

PPL Northeast/Pocono Reinforcement Project Web Site Plan 12-22-2010 DRAFT

This plan for the Northeast/Pocono Reinforcement Project web site includes three sections.

The first section of this plan is an outline showing what links would be included in the horizontal main navigation menu and their affiliated drop-down items.

The second section describes common elements that would be included on all pages throughout the site.

The third section is a rundown of the web site's top-level and lower-level pages, and descriptions of those pages. The top-level pages are those represented by the main menu tabs: Home, Project Overview, Project Need & Benefits, Maps, Library, Schedule, FAQs and About PPL. The objective of this plan is to describe in detail the content and features of this web site.

I. Horizontal Main Menu Items:

- Home
- Project Overview
- Project Need & Benefits
- Maps
- Library
- Schedule
- FAQs
 - About the project
 - Need for the project
 - Working with property owners
 - Open space/environmental
(Note: This section will also include health and safety issues, such as EMF and herbicide concerns)
 - Effect on customer bills
- About PPL

II. Common Site Elements

Throughout every page of the site, we envision a column running down the right side of the page that includes, from top to the bottom, the following items:

- Public Involvement box (similar to what is on current PPL sites, on right side of page) with link to “Public Involvement” page and direct link to Question/Comment Form (opens in new window).
- Interactive Project Map thumbnail/text box – Allows site visitors to enter address and see where they are in relation to project areas (opens Interactive Map page showing result to user).

- Embedded project introduction video (right side, below Public Involvement box) – *This module may be added after public launch when video is ready*
- Project update messages (box on right side of page, below embedded project video) with headline links to articles and link to “Project Updates” page for full archive.

III. Page Descriptions

Home

Navigation

- Horizontal main menu at top

Contents of Home Page

- Map of overall project area, links to “Maps” page (top left & center)
- Brief project introduction with link to “Project Overview” page (below map)
- Brief description of need for and benefits of project with link to “Project Need & Benefits” page (below brief project description)
- Brief description of public involvement opportunities with link to the relevant section of the “Public Involvement” page (below need/benefit description)
- Common Site Elements (right side of page)

Project Overview

Navigation

- Horizontal main menu at top

Contents of Project Overview page

- Clickable map of entire project area; depending on what area is clicked on map, the user is brought to an overview of that particular phase or section of the project. (top center)
- Below map: description of how to use the map to navigate to description of project as it relates to a specific area.
- Detailed project descriptions; each section or phase of the project to be anchor-linked with map-based navigation (below map)
- Common Site Elements (right side of page)

Project Updates *(not a drop-down menu item)*

Navigation

- Horizontal main menu at top

Contents of Project Updates page

- A single page containing all project update items (i.e., press releases, status updates, announcements, etc.); headlines from the “Project Updates” module in

the Common Site Elements area would link to the corresponding article on this page.

- Common Site Elements (right side of page)

Project Need & Benefits

Navigation

- Horizontal main menu at top

Contents of Project Need & Benefits page

- Need statement for project with any relevant statistics/charts/graphs supporting its necessity (center)
- Information describing how the project will benefit the region and its customers (center)
- Common Site Elements (right side of page)

Maps

Navigation

- Horizontal main menu at top

Contents of Maps page:

- Images, descriptions and links to the Interactive Map and Siting Input Map pages (top center)
- Common Site Elements (right side of page)

Public Input Map *(not a drop-down menu item)*

Navigation

- Horizontal main menu at top

Contents of Public Input Map page

- Public Input Map – A Google-like map with overlays of project area and parcels that allows users to place points on the map describing potential areas of concern (top center)
- Description of how to use the map (center, below map)
- Common Site Elements (right side of page)

Detailed Maps *(not a drop-down menu item)*

Navigation

- Horizontal main menu at top

Contents of Detailed Maps page

- Detailed Maps – Clickable project overview map enabling visitors to view a detailed map of a specific project area (top center)

- Description of how to use the map (center, below map)
- Common Site Elements (right side of page)

Interactive Map *(not a drop-down menu item)*

Navigation

- Horizontal main menu at top

Contents of Interactive Map page

- Interactive Map – A Google-like map with project area overlays that allows users to enter their address to see where they are in relation to the project areas (top center)
- Common Site Elements (right side of page)

Public Involvement *(not a main menu item; only linked to from Common Site Elements)*

Navigation

- Horizontal main menu at top

Contents of Public Involvement page

- Text summarizing the role of public input in the siting process and the ways in which people may comment on the project (top center)
- Common Site Elements (right side of page)
- The following sections on a single page:

How to Participate *(not a drop-down menu item)*

- Description of all ways in which the public can participate in providing public input on this project, including lists of open house dates/venues and other potential locations where the public can obtain information about the project (center)

Pre-Siting Input *(not a drop-down menu item)*

- Photo of field work
- Brief description of how the public can get involved with PPL's route siting process (center)
- Introduction to transmission line siting basics and description of how the public can provide comments during the pre-siting phase of this project (center)
- Additional information on siting criteria and how they are applied (center)
- Description of siting survey, including how it works and link to the actual survey form (opens in new window) (center)
- Link to Siting Input Survey (center)

