

How PSE Is “selling” the Energize Eastside Transmission Line Project to the public

Abstract

CENSE asserts that PSE is promoting an unneeded transmission line and substation project to create an additional revenue stream to offset losses from decreased electrical consumption. PSE can earn a 9.8% rate of return on infrastructure investments such as *Energize Eastside*.

CENSE also asserts that PSE did not reveal to the public that the Southern Segment of Energize Eastside (from Talbot Hill to the proposed Richards Creek substation) could independently provide the additional power PSE claims it needs and that the Northern Segment would merely provide redundancy.¹ These facts were known by PSE, but never disclosed to its Community Advisory Group (the CAG), nor in any public education materials, or messaging used in PSE’s massive newspaper ad campaign.

In Washington state, regulated utilities have two options for obtaining permits to build electrical infrastructure:

- Submit an application to the Washington State Energy Facility Site Evaluation Council (EFSEC) that provides a one-stop siting process for major energy facilities in the state², or
- Apply to each city impacted by the project.

CENSE argues that because PSE does not have the data to substantiate the need for the project, it has opted to apply for permits from *four* cities, none of which have transmission engineers on staff to evaluate need, rather than submit *one* application to EFSEC whose staff are experienced in evaluating the need and appropriateness of electrical infrastructure projects.

In December 2013, PSE launched a massive public relations campaign for *Energize Eastside*, the new name for a project that, since 2007, had been known as the Sammamish-Lakeside-Talbot Hill transmission line project.³ To manage the campaign, PSE retained Mark Williamson,⁴ Partner and Chairman of PRW Communications, a Wisconsin-based public relations firm. Williamson is also a long-time professional colleague of Daniel Doyle, PSE’s Senior Vice President and Chief Financial Officer.⁵

Following the approach outlined in Williamson’s mantra, “*I elect transmission lines, power plants and pipelines to public office,*”⁶ PSE adopted “political campaigning techniques”⁷ to sell *Energize Eastside*. PSE’s advertisements in the *Bellevue Reporter* and the *Seattle Times*, as well as talking points to city decision makers claimed:

1 https://development.bellevuewa.gov/UserFiles/Servers/Server_4779004/File/pdf/Development%20Services/EnergizeEastside/Staff%20Report%20FINAL%201242019.pdf p.111

2 <https://www.efsec.wa.gov/council.html>

3 <https://energizeeastside.com/documents> (December 2013 Newsletter)

4 http://prwcomm.com/now/?page_id=56

5 <https://www.pse.com/about-us/leadership>

6 http://prwcomm.com/now/?page_id=24

7 http://prwcomm.com/now/?page_id=15

- The “backbone” of the Eastside’s electric grid has not been upgraded in the last 50 years.
- Our population has grown eight-fold and soon demand from unprecedented growth will exceed the grid’s capacity.
- We must upgrade now to avoid rolling blackouts in the near future.
- Conservation alone is not enough to keep up with our growing economy and population.
- Energize Eastside will update the grid with modern infrastructure.

CENSE’s position is these claims cannot be substantiated and PSE is using them to generate fear that electricity on the Eastside is becoming less reliable and rolling blackouts are an imminent threat.

CENSE provides facts to disprove PSE’s claims and concludes that:

- Energize Eastside is *not* the backbone of the Eastside’s electrical grid.⁸
- Increased population growth is *no longer correlated* with an increase in electrical demand due to significant improvements in energy conservation and other technologies.⁹
- Demand is currently flat and rolling black outs are not in our immediate future.¹⁰
- Conservation, with other non-transmission line solutions, could effectively keep demand flat.¹¹
- Higher voltage transmission lines (HTVL) are an archaic technology and the antithesis to modernizing the grid. Utilities world-wide are turning from HVTL in favor of technologies that provide customers with more cost-effective and reliable electricity.¹²

8 http://www.energizeeastsideis.org/uploads/4/7/3/1/47314045/final_electrical_reliability_study_phase_ii_report_2012.pdf p. 50

9 <https://www.vox.com/energy-and-environment/2018/2/27/17052488/electricity-demand-utilities>

10 <https://www.bpa.gov/news/pubs/FactSheets/fs200709-BPA%20to%20automate%20transmission%20curtailment%20procedure%20for%20the%20Puget%20Sound%20Area.pdf>

11 <https://www.pse.com/pages/energy-supply/resource-planning>

12 https://www.bpa.gov/Projects/Projects/l-5/Documents/letter_l-5_decision_final_web.pdf

Table of Contents

1. Permits from cities rather than Washington State Energy Facility Site Evaluation Council (EFSEC)
2. Public relations campaign to promote *Energize Eastside*
3. Persistent advertising claims
4. Conclusion
5. Gallery of Energize Eastside ads in Bellevue Reporter

1. Permits from cities rather than Washington State Energy Facility Site Evaluation Council (EFSEC)

In Washington state, regulated utilities have two options for obtaining permits to build electrical infrastructure:

- Submit an application to the Washington State Energy Facility Site Evaluation Council (EFSEC) that provides a one-stop siting process for major energy facilities in the state¹³, or
- Apply to each city impacted by the project.

EFSEC's one-stop siting process includes coordinating all evaluation and licensing steps. If a project is approved, EFSEC specifies the conditions of construction and operation; issues permits in lieu of any other individual state or local agency authority; and manages an environmental and safety oversight program of facility and site operations. An applicant can choose to receive certification under EFSEC for electrical transmission facilities that are "at least 115 kilovolts and located more than one jurisdiction that has promulgated land use plans and zoning ordinances."¹⁴

CENSE argues that because PSE does not have the data to substantiate the need for the project, it has opted to apply for permits from *four* cities, none of which have transmission engineers on staff to evaluate need, rather than submit *one* application to EFSEC whose staff are experienced in evaluating the need and appropriateness of electrical infrastructure projects. CENSE also argues that PSE predicted that a public relations campaign would be more successful than an engineering justification in garnering the permits it needed to build *Energize Eastside*.

