

CHALLENGE: We Energies planned to convert its Port Washington power plant from a coal-fired generating station into one using two natural gas units. In addition, a new 17-mile pipeline was needed to supply gas to the power plant. The pipeline required land agreements and easements from owners of all the property through which it was to travel. The power plant and pipeline both needed approvals and permits from the Public Service Commission of Wisconsin.

WE Energies Port Washington

EXECUTION: The Lynne Broydrick Group initiated a program of door-to-door visits in the neighborhoods around the power plant, plus public forums and briefings with community organizations, public officials and business groups to provide information and build confidence and support for the project. Along the pipeline route, we met with individual landowners and served as their ombudsman during negotiations for the needed easements and land agreements.

RESULT: The Public Service Commission of Wisconsin granted approvals for construction of both the Port Washington Power Plant and the gas pipeline. All property owners on the pipeline route signed contracts providing We Energies with easements for construction and future maintenance, all without any litigation. The Lynne Broydrick Group continues to field questions and concerns from local residents as construction of the new power plant continues through 2008.