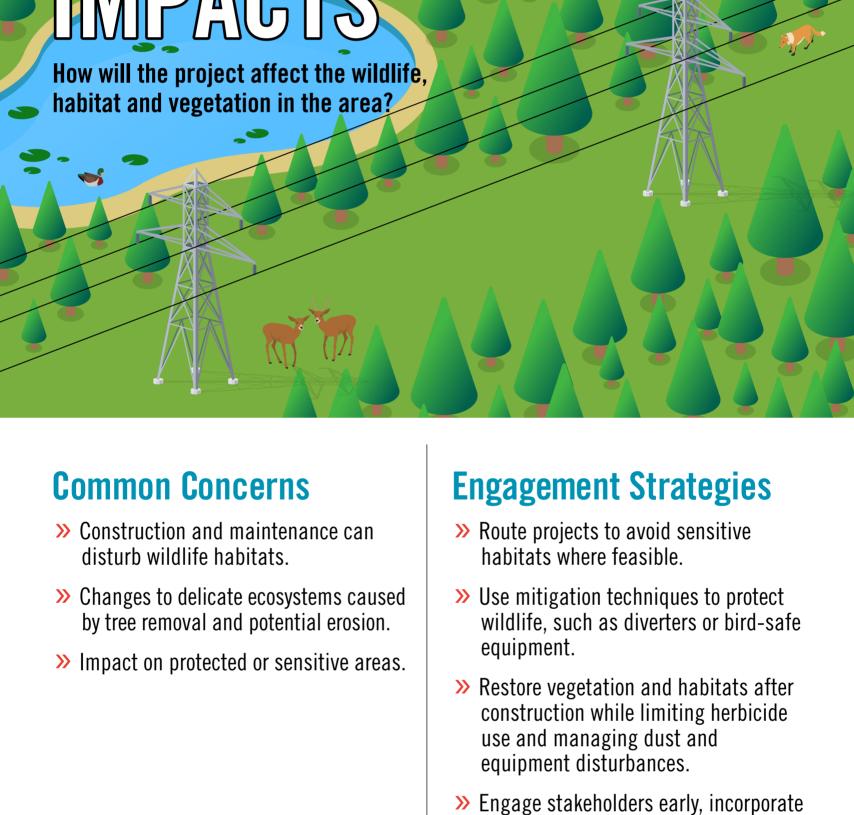
>> Use design features to increase the distance between power lines and

safety standards.

>> Share clear, evidence-based

information about EMFs.

- nearby homes, businesses, parks and other community spaces.
- ONMENTA



protections and goals.

community feedback and communicate clearly about environmental analysis,

How will the project impact land access, easements and business operations?

Engagement Strategies

>> Engage landowners early and clearly

>> Through respectful dialogue, work

time for feedback.

to infrastructure.

Maintain landowner property

collaboratively with landowners to

secure easements by offering fair,

rights while ensuring safe access

>> Explain any use restrictions (e.g., tall

vegetation, structures) transparently.

flexible compensation and reasonable

explain the project need and benefit.

» Noise, dust and long-term land use restrictions. >> Adverse impacts to farming, ranching or other business activities.

Common Concerns

landowners' property.

Ongoing access to easements on

Will there be clear and transparent

communication about the project,

plan and process?

>> Build trust with property owners through open communication and mutual respect.

Common Concerns Engagement Strategies >> Share clear, accessible information

- >> Public meetings scheduled at inconvenient times or poorly communicated.
- >> Lack of transparent decision-making,

change output.

>> Residents won't have a voice in the planning process. >> Development of distrust and resistance due to lack of

communication or use of

technical language.

delayed and limited opportunities for meaningful community engagement. Perception that public input won't

- on project timelines, routes and impacts. >> Hold well-publicized, conveniently timed meetings with translation
- services, if needed. >> Create multiple feedback opportunities (e.g., open houses, online surveys,
- briefings) and partner with local leaders, organizations and officials to represent community voices.

Emphasize potential community

Acknowledge concerns on public influence over technical decisions, but explain where input matters.

benefits like improved infrastructure

and local economic improvements.

LET'S TALK PUBLIC INVOLVEMENT **Lauren Canales** I Senior Public Involvement Specialist (512) 737-5456 I lauren.canales@wsp.com For more information about this topic, check out

<u>Trust on Transmission Projects.</u>

Lauren's article **Power and Pushback**: Earning Public