¹³ <https://www.efsec.wa.gov/council.html>

¹⁴ <https://www.efsec.wa.gov/cert.html#Energy%20Facility>

2 Public relations campaign to promote Energize Eastside

To sell city decision makers and ratepayers on the need for *Energize Eastside*, PSE launched a massive public relations campaign in December 2013.¹⁵ The campaign was managed by Mark Williamson,¹⁶ Partner and Chairman of PRW Communications, a Wisconsin-based public relations firm. Williamson is also a long-time professional colleague of Daniel Doyle, PSE's Senior Vice President and Chief Financial Officer.¹⁷

Williamson, who is “*nationally renowned for his record of success for getting controversial projects done*,” states to utility executives in PRW's 2018 Statement of Qualifications:

“I know after spending 3 decades as a utility executive that one of the most frustrating aspects of your job is getting critically-needed projects done. The public flatly does NOT want new infrastructure near them. Period. Let PRW help you develop a strategy that incorporates your own talented and experienced executives and un-stick the stuck vital projects your communities need.”¹⁸

Using Williamson's mantra, “*I elect transmission lines, power plants and pipelines to public office*,” PSE adopted “political campaigning techniques¹⁹” to sell *Energize Eastside*. Advertisements in the *Bellevue Reporter* and the *Seattle Times*, as well as talking points to city decision makers claim:

- The “backbone” of the Eastside's electric grid has not been upgraded in the last 50 years.
- Our population has grown eight-fold and soon demand from unprecedented growth will exceed the grid's capacity.
- We must upgrade now to avoid rolling blackouts in the near future.
- Conservation alone is not enough to keep up with our growing economy and population.
- Energize Eastside will update the grid with modern infrastructure.

Advertising for *Energize Eastside* targets the public's fears. Residents are being told, “There could be rolling blackouts as soon as 2018.” Businesses are being told, “There won't be enough power to grow your business.” City governments are being told, “You won't be able to support future business development and support city growth.” However, these qualitative comments are NOT supported by quantitative facts. The underlying quantitative data are being ignored, while PSE pushes an aggressive, persistent PR campaign.

¹⁵ <https://energizeeastside.com/documents> (December 2013 Newsletter)

¹⁶ <http://prwcomm.com/PRW-SOQ.pdf> (page 16)

¹⁷ <https://www.pse.com/about-us/leadership>

¹⁸ <http://prwcomm.com/PRW-SOQ.pdf> (page 16)

¹⁹ http://prwcomm.com/now/?page_id=15

PRW'S PROCESS



OUR APPROACH

When PRW's Energy Division manages your controversial project as a political campaign and not as an engineering problem, you can dramatically improve the probability of getting badly needed utility infrastructure projects built, in service, on time and on budget.

PROVEN SUCCESS

Transmission, generation and pipeline ... PRW and its clients have successfully put into service thousands of miles transmission lines and have been directly involved in the successful building of coal-fired and natural gas power plants as well as natural gas pipelines.

THE WILLIAMSON FACTOR

Mark Williamson has more than 30 years of executive-level utility experience and is nationally renowned for his record of success in getting controversial projects done.

His mantra: "I elect transmission lines, power plants and pipelines to public office."

CAMPAIGN TOOLBOX

Using election techniques – polling, town meetings, media relations, web design, blogging, open houses, paid advertising, door-to-door visits – can dramatically change the debate about a project's merits. We have the hands-on experience and record of success to bring a winning playbook to your projects.

- Printed materials
- Video production
- Radio campaigns
- Open Houses
- Communications Training
 - *Messaging*
 - *Construction techniques*
 - *Environmental practices*
 - *Personal approach*

Figure1

PRW's process for managing controversial projects as a "political campaign, and not as an engineering problem."²⁰

²⁰ http://prwcomm.com/now/?page_id=15

MARK WILLIAMSON'S RESUME

MARK WILLIAMSON

Mark Williamson is partner/Chairman of PRW Communications. His areas of expertise include all aspects of utility matters with special emphasis on infrastructure planning, permitting and construction. His unique skills and talents include assembling and directing teams that can repeat the process of getting projects done – on time and on budget – two key components utility CEOs and executives strive for when tackling large projects. Williamson has developed a strategic communications technique patterned on “election campaigning” – polling, message development and communication – tools that he has consistently employed to get utility projects approved, sited, built and on-line. He is a hands-on utility executive that gets the job done from day one.



A note from Mark to utility executives

“I know after spending 3 decades as a utility executive that one of the most frustrating aspects of your job is getting critically-needed projects done. The public flatly does NOT want new infrastructure near them. Period. Let PRW help you develop a strategy that incorporates your own talented and experienced executives and un-stick the stuck vital projects your communities need.”


- Mark Williamson

Williamson has been associated with American Transmission Company (ATC) since its inception in 2001. He initially served on ATC's board of directors representing Madison Gas & Electric Company. Prior to his work at ATC, Mark served as Executive Vice President and Chief Strategy Officer with MG&E. While at MG&E, he was central to the negotiations that led to the formation of ATC, as well as Wisconsin's adoption of a utility infrastructure rebuilding period.

In June 2002, Williamson joined ATC as vice president of Major Projects. He oversaw external relations and the public participation process that included local relations, environmental, real estate and state regulatory functions. For ATC, he managed major transmission infrastructure projects including the 220-mile 345 kV Arrowhead-Weston transmission line and the 100-mile 345 kV improvements in central Wisconsin. Today he continues managing projects in Dane County, Wisconsin as a special consultant to ATC.

Williamson is a veteran utility executive. In his 16 years at MG&E, his responsibilities included general management of environmental and safety, power supply and transmission, operations and engineering, electric system planning, and gas rates and procurement. He has also been active in legislative initiatives affecting the utility industry. He was instrumental in negotiations leading to legislation that permitted guaranteed rate of return long-term leases for power plant construction, aiding construction of new coal fired power plants in Wisconsin, as well as legislation easing right-of-way acquisition for transmission projects.

