



Holt Public Affairs/PECO ENERGY

Challenge

PECO Energy needed to reconfigure approximately 32.5 miles of transmission lines passing through dozens of neighborhoods in Bucks County and the City of Philadelphia.

Strategy and Action

Holt Public Affairs implemented a far-reaching outreach program to reach key stakeholders and encourage support for the project. Activities included:

- Communications Assessment and Planning.
- Low-key strategy based on individual contacts and building relationships with property owners.
- Direct mail to several hundred adjacent landowners.
- Outreach to local elected officials.
- Development of Key Messages and Q&A.
- Organizing regional "Open House" meeting format
- Media Relations

Results

As a result, the project was completed on time and within budget with no opposition voiced to the state Public Utility Commission by any of the hundreds of impacted stakeholders.

