

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.

AESTHETIC IMPACTS

How will the project affect scenic views, neighborhood character and property values?

Common Concerns

- » Large transmission structures obstruct views.
- » Altered neighborhood views may reduce home and property resale values.



Visual impacts can be especially important in tourism and recreational areas.

Engagement Strategies

- » Involve the public early to discover concerns, gather feedback and build trust.
- » Provide educational materials 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.

HEALTH CONSIDERATIONS

Are there any long-term health effects with this project?

Common Concerns

- » Exposure to Electromagnetic Fields (EMFs) from high-voltage transmission lines.
- » Possible links to cancer or other health issues.



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

Engagement Strategies

- » Share clear, evidence-based information about EMFs.
- » Highlight that transmission line EMF levels are typically well below safety standards.
- » Offer EMF monitoring or testing upon request.
- » Use design features to increase the distance between power lines and nearby homes, businesses, parks and other community spaces.

ENVIRONMENTAL IMPACTS

How will the project affect the wildlife, habitat and vegetation in the area?

Common Concerns

- » Construction and maintenance can disturb wildlife habitats.
- » Changes to delicate ecosystems caused by tree removal and potential erosion.
- » Impact on protected or sensitive areas.

Engagement Strategies

- » Route projects to avoid sensitive habitats where feasible.
- » Use mitigation techniques to protect wildlife, such as diverters or bird-safe equipment.
- » Restore vegetation and habitats after construction while limiting herbicide use and managing dust and equipment disturbances.
- » Engage stakeholders early, incorporate community feedback and communicate clearly about environmental analysis, protections and goals.

PROPERTY RIGHTS

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

Common Concerns

- » Ongoing access to easements on landowners' property.
- » Noise, dust and long-term land use restrictions.
- » Adverse impacts to farming, ranching or other business activities.

Engagement Strategies

- » Engage landowners early and clearly explain the project need and benefit.
- » Through respectful dialogue, work collaboratively with landowners to secure easements by offering fair, flexible compensation and reasonable time for feedback.
- » Maintain landowner property rights while ensuring safe access to infrastructure.
- » Explain any use restrictions (e.g., tall vegetation, structures) transparently.
- » Build trust with property owners through open communication and mutual respect.

PUBLIC TRUST & INVOLVEMENT

Will there be clear and transparent communication about the project, plan and process?

Common Concerns

- » 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.
- » Public meetings scheduled at inconvenient times or poorly communicated.
- » Lack of transparent decision-making, delayed and limited opportunities for meaningful community engagement.
- » Perception that public input won't change output.

Engagement Strategies

- » Share clear, accessible information 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 benefits like improved infrastructure and local economic improvements.
- » Acknowledge concerns on public influence over technical decisions, but explain where input matters.

LET'S TALK PUBLIC INVOLVEMENT

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For more information about this topic, check out Lauren's article [Power and Pushback: Earning Public Trust on Transmission Projects](#).