Earlier in his career, Williamson was a trial attorney for the Madison-based law firm of Geisler & Kay, SC, which primarily focused on litigation relating to power plant and paper machine construction projects, product liability cases and general corporate legal support for electrical and mechanical contractors. Williamson earned a bachelor's degree in Mathematics from the University of Wisconsin-Madison in 1976, and received his law degree from the University of Wisconsin Law School in 1979.

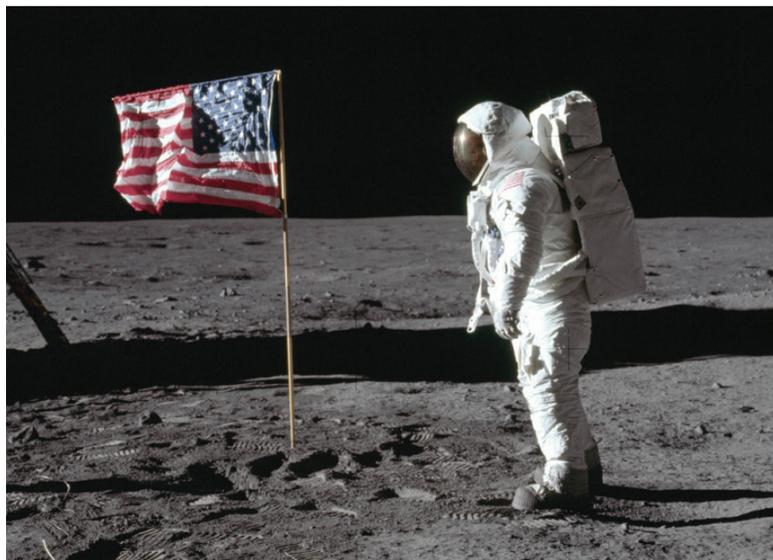
Figure 2

Mark Williamson's resume from PRW's 2018 Statement of Qualifications.²¹

²¹ <http://prwcomm.com/PRW-SOQ.pdf> (page 16)

3. Persistent advertising claims

Claim #1: The “Backbone” has not been upgraded in the last 50 years.



We haven't upgraded the grid since man first walked on the moon



The backbone of the Eastside's electric grid has not been upgraded since man made that one giant leap nearly 50 years ago. Soon, demand from record growth will exceed the grid's capacity, risking longer and more disruptive outages. Learn how PSE is working with your community on a safe, reliable solution.

pse.com/energizeeastside

 PUGET SOUND ENERGY

Figure 3 OCTOBER 30 2015 *Bellevue Reporter*:

“The backbone of the Eastside electric grid has not been upgraded since man made that one giant leap nearly 50 years ago. Soon, demand from record growth will exceed the grid's capacity, risking longer and more disruptive outages. Learn how PSE's working with your community on safe, reliable solutions.”

In May 2016, Ms. Booga Gilbertson, Sr. Vice President, Operations at Puget Sound Energy stated, “The backbone of the electric system serving Bellevue, and the Eastside, was last upgraded in the 1960s.” Numerous PSE's advertisements have also claimed that the Eastside electric system hasn't been upgraded in over 50 years. This statement is not true.

The Eastside's High Voltage Transmission Line (HVTL) grid (115kV lines and above) is exactly that – a GRID, a network with redundant paths. Our electricity grid is not a singular, centralized line subject to damage by accidents, storms, natural disasters, or attack. A “backbone” can be severed, lead to paralysis of the region. To operate reliably, it is essential that the grid act as a resilient multi-path network. There are many existing redundant paths for power at this voltage to reach the Bellevue Lakeside Substation from both the Talbot Hill (Renton) Substation and Sammamish (Kirkland) Substation.

Our transmission grid is a resilient network with redundant paths, and it **has been upgraded** on the eastside several times in the 1990s and as recently as 2009. Public Records searches with the City of Bellevue show that three of the five North-South High Voltage Transmission Lines through Bellevue were built over time during the last 20 years. HVTL segments were added in 1996, 2000, 2001, 2004, 2006, and 2009. **PSE has built 3 additional North-South high voltage transmission lines, increasing the Eastside's capacity from 2 lines to 5 lines - a 250% increase in capacity - in the last 15 years**, as show in figure 4 below:

