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BEFORE THE  
PUBLIC SERVICE COMMISSION OF WISCONSIN

Application of Wisconsin Electric Power Company; Wisconsin )  
Energy Corporation; and W.E. Power, LLC; for a Certificate of ) Docket No. 05-CE-130  
Public Convenience and Necessity for Construction of Three )  
Large Electric Generation Facilities, the Elm Road Generating )  
Station, and Associated High Voltage Transmission )  
Interconnection Facilities to be Located in Milwaukee and )  
Racine Counties )

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**DIRECT TESTIMONY OF LINDA SODEMANN**  
**ON BEHALF OF APPLICANTS**

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21 Q. **Please state your name, business address and occupation.**

22 A. My name is Linda Sodemann. My business address is 231 W Michigan Ave. Milwaukee,  
23 WI. I am employed by We Energies as the Principal Representative –Local Affairs for  
24 the communities of Franklin, Oak Creek, Caledonia, St. Francis, South Milwaukee and  
25 Cudahy. I am also a resident of the City of Oak Creek and have been for 13 years.

26 Q. **Please describe your educational and business experience.**

27 A. I received my Bachelor of Science degree in electrical engineering from Marquette  
28 University in 1984 and am a registered professional engineer in the State of Wisconsin. I  
29 joined Wisconsin Electric in June 1984 and have had several positions related to  
30 customer contact with Wisconsin Electric, the most recent being my current position in  
31 local affairs.

32 Q. **What is the purpose of your testimony?**

1 A. The purpose of my testimony is to describe the extensive and important public outreach  
2 activities Wisconsin Electric has undertaken related to the Power the Future project, and  
3 to explain the principles that guide our public communication strategy.

4 Q. **Why focus on external community activities?**

5 A. Informing and engaging the community is a vital ingredient to the siting and building of  
6 the Elm Road Generating Station expansion. As a local affairs representative, I work  
7 with communities on a day-to-day basis to explain to them the purpose and impact that  
8 any project proposed by Wisconsin Energy Corporation may have on that community.  
9 Through various methods, some of which I will describe later in my testimony, we  
10 educate the public and provide opportunities for them to give feedback on projects. The  
11 goal is to ensure that the project is designed so that it best serves our customers.

12 The Elm Road Generating Station is no different. Those directly and indirectly  
13 affected by our proposal expect us to answer their questions and help them understand  
14 why we need to expand the current facility, why now and why here.

15 We must demonstrate through direct face-to-face contact with friends, allies,  
16 supporters, critics, questioners, and doubters that their views and concerns are being  
17 taken into account as we move forward through the process.

18 Q. **What methods have you employed to provide opportunities for public involvement?**

19 A. Our activities have been extensive and intensive. Many of these are an extension of  
20 practices we have always followed with issues of community interest; some specific to  
21 PTF.

1 Door-to-Door, Face-to-Face: We have teams going door-to-door, meeting with residents  
2 within a one- to two-mile radius of the proposed Elm Road Generating Station, to discuss  
3 the critical issues and concerns they have about our project proposal.

4 Informal Public Meetings: We are holding meetings for local citizen groups in the  
5 surrounding neighborhoods. There are other public meetings, which I will describe later.

6 Government Official Meetings: We are meeting with and making presentations to local,  
7 county and state officials.

8 Local Events: We have participated in local events where public information about  
9 Power the Future was appropriate or requested including school-related events and area-  
10 community events.

11 Employee Meetings: We have a substantial number of employees who live in the Oak  
12 Creek area, and we are holding meetings for those employees and their families.

13 Business Briefings: We are also meeting with business groups, individual business  
14 owners and others who have an interest or are being affected by what we are proposing.

15 Speaker's Bureau: We have a Speaker's Bureau involving almost 30 employees who will  
16 speak in the community to groups of any size, makeup, or opinion about PTF or other  
17 company matters.

18 Community Forums: A number of local civic groups have invited us along with our  
19 critics to make joint presentations. We are participating in those.

20 Web Site: We have established a very extensive Web site, [www.powerthefuture.net](http://www.powerthefuture.net), to  
21 allow those with Web access to be able to review information regarding the project.

22 Q. **Can you describe the results of the methods you have used?**

1 A. We have systematically tried to reach and engage anyone having an interest in the  
2 project. This includes even those who are critics of what we are doing and those with  
3 other ideas. Let me review briefly the results, thus far:

4 Door-to-Door Contacts: Around 1,650 local households have been reached via door-to-  
5 door contacts out of 3,000 attempts to date. This effort is on going. The presentations  
6 are one-on-one with the neighbors. They get to ask questions, make suggestions, and  
7 express their concerns regarding the project. Questions and answers are collected and  
8 will subsequently appear on the Web site to benefit everyone who cares to access it. A  
9 brochure is left behind that contains a summary of the presentation and has my e-mail  
10 address and phone number for any follow up, comments or questions.

11 Business Outreach: We also have a business outreach process along similar lines. We  
12 have begun meeting with businesses, talking one-on-one or with small groups, again, to  
13 explain what we are doing, to gather and answer questions, with the information  
14 eventually being available on the Power the Future Web site.

15 Informal Public Meetings: Beginning in December of last year, we have hosted monthly  
16 meetings at the Oak Creek Community Center with senior citizens and neighbors who  
17 live within a one- and two-mile radius of the plant to further discuss their questions,  
18 issues and concerns about our proposal. Senior meetings are held in mid-day for their  
19 convenience. Neighborhood meetings, which have been generally larger, are held in the  
20 evenings. These meetings have not only been designed to answer questions but also  
21 address specific concerns. Many of the meetings have had specific themes, such as  
22 Railroads, Environment and Health. These topics were chosen by meeting participants.  
23 Subject matter specialists attend to address questions and concerns.

1 Briefing Government Officials: Over the past two years, we have had many meetings  
2 with local, county and state officials providing information, updates, and answers to  
3 questions as we continue to move forward in the process.

4 Web Site: Wisconsin Electric maintains a web site ([www.powerthefuture.com](http://www.powerthefuture.com)) that  
5 contains presentations, speeches, transcripts of meetings and an opportunity to have  
6 questions answered via e-mail and by telephone for those that choose to call in. We also  
7 use the Web site as a repository to post information about what we plan to do, including  
8 our applications, environmental impact statements, news articles, questions and answers,  
9 and the unique section we call corrections and clarifications. In this section, we will have  
10 space which publishes and addresses opinions on the project that are different than those  
11 we have expressed. It is our attempt to make certain everyone has extensive and  
12 convenient access to information available about this project.

13 Speaker's Bureau: Our Speakers Bureau has been making presentations to organizations  
14 that have requested a presentation of Power the Future. We are greatly expanding this  
15 effort by training and making available more than 30 employees for this purpose. Some  
16 of the organizations that have requested presentations include Rotary, Kiwanis, Lions  
17 Club, Chambers of Commerce from various communities, and church organizations,

18 Q: **What key issues have been identified as a result of feedback from the public?**

19 A: Key issues identified from comments received from the public include rail traffic and  
20 community impact; lakefront utilization, including access issues, availability to  
21 fisherpersons, recreational trails and security matters; community access to facilities for  
22 community education; and, plant design and aesthetics.

1 Many of the comments will be addressed by Mr. Mihm in his testimony regarding  
2 accommodations; some of these have already been incorporated into the design.

3 Q: **Does this conclude your pre-filed direct testimony?**

4 A: Yes, it does.