- Description of and link to Siting Map (center)

Submit a Question or Comment *(not a drop-down menu item)*

- Describes how the public may submit questions or comments via phone, mail and e-mail and provides link to the online Question/Comment form (opens in new window) (top center)

How to Stay Informed *(not a drop-down menu item)*

- Provides information on signing up for mail/e-mail lists, project update phone number. (center)

Library

Navigation

- Horizontal main menu at top

Contents of Library Page

- Brief description of the types of documents that can be found in the site's Library.
- List of Public Documents available:
 - Project Fact Sheet (center) – descriptions and links to current and archived fact sheets (pdf)
 - Open House Exhibits (center) – descriptions and links to open house displays, maps and handouts (pdf)
- Common Site Elements (right side of page)

Schedule

Navigation

- Horizontal main menu at top

Contents of Schedule page

- List of upcoming and past public open house meetings (center)
- Estimated project timeline (center)
- Common Site Elements (right side of page)

FAQs

Navigation

- Horizontal main menu at top
- Drop-down menu under FAQ tab: Project Basics, Effect on Customer Bills, Need for Project/Reliability, Open Space/Environmental, Health & Safety, Real Estate

Contents of FAQ page

- Frequently Asked Questions based on topic (anchor links to the following sections on the same page):
 - About the project
 - Need for the project
 - Working with property owners
 - Open space/environmental
(Note: This section will also include health and safety issues, such as EMF and herbicide concerns)
 - Effect on customer bills
- Common Site Elements (right side of page)

About the project

- General project FAQs (center)

Need for the project

- FAQs related to project need/reliability (center)

Working with property owners

- FAQs related to real estate concerns (center)

Open space/environmental

- FAQs related to open space/environmental concerns (center)
(Note: This section will also include health and safety issues, such as EMF and herbicide concerns, including link to separate page with more detailed EMF information)

Effect on customer bills

- FAQs related to effect of project on customer bills (center)

About PPL

Navigation

- Horizontal main menu at top

Contents of About PPL page

- PPL Electric Utilities logo or graphic (top center)

- PPL Reliability Efforts - paragraph with messages about regional transmission planning; non-specific language about future projects in area and link to more information about PPL efforts at PPLReliablePower.com
- PPL Vegetation Management – paragraph with messages about PPL’s vegetation management practices and initiatives
- Boilerplate language for PPL EU/link to PPL EU site and PPL Corp./link to PPLweb.com (under logo, center)
- General PPL contact information (center)
- Media contact information
- Project-specific contact information (center)
- Common Site Elements (right side of page)



PPL Northeast/Pocono Reliability Project



PPL Electric Utilities

[home](#)

[project overview](#)

[project need & benefits](#)

[project maps](#)

[library](#)

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[faqs](#)

[contact us](#)

PUBLIC INVOLVEMENT

We welcome your input, and we want to hear from you.

At PPL Electric Utilities, we take very seriously our commitment to consider public input in making decisions about power line projects. We pledge to use your input where we can to help limit the impact of this project wherever we can.

You can get involved by:

- Attending public [open houses](#).
- Making comments on the [public input map](#).
- Sending us an [e-mail](#).
- Calling our dedicated toll-free project comment line at 1-888-654-0823.

PUBLIC INPUT

We are seeking public input to help us determine the best location of the substations and power lines.

You may use an [interactive map](#) to mark any areas of concern, or to mark the location of any sensitive areas or other things you think we should know about. By clicking "save", we will get a copy of the map with your comments and will consider them as part of the public input process.

We will use this public input to help us develop alternatives for where the power lines could be located.

SUBMIT A COMMENT OR QUESTION

We want to hear from you, and we will consider your input and suggestions when making decisions about this project. Please fill out the [Comment/question](#) form to submit your comments or questions to us.

You may also call our toll-free project comment line at 1-888-654-0823.

HOW TO STAY INFORMED

If you would like to stay informed about this project, please [add your name to the Project Mailing/E-mail List](#).

Public Involvement

We want to hear from you, and we will include your input in our planning process wherever we can. You can get involved in this project by visiting our [Public Involvement](#) page, [E-mailing us](#), or calling our special toll-free project comment line at 1-888-654-0823.

Interactive Project Map

How close am I?

Enter your address to see a map of where you live in relation to the power line route and substation locations.

Find

Project Updates

Oct 11, 2011

Route Selected for New Power Line

After consideration of public input and careful study of the region, PPL Electric Utilities has chosen a route for a new power line as part of a project to improve electric service for homes and businesses in northeast Pennsylvania and the Poconos (10/11). [more...](#)

Jun 23, 2011

Possible Power Line Routes Announced

Company is Seeking Public Comment as Important Part of Project

PPL Electric Utilities is seeking public comment on possible routes for a new power line as part of a six-year project to improve electric service for homes and businesses in northeast Pennsylvania and the Poconos, the company said Thursday (6/23).

[more...](#)