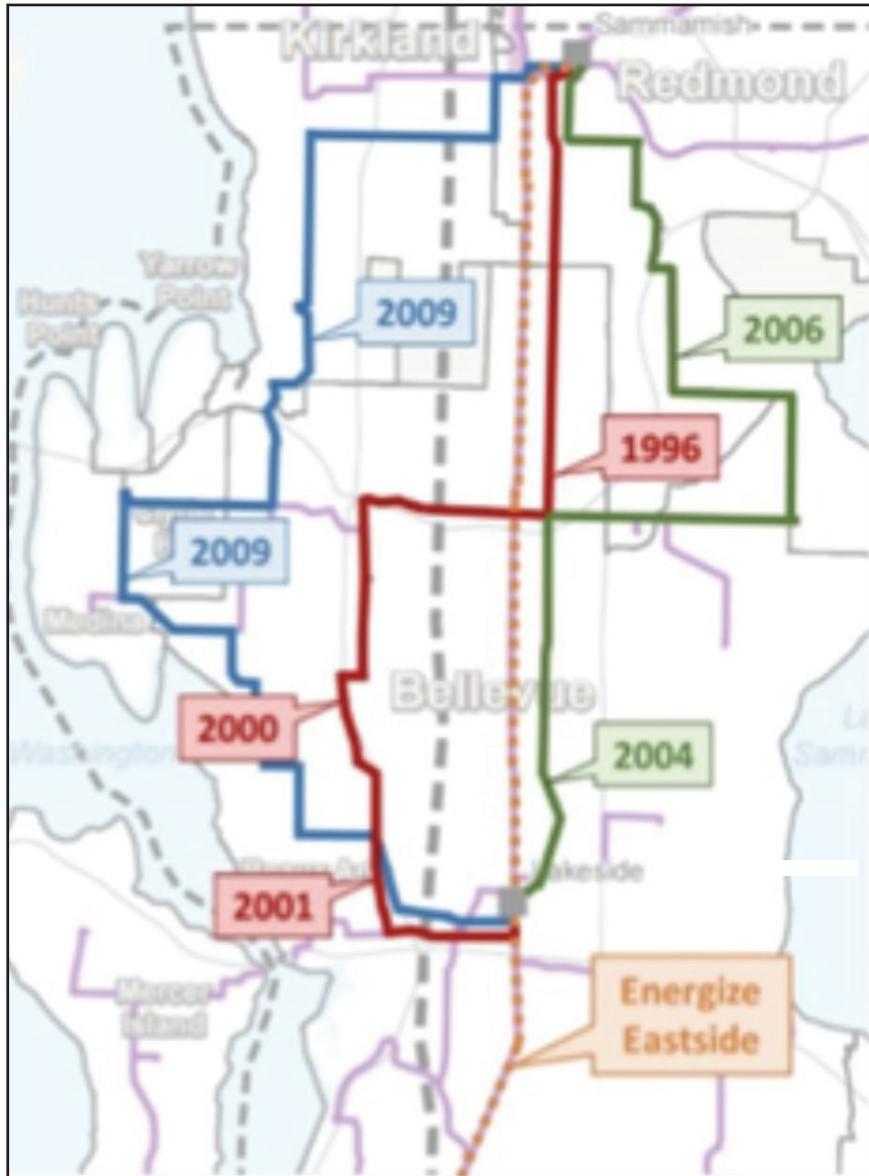


Figure 4

Where's the backbone? Map of FIVE North-South Transmission lines in Bellevue. ²²

²² http://www.energizeeastsideeis.org/uploads/4/7/3/1/47314045/final_electrical_reliability_study_phase_ii_report_2012.pdf p. 50. The dates came from a Bellevue public records request, asking when the permits were granted to build each transmission line.

Each year, PSE is required to review our electricity infrastructure, identify risks, and update the system. **PSE would have been negligent in their regulated duty to provide reliable power to the region, if they had not upgraded the Eastside transmission infrastructure in over 50 years.**

PSE uses the word “backbone” without specifically defining the term. We are left to assume it means the existing North-South 115kV lines that traverse Newcastle, Somerset, connect to Lakeside Substation and continue north, roughly along 140th Ave NE through Bridle Trails. Mr. Jens Nedrud (former Senior Project Manager, Puget Sound Energy – *Energize Eastside* Project) has publicly stated that **this existing line can be taken out of service for up to 9 MONTHS without grid ramifications.** The multi-path network nature of our grid allows for reliable flexibility. It is NOT an important “backbone” if it’s non-essential during construction of *Energize Eastside*.

Claim #2: “Our population has grown eight-fold and soon demand from unprecedented growth will exceed the grid’s capacity.”

The *Energize Eastside* advertising campaign implies that energy demand is driven mainly by population and economic growth. At the same time, technology and energy efficiency are reducing demand. In recent years, declining consumption is seen at the national level²³ as well as in PSE’s service area, where electricity sales have been shrinking since 2008 as shown in figure 5.

To be clear, total consumption is different than peak loads (or “demand” as PSE uses the term), but consumption and demand are related, as PSE notes in their documents. PSE has not provided consumption data specifically for the Eastside, so CENSE used revenue generated by electricity taxes in Bellevue and Renton to produce estimates for consumption in those cities. Figure 5 below shows flat or declining consumption for every year except 2011, when the Eastside had colder weather than normal. Contrary to PSE’s inferences, increases in population and economic activity have not led to rising electricity use during the last 5 years.

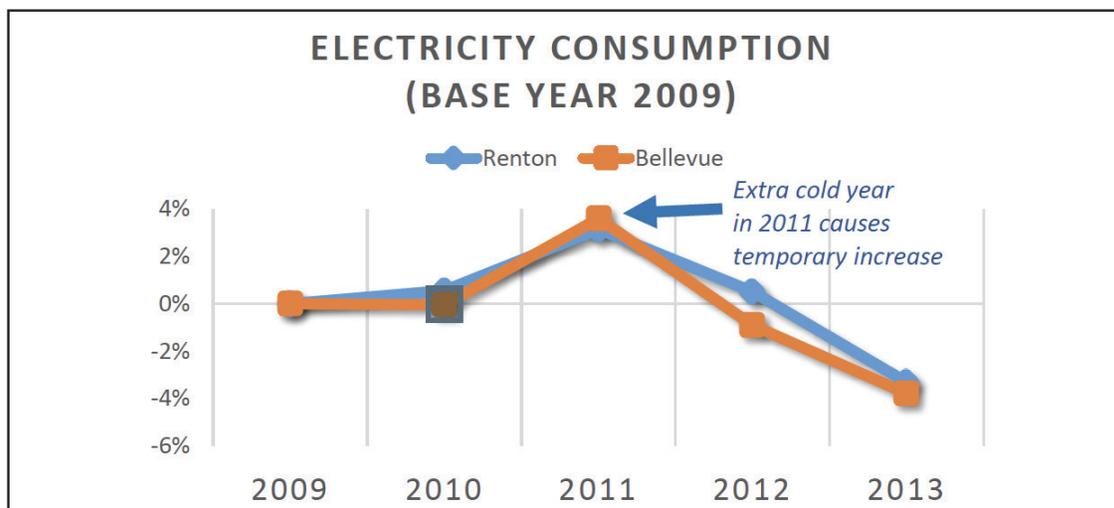


Figure 5

Electrical consumption for Bellevue and Renton, determined by revenue generated by electricity taxes[^]

23 <https://www.vox.com/energy-and-environment/2018/2/27/17052488/electricity-demand-utilities>

Claim #3: “We must upgrade now to avoid rolling blackouts in the near future.”

