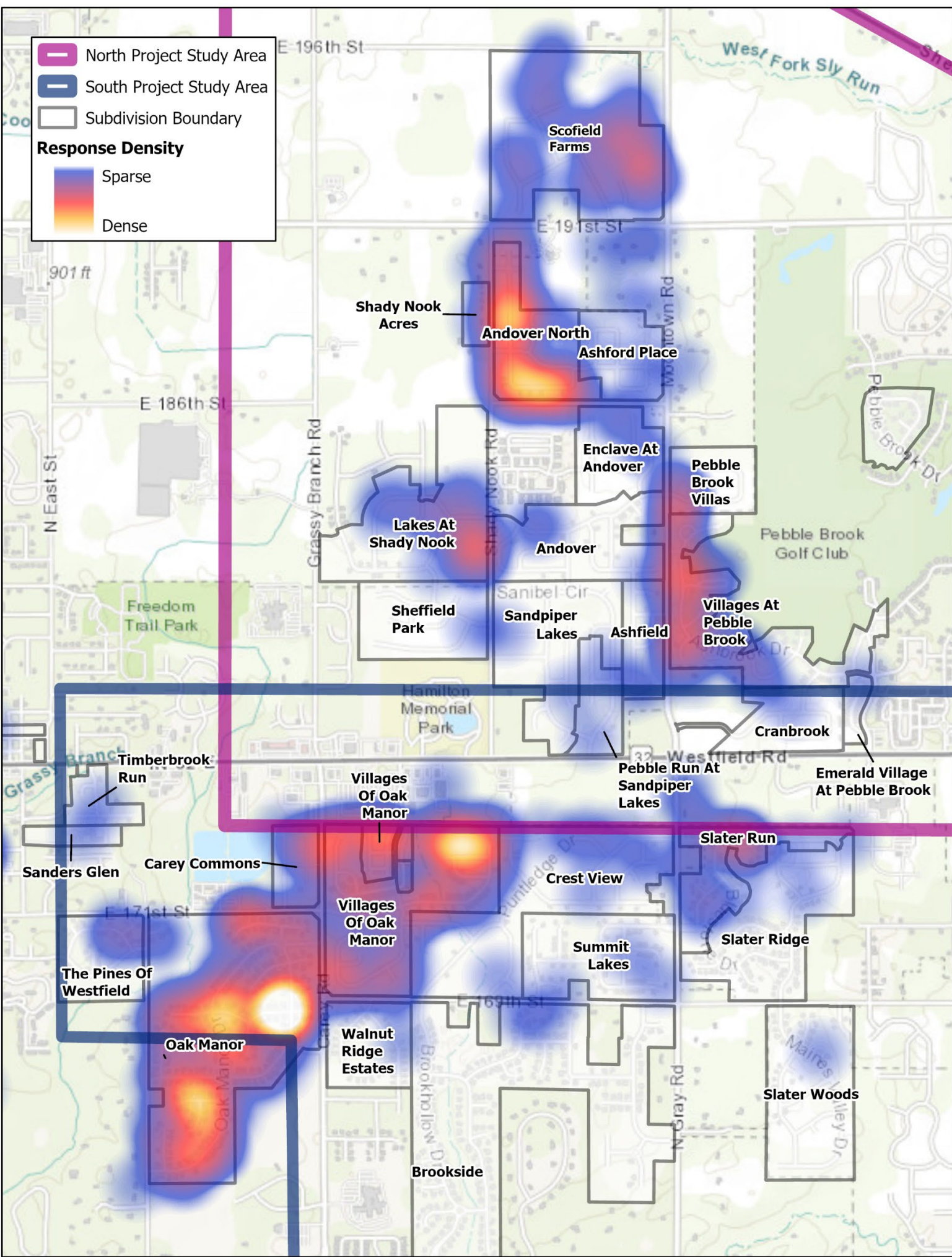


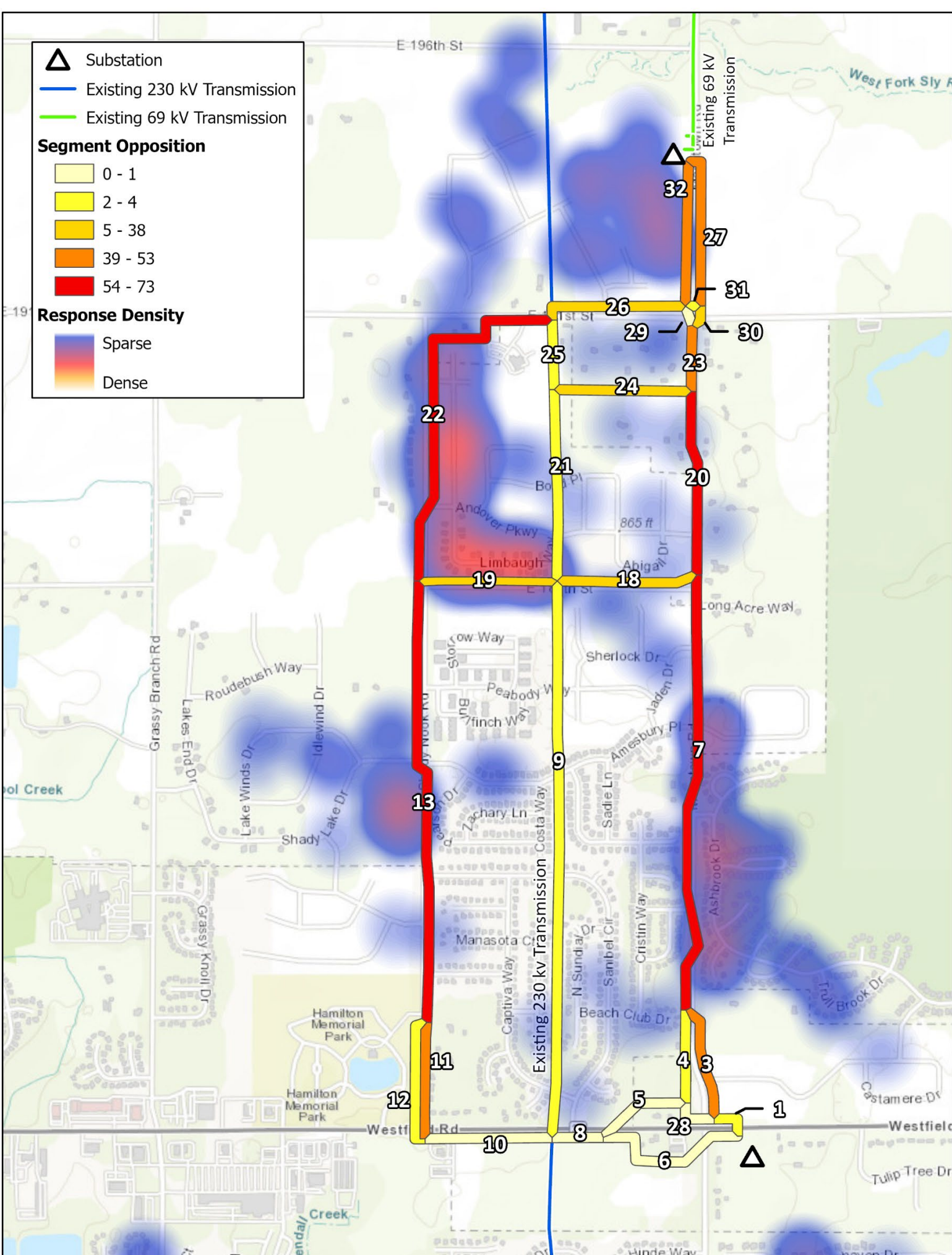
# Visual display of public comment helps to identify and understand areas of opposition.



## Putting Stakeholders on the Map: Visualizing Large Scale Stakeholder Feedback During the Routing Process



Response Heat Map






Opposition Summary Map – North Project

### Intro

Duke Energy and Jacobs routed two 69 kV transmission line projects (1.8 miles and 2.5 miles in length) in a suburban area north of Indianapolis, Indiana. Local project opposition was well-organized including petitions, yard signs and reader boards in the community, letters submitted from HOAs, and the creation of anti-project social media pages. A variety of feedback opportunities were provided for stakeholders to engage including a hotline, landowner flyers/fact sheets, project website, interactive map, virtual open house, virtual meetings, in-person open house, and meetings with local officials and HOA boards.

786 comments were received between the two projects. Public comments were received from the following methods:

-  Interactive Map (short form comments)
-  Open House and Online Questionnaire
-  Engagement Team Correspondence (calls and e-mails)

The project team was challenged with how to incorporate such a large volume and various forms of data into the routing analysis, as well as be able to present the data in a way that could be shared with the team.