A 2007 BPA Factsheet states:

“It is unlikely anyone’s lights will go out when the automated curtailment system is used. BPA will alert utilities in the affected area when the system looks as though a curtailment would be needed. All affected utilities need to know in order to shift some generation and transmission patterns to avoid the need for the curtailment. For another, once a curtailment is announced, the utilities have the same options of shifting generation or transmission to assure that they have sufficient energy.

“In a perfect world, BPA and the regional utilities would determine if additional transmission lines would alleviate the Puget Sound Area Northern Intertie (PSANI) congestion. Many people, however, oppose having transmission lines in their neighborhoods, and BPA and the regional utilities would have to sort out who is responsible for the new transmission lines and would have to make arrangement for financing the upgrades. This may happen, but it will be a long time in the future.”²⁴

Bonneville Power Administration also states that, “it is unlikely that anyone’s lights will go out” because if necessary BPA’s transmission planning (Day-Ahead and Hour-Ahead planning) manages peak load events via an automated system BPA implemented and has been using since 2007. More than 15 years of data, contains not a single example of the U.S. exporting anywhere near 1,500MW of power to Canada, especially during peak load events. BPA says that their automated system ensures there is sufficient electricity to the Puget Sound²⁵

Claim #4: “Conservation alone is not enough to keep up with our growing economy and population.”

It is misleading to claim that conservation alone cannot meet future electrical demand. This implies that no other non-wire solutions are available to use in conjunction with conservation to provide reliable electricity for the Eastside. PSE submits an Integrated Resource Plan²⁶ to the WUTC biennially that describes how other non-wired solutions such as demand-response, distributed energy resources and storage used with conservation can reduce the need for higher-voltage transmission lines.

Claim #5: “Energize Eastside will update the grid with modern infrastructure”

Higher-transmission lines are NOT modern infrastructure. They exemplify reliance on a 20th century, centralized-grid to deliver electricity from a very distant source of generation. Modern infrastructure is trending towards smaller grids with their own source of nearby generation, making them less vulnerable to long-duration outages and potential cyber-hacking.²⁷

²⁴ <https://www.bpa.gov/news/pubs/FactSheets/fs200709-BPA%20to%20automate%20transmission%20curtailment%20procedure%20for%20the%20Puget%20Sound%20Area.pdf>

²⁵ <https://www.bpa.gov/news/pubs/FactSheets/fs200709-BPA%20to%20automate%20transmission%20curtailment%20procedure%20for%20the%20Puget%20Sound%20Area.pdf>

²⁶ <https://www.pse.com/pages/energy-supply/resource-planning>

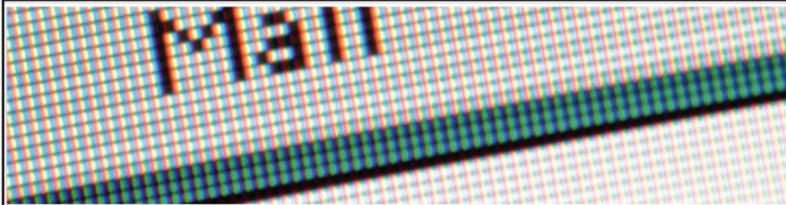
²⁷ https://www.bpa.gov/Projects/Projects/l-5/Documents/letter_l-5_decision_final_web.pdf

4. Conclusion

CENSE asserts that PSE has not provided adequate data to document growing electrical demand on the Eastside and that PSE is using unsubstantiated claims to influence decision makers to approve the project.

CENSE argues that in order for PSE to create an additional revenue stream to augment its declining electrical- consumption revenue, PSE is proposing an infrastructure project that will promise a 9.8% rate of return. If approved, CENSE believes PSE will roll all project costs, including advertising and the 9.8% return on investment into its petition to the WUTC for increased rates. The result: An unneeded project that will drastically alter the landscape of the Eastside, higher costs for ratepayers, and, over the 50-year life of the project, a billion dollar return to PSE on a \$300 million investment.²⁸

²⁸ King, Jeffrey. Lifetime cost analysis for Energize Eastside. What will Energize Eastside cost customers over its lifetime? February 17, 2016.



Why would PSE propose unnecessary project? | Letter

Few know that PSE is proposing a project that will cost ratepayers over \$1 billion.

Friday, March 9, 2018 12:29pm | LETTERS TO THE EDITOR



We depend upon electricity as much as the air we breathe. Yet most go about their business without giving electricity a second thought. Few people understand how under-regulated utilities really are. The Washington Utilities and Transportation Commission only reviews utility projects after they are built, not before.

Few realize that Puget Sound Energy customers pay the highest electricity rates in Washington. Few know that PSE derives 37 percent of its electricity from burning coal, and a full 60 percent from burning fossil fuels. Few know that PSE is owned by foreign private equity shareholders, not publically-held. And even fewer realize that despite increasing population and economic growth, electricity demand is falling. How can that be? Today's energy-sipping appliances, efficient building techniques, and micro-generation have broken the link between economic growth and electricity demand.

Few know that PSE is proposing a project that will cost ratepayers over \$1 billion. Energize Eastside must be needed, right? Why would a utility propose something that isn't necessary? PSE's revenues are falling along with electricity demand. Their costs are not. It's about money. Energize Eastside will cost all ratepayers dearly. Energize Eastside is nothing more than an extension cord strung through four Puget Sound eastside cities to power PSE's profits.

Russell Borgmann

Bellevue

ADVERTISEMENT



Energize Eastside
will help sustain a
healthy economy for
decades to come.

MORE



ADVERTISEMENT

Reliable infrastructure
is vital to the Eastside's
growing economy.

Figure 6

An ironic twist. A PSE ad for Energize Eastside flanks a letter to the editor of the Bellevue Reporter from CENSE member, Russell Borgmann.

5. Gallery of Energize Eastside ads in Bellevue Reporter

We must upgrade the grid to power our growing economy



 The Eastside is growing faster than any other region in Washington. Yet, demand for reliable electricity will exceed capacity in the near future. We need a plan to meet this challenge now. Conservation alone won't do it — we need substantial electric infrastructure upgrades. That's why PSE is working with Eastside communities on a safe, reliable solution to make sure your lights keep glowing and businesses keep humming for decades to come.

pse.com/energizeeastside 

**OCTOBER 3 2014
BELLEVUE REPORTER**

The Eastside is growing faster than any other region in Washington. Yet, demand for reliable electricity will exceed capacity in the near future. We need a plan to meet this challenge now. Conservation alone won't do it - we need substantial infrastructure upgrades. . . .

Conservation alone can't keep up with the Eastside's growing energy needs.



 Eastside communities have excelled at conservation. But now our growing economy and population are outpacing even our best conservation efforts. We need to upgrade our electric grid now. Learn how PSE is working with your community on a safe and reliable solution.

pse.com/energizeeastside 

**MARCH 20 2015
BELLEVUE REPORTER**

Eastside communities have excelled at conservation. But our growing economy and population are outpacing even our best conservation efforts. We need to upgrade our electric grid now. Learn how PSE is working with your community on a safe and reliable solution.

We've updated everything since then... except the Eastside's electric grid



Renton, 1950s. Image #1991.007.9242, Courtesy of the Renton History Museum, Renton, Washington.

 It's been 50 years since the last major upgrade to the backbone of the Eastside's electric grid. Since then, our population has grown eight-fold and our economy relies on technologies the grid wasn't built for. It's time to upgrade — learn how PSE is working with your community on a safe, reliable solution.

pse.com/energizeeastside 

**JUNE 12, 2015
BELLEVUE REPORTER**

It's been 50 years since the last major upgrade to the backbone of the Eastside's electric grid. Since then, our population has grown eight-fold and our economy relies on technologies the grid wasn't built for. It's time to upgrade — learn how PSE is working with your community on a safe, reliable solution.



Let's make sure Eastside communities have reliable power when we need it most



In the event of an emergency, first responders depend on a reliable flow of electricity. Yet, the Eastside's electric grid is feeling the strain from unprecedented economic and population growth. We must upgrade the grid now. Learn how PSE is working with your community on a safe, reliable solution.

pse.com/energizeeastside



**JULY 10 2015
BELLEVUE REPORTER**

In the event of an emergency, first responders depend on a reliable flow of electricity. Yet, the Eastside's electric grid is feeling the strain from unprecedented economic and population growth. We must upgrade the grid now. . . .



Guess what has not been upgraded since the 1960s?



The backbone of the Eastside's electric grid has not been upgraded in 50 years. Soon, demand from new technologies and our unprecedented growth will exceed the grid's capacity. We must upgrade now. Learn how PSE is working with your community on a safe, reliable solution.

pse.com/energizeeastside



**AUGUST 7 2015
BELLEVUE REPORTER**

The backbone of the Eastside's electric grid has not been upgraded in 50 years. Soon, demand from new technologies and our unprecedented growth will exceed the grid's capacity. We must upgrade now. Learn how PSE is working with your community on a safe, reliable solution.



When will Eastside growth overload the electric grid?



It could happen as soon as 2017. Since the 1960s, Eastside population has grown eight-fold, but the backbone of our electric grid has not had a major upgrade. We must upgrade now to avoid longer and more disruptive outages. Learn how PSE is working with your community on a safe, reliable solution.

pse.com/energizeeastside



**SEPTEMBER 4 2015
BELLEVUE REPORTER**

It could happen as soon as 2017. Since the 1960's Eastside population has grown eight-fold, but the backbone of our electric grid has not had a major upgrade. We must upgrade now to avoid longer and more disruptive outages. Learn how PSE is working with your community on a safe, reliable solution.



We haven't upgraded the grid since they first danced the Twist



The backbone of the Eastside's electric grid has not been upgraded since the 1960s. Soon, demand from unprecedented growth will exceed the grid's capacity, risking longer and more disruptive outages. Learn how PSE is working with your community on a safe, reliable solution.

**OCTOBER 2 2015
BELLEVUE REPORTER**
The backbone of the Eastside's electric grid has not been up upgraded since the 1960s. Soon, demand from unprecedented growth will exceed the grid's capacity, risking longer and more disruptive outages. Learn how PSE is working with your community on a safe, reliable solution.



Can conservation alone power the Eastside's energy future?
Eastside communities excel at conservation. But even our best conservation efforts cannot keep pace with our growing economy, population and energy needs. We need to upgrade the backbone of the Eastside's electric grid now. Learn how PSE is working with your community on a safe, reliable solution.

**DECEMBER 25 2015
BELLEVUE REPORTER**
Eastside communities excel at conservation. But even our best conservation efforts cannot keep pace with our growing economy, population and energy needs. We need to upgrade the backbone of the Eastside's electric grid now.



To keep your family warm and secure, our electric grid needs more capacity



The backbone of the Eastside's electric transmission grid had its last capacity increase in the 1960s, when our population was one-eighth the size it is today. To keep your family warm and secure, PSE is working with your community on a safe, reliable solution.

**JANUARY 22 2016
BELLEVUE REPORTER**
The backbone of the Eastside's electric transmission grid had its last capacity increase in the 1960s, when our population was one-eighth the size it is today. To keep your family warm and secure, PSE is working with your community on a safe, reliable solution.



UPDATE:
One step
closer to a
safer and
more reliable
electric grid



After listening to and working with Eastside communities, we have identified the preferred route for the capacity upgrade of the electric grid. It primarily will follow the existing utility corridor. This will help us meet growing demand and minimize the risk of disruptive outages. Learn more about this update and how PSE is working on a safe, reliable solution.

pse.com/energizeeastside



**MARCH 25 2016
BELLEVUE REPORTER**

After listening to and working with Eastside communities, we have identified the preferred route for the capacity upgrade of the electric grid. It primarily will follow the existing utility corridor. This will help us meet growing demand and minimize the risk of disruptive outages.