### Methods

Engagement response was geocoded based on addresses provided using GIS software and leveraged to create graphics that condensed the public comments into easy to digest figures.

### Results




- Heatmaps were generated to inform the project team where clusters of opposition were based.
- Positive and negative responses to specific routing options were extracted from comments, correlated to route segments, and used to create informative, color coded opposition and support summary maps.

### Discussion

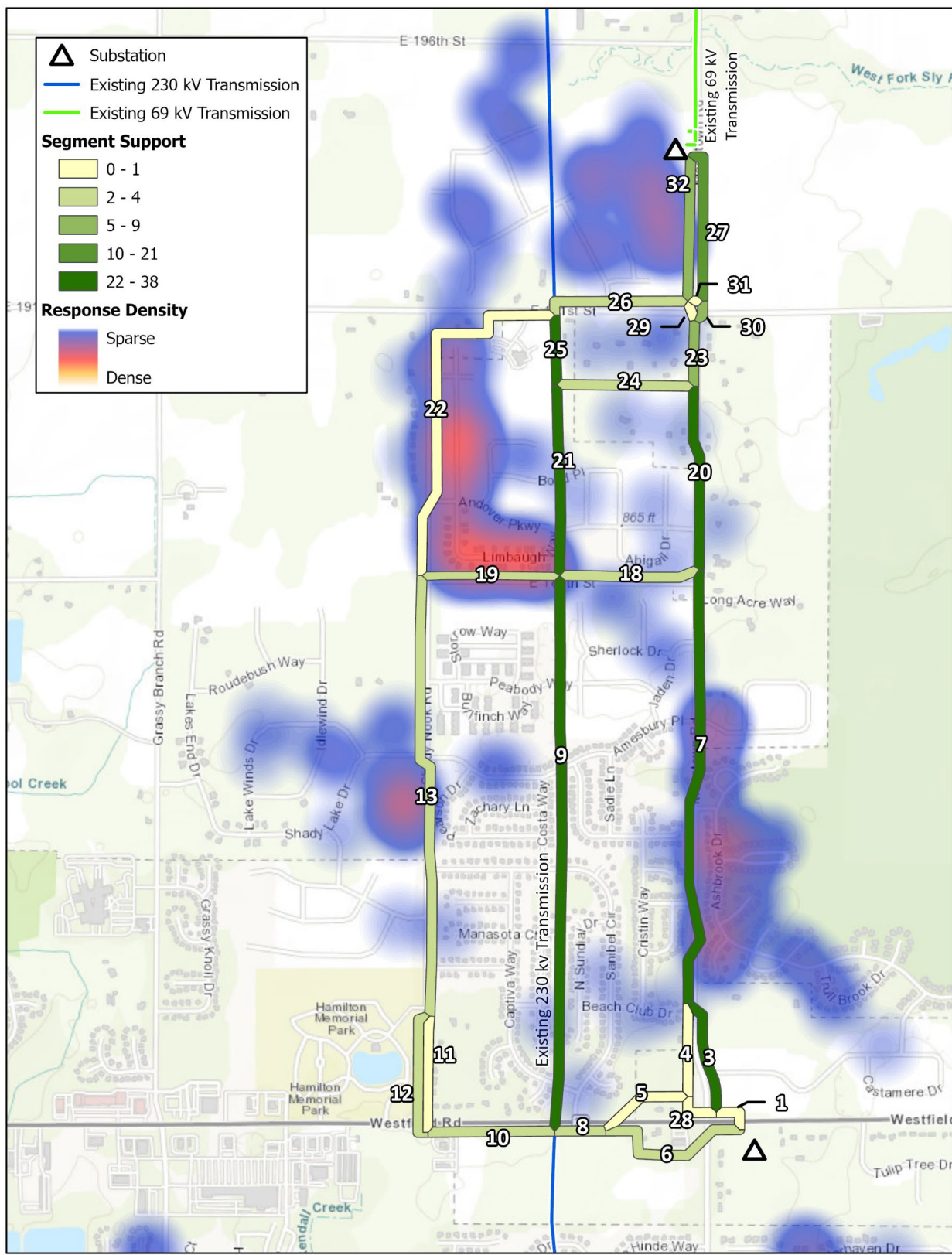
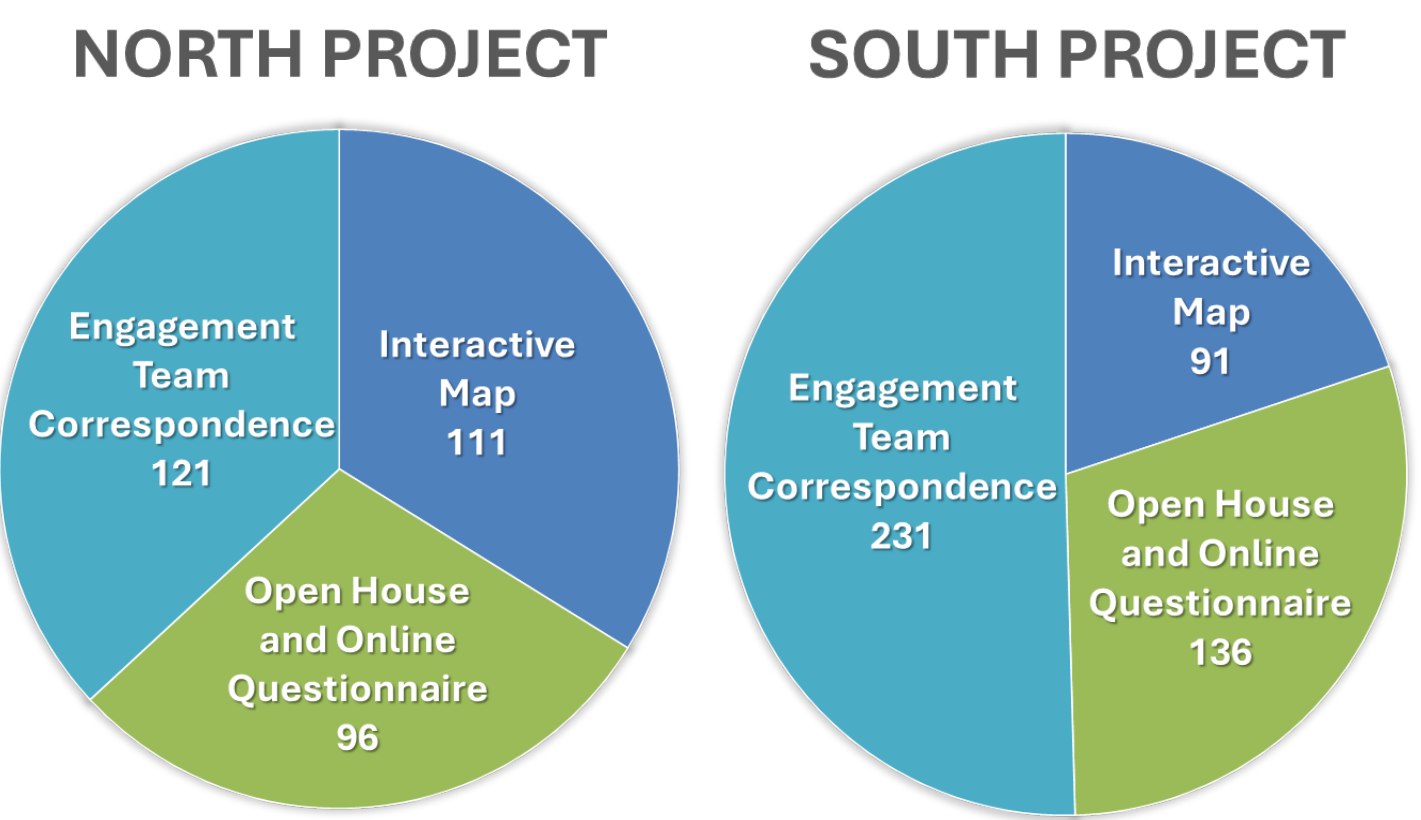
Mapping provided a visual to aid the project team in understanding the feedback received and explain public opinion trends.

- Showed areas of organized opposition
- Identified areas for additional public outreach
- Provided explanation for why route segments were more opposed
  - Segments were more opposed near areas of higher public response
  - No public response along segments that were less opposed

### Public Comment



-  **Interactive Map:**  
202 comments
-  **Open House and Online Questionnaire:**  
232 comments
-  **Engagement Team Correspondence:**  
352 comments

Four petitions totaling over 1,000 signatures were also received. These were considered qualitatively.



Support Summary Map – North Project

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