**Keeping the lights
on for our children
and grandchildren**

The backbone of the Eastside's electric grid was last upgraded over half a century ago. Today, the aging infrastructure is being pushed beyond its capacity to serve our growing 21st-century communities.

The **Energize Eastside** project will upgrade the old grid with modern infrastructure to keep Eastside lights on for years to come.

It will be built to the highest safety standards and run mostly along the corridor of the existing grid.

Get all the facts at pse.com/energizeeastside.



**AUGUST 12 2016
BELLEVUE REPORTER**

The backbone of the Eastside's electric grid was last upgraded over half a century ago. Today, the aging infrastructure is being pushed beyond its capacity to serve our growing 21st century communities.

The Energize Eastside project will upgrade the old grid with modern infrastructure to keep Eastside lights on.

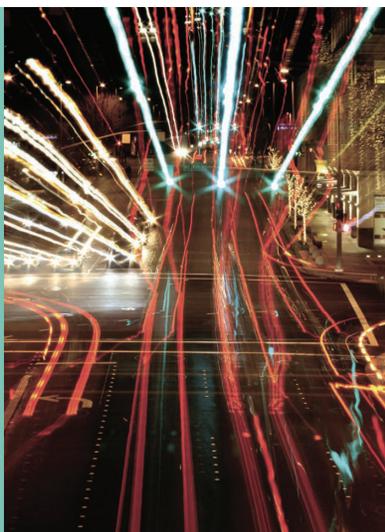
**A new grid to keep pace
with the new Eastside**

So much has changed on the Eastside since the 1960s. Our population has grown eight-fold. And new technologies have driven an economic boom across the region. But one thing hasn't changed—the backbone of our electric transmission grid is **more than 50 years old**. Now its aging infrastructure is being pushed beyond capacity to serve our communities.

We need to act now.

The **Energize Eastside** project will upgrade the old grid with modern infrastructure to keep Eastside lights on for years to come. It will be built to the highest safety standards and run mostly along the same corridor of the existing grid.

Get all the facts at pse.com/energizeeastside.



**OCTOBER 7 2016
BELLEVUE REPORTER**

So much has changed on the Eastside since the 1960s. Our population has grown eight-fold. And new technologies have driven an economic boom across the region. But one thing hasn't changed - the backbone of our electric transmission grid is more than 50 years old.

Upgrading the grid for historic Eastside growth

The Eastside's population has grown eight-fold since the 1960s—faster than any other region across our state.

But the backbone of the electric transmission grid we rely on is **more than 50 years old**. Now this infrastructure is being pushed beyond its capacity to serve our communities.

We need to act now.

The **Energize Eastside** project will upgrade the old grid with modern infrastructure to keep Eastside lights on for years to come. It will be built to the highest safety standards and run mostly along the same corridor of the existing grid.

Get all the facts at pse.com/energizeeastside.



**DECEMBER 2 2016
BELLEVUE REPORTER**

The Eastside's population has grown eight-fold since the 1960s - faster than any other region across our state.

*But the backbone of the electric transmission grid we rely on is **more than 50 years old**.*

Now this infrastructure is being pushed beyond its capacity to serve our communities . . .

Eastside electricity demand may soon exceed capacity

It's been 50 years since the last major upgrade to the backbone of the Eastside's electric transmission grid. Our population has grown **eight-fold** since then, and now demand for electricity is growing far faster than even our most aggressive energy conservation efforts can match.

We need to act now to avoid having to plan for rolling blackouts in the very near future.

The **Energize Eastside** project will upgrade the old grid with modern infrastructure to keep Eastside lights on for years to come. It will be built to the highest safety standards and run mostly along the same corridor of the existing grid.

Get all the facts at pse.com/energizeeastside.



**DECEMBER 30 2016
BELLEVUE REPORTER**

It's been 50 years since the last major upgrade to the backbone of the Eastside's electric transmission grid. . . Demand for electricity is growing far faster than even our most aggressive energy conservation efforts can't match.

We need to act now to avoid having to plan for rolling blackouts in the very near future.

Our electric grid is being pushed beyond capacity

Eastside population has grown eight-fold since the 1960s.

But the backbone of our electric transmission grid is **more than 50 years old**.

Energize Eastside will upgrade the old grid to keep Bellevue's lights on for years to come.

Get all the facts at pse.com/energizeeastside.



**JUNE 2 2017
SEPTEMBER 20, 2018
OCTOBER 10, 2018**

BELLEVUE REPORTER

Eastside population has grown eight-fold since the 1960s.

*But the backbone of our electric transmission grid is **more than 50 years old**.*

***Energize Eastside** will upgrade the old grid to keep Bellevue's*

A vital upgrade—improved by Eastside residents' input

The Energize Eastside project will upgrade the backbone of the Eastside's 50-year-old electric transmission grid.

For nearly four years, Puget Sound Energy has shared information about the project with thousands of residents. This includes an environmental impact statement process led by the City of Bellevue in cooperation with the cities of Kirkland, Newcastle, Redmond and Renton.

We've been listening and learning and—thanks to your feedback—improving the upgrade to best serve Eastside communities.

Get all the facts at pse.com/energizeeastside.



JUNE 30 2017 BELLEVUE REPORTER

The Energize Eastside project will upgrade the backbone of the Eastside's 50-year old electric transmission grid.

For nearly four years, Puget Sound Energy has shared information about the project with thousands of residents. This includes an environmental impact statement process . . .



An urgent upgrade for the Eastside

It's been 50 years since the last major upgrade of the Eastside's electric transmission grid. Since then, our population has grown eight-fold, and now the grid is being pushed beyond its capacity.

Conservation and new energy technologies are essential, but they alone cannot ensure reliable electricity for Eastside communities.

We need to upgrade the grid's infrastructure **now**.

That's exactly what the **Energize Eastside** project will do—upgrade the grid's capacity to keep Eastside lights on for years to come.

Get all the facts at pse.com/energizeeastside.



AUGUST 4 2017 BELLEVUE REPORTER

It's been 50 years since the last major upgrade of the Eastside's electric transmission grid.

Since then, our population has grown eight-fold, and now the grid is being pushed beyond its capacity.

Conservation and new energy technologies are essential, but they alone cannot ensure reliable electricity . . .

Safety and the environment guide route selection for the electric grid upgrade

PSE has selected the final route for **Energize Eastside**—the first major upgrade to the backbone of the Eastside's electric transmission grid in more than 50 years.

Our decision was guided by two key priorities:

- **Protecting your safety.** It will be built to the highest safety standards and follow the same utility corridor as the existing line.
- **Protecting the environment.** The route affects the fewest trees and avoids construction of new corridors.

Get all the facts at pse.com/energizeeastside.



The Energize Eastside final route



AUGUST 18 2017 BELLEVUE REPORTER

PSE has selected the final route for Energize Eastside - the first major upgrade to the backbone of the Eastside's electric transmission grid in more than 50 years.

Why Eastside businesses support Energize Eastside

"Eastside businesses have thrived by adapting to the challenges of our fast-growing region and the global economy. But our ability to remain competitive is now at risk because the backbone of the local electric grid we all rely on hasn't seen a major upgrade in over 50 years."

"Lack of adequate power impacts everyone—homes, schools and businesses alike. That's why we support **Energize Eastside**—the urgently-needed upgrade of the Eastside's aging electric grid."

—Kari Magill, Rowley Properties

Get all the facts at pse.com/energizeeastside.



OCTOBER 6 2017 BELLEVUE REPORTER

"Eastside businesses have thrived by adapting to the challenges of our fast-growing region and the global economy. But our ability to remain competitive is now at risk because the backbone of the local electric grid we all rely on hasn't seen a major upgrade in over 50 years. . ." Kari Magill, Rowley Properties



Eastside Innovation Leaders Support Energize Eastside

"The Eastside's economy is powered by a highly talented workforce and some of the most innovative businesses in the world."

"Our ability to continue attracting the best depends so much on the quality of our region's infrastructure."

"That's why we support **Energize Eastside**—the urgently-needed upgrade of the backbone of the Eastside's aging electric grid."

—Bart Phillips, OneRedmond

Get all the facts at pse.com/energizeeastside.



NOVEMBER 17 2017 BELLEVUE REPORTER

"The Eastside's economy is powered by a highly talented workforce and some of the most innovative businesses in the world."

"Our ability to continue attracting the best depends so much on the quality of our region's infrastructure. . ." Bart Phillips, OneRedmond

Another step closer to a more reliable Eastside electric grid

With completion of a multi-year environmental review process, Puget Sound Energy's **Energize Eastside** project is another step closer to construction.

Energize Eastside will upgrade the backbone of the old grid to serve the Eastside's growing population. The project will be safely built and operated, and by replacing poles and wires along the existing corridor, we will limit the impact on Eastside communities.

Get all the facts at pse.com/energizeeastside.



MARCH 23 2018 BELLEVUE REPORTER

With completion of a multi-year environmental review process, Puget Sound Energy's Energize Eastside project is another step closer to construction.

Energize Eastside will upgrade the backbone of the old grid to serve the Eastside's growing population. The project will be safely built and operated . . .

Energize Eastside will use the existing utility corridor

Energize Eastside will upgrade the backbone of our electric grid to serve the Eastside's growing population and economy.

PSE evaluated several options for the best route to locate the new poles and wires.

We chose to follow the same corridor as the existing lines—to maximize safety and minimize impact on the environment and surrounding neighborhoods.

Get all the facts at pse.com/energizeeastside.



Current poles in Bellevue



Proposed new poles in Bellevue

APRIL 20 2018 BELLEVUE REPORTER

Energize Eastside will upgrade the backbone of our electric grid to serve the Eastside's growing population and economy.

PSE evaluated several options for the best route to locate the new poles and wires.

We chose to follow the same corridor as the existing lines. .



An Upgrade our Booming Economy Can Rely on

They say that healthy infrastructure is the backbone of a healthy economy.

That's why **Energize Eastside** is so vital to the Eastside's future.

It will provide the first major upgrade to the backbone of the Eastside's electric grid in over 50 years.

Energize Eastside will help ensure that our dynamic economy can keep growing, innovating, and creating jobs for decades to come.

Get all the facts at pse.com/energizeeastside.



JUNE 8 2018 BELLEVUE REPORTER

They say that healthy infrastructure is the backbone of a healthy economy.

That's why Energize Eastside is so vital to the Eastside's future.

It will provide the first major upgrade to the backbone of the Eastside's electric grid in over 50 years. . .



A cool upgrade for hot summers

As temperatures climb during the summer, increased air conditioning heats up demand for electricity.

Energize Eastside will help meet growing demand by upgrading the Eastside's electric grid with more reliable infrastructure.

That's pretty cool for Eastside communities.

Get all the facts at pse.com/energizeeastside.



JULY 20 2018 BELLEVUE REPORTER

As temperatures climb during the summer, increased air conditioning heats up demand for electricity.

Energize Eastside will help meet growing demand by upgrading the Eastside's electric grid with more reliable infrastructure. . .



Conservation alone will not meet Eastside electricity demand

Eastside growth is pushing demand for electricity beyond the capacity of the existing electric grid.

While Eastside communities excel at conservation—and new energy-saving technologies are essential—these efforts alone cannot ensure reliable electricity.

We also must upgrade the backbone of our electric transmission grid. And that's exactly what **Energize Eastside** will do—upgrade the grid's capacity and keep Eastside lights on for years to come.

Get all the facts at pse.com/energizeeastside.



**AUGUST 23 2018
BELLEVUE REPORTER**

Eastside growth is pushing demand for electricity beyond the capacity of the existing electric grid.

While Eastside communities excel at conservation - and new energy-saving technologies are essential - these efforts alone cannot ensure reliable electricity.

We also must upgrade the backbone of our electric transmission grid. And that's exactly what Energize Eastside will do - upgrade the grid's capacity and keep Eastside lights on for years to come.