

II. DESCRIPTION OF THE PROPOSED PROJECT

- C. **Describe and furnish plan drawings of all new substations, switching stations, and other ground facilities associated with the proposed project. Include size, acreage, and bus configurations. Describe substation expansion capability and plans. Provide one-line diagrams for each.**

Response: The proposed Project requires construction of two new 500-230 kV substations in Loudoun County, Virginia—the Aspen Substation and the Golden Substation—as well as substation-related work at the Company’s existing Goose Creek Substation. Additionally, other minor substation-related work required in association with the Project. All of the substations discussed in this section are located in Loudoun County, Virginia.

Aspen Substation

The proposed 500-230 kV Aspen Substation will be located entirely on Company-owned property. The proposed Aspen Substation initially will be constructed with twelve 500 kV 5000A circuit breakers, four 230 kV 4000A circuit breakers, four 500 kV line terminals, one 230 kV line terminal, one 500-230 kV transformer bank (4-480 MVA, single-phase units, including a spare) and other associated equipment. The Aspen Substation will be designed to accommodate future growth in the area with a build-out of twenty-one 500 kV 5000A circuit breakers, twelve 230 kV 4000A circuit breakers, seven 500 kV line terminals, six 230 kV line terminals, two 500-230 kV transformer banks (7-480 MVA, single-phase units, including a spare), and one 500 kV capacitor bank. Due to space constraints, the 500 kV and 230 kV infrastructure will be GIS. Additionally, two control enclosures will be installed to accommodate the protective relay, communications, and security cabinets. The total area of the Aspen Substation is approximately 6.5 acres.

The one-line and general arrangement diagrams for the proposed Aspen Substation are provided as Attachment II.C.1 and Attachment II.C.2, respectively.

Golden Substation

The proposed 500-230 kV Golden Substation will be located on property to be obtained by the Company. The proposed Golden Substation initially will be constructed with six 500 kV 5000A circuit breakers, twelve 230 kV 4000A circuit breakers, one 500 kV line terminal, five 230 kV line terminals, two 500-230 kV transformer banks (7-480 MVA, single-phase units, including a spare) and other associated equipment. The Golden Substation will be designed to accommodate future growth in the area with a build-out of fourteen 500 kV 5000A circuit breakers, seventeen 230 kV 4000A circuit breakers, three 500 kV line terminals, seven 230 kV line terminals, three 500-230 kV transformer banks (11-480 MVA, single-phase units, including two spares), two 500 kV capacitor banks and two 230 kV capacitor banks. Due to space constraints, the 500 kV and 230 kV infrastructure

will be GIS. Additionally, two control enclosures will also be installed to accommodate the protective relay, communications, and security cabinets. The total area of the Golden Substation is approximately 8.5 acres.

The one-line and general arrangement diagrams for the proposed Golden Substation are provided as Attachment II.C.3 and Attachment II.C.4, respectively.

Goose Creek Substation

At the existing expanded 500 kV Goose Creek Substation, two 500 kV 4000A circuit breakers will be replaced with two 500 kV 5000A circuit breakers. One additional 500 kV 5000A circuit breaker will be added as part of the two 500 kV line terminations to Aspen Substation. The total area of the existing Goose Creek Substation, as currently expanded, is approximately 7.5 acres.

Other Minor Substation-Related Work

In addition to the substation-related work described above, the Company will perform line terminal and protection upgrades within the substation and control enclosures at the Company's existing Brambleton, Paragon Park, and Sterling Park Substations.

While this work is required in association with the Project, it is not a component of the Project as defined in Section I.A, and the costs associated with this minor substation-related work are not included in the total Project costs. The costs associated with this minor substation-related work are provided below, for reference purposes only.

Other Minor Substation-Related Costs (Millions (approximate))

Substation	Total
Brambleton Substation	\$0.2
Paragon Park Substation	\$0.3
Sterling Park Substation	\$0.3



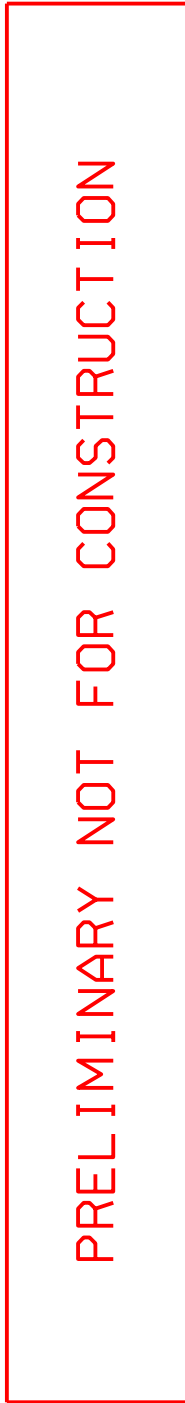
GENERAL ARRANGEMENT
ASPEN SUBSTATION
LOUDOUN COUNTY, VIRGINIA

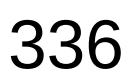
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PRELIMINARY NOT FOR CONSTRUCTION

Typical Drawing Information	Library Location	Cell Name	B/M Assembly	Pipe Stand Foundation Cells (Pier)		Pipe Stand Foundation Cells (Spread)		Foundation Cells for Other Typical Structures	Steel Detail & Assembly
							(Spread)		

Revisions





III. IMPACT OF LINE ON SCENIC, ENVIRONMENTAL AND HISTORIC FEATURES⁵³

- A. Describe the character of the area that will be traversed by this line, including land use, wetlands, etc. Provide the number of dwellings within 500 feet, 250 feet and 100 feet of the centerline, and within the ROW for each route considered. Provide the estimated amount of farmland and forestland within the ROW that the proposed project would impact.

Response: **Aspen-Golden Lines**

Route 1

Route 1 is approximately 6.6 miles in length and is located entirely within Loudoun County, extending east and southeast from the proposed Aspen Substation near the existing Brambleton-Goose Creek 500 kV Line #558 to the proposed Golden Substation. Route 1 crosses mostly developed land, including existing commercial and industrial areas, is generally collocated with existing roadways and utility corridors, and crosses proposed mixed-use residential and data center parcels, some of which may be under development prior to transmission line construction. Where located along Rt. 7, Route 1 crosses mostly IP or OP zoning districts. The majority of open land crossed by Route 1 along Rt. 7 has planned developments for either data centers or mixed-use residential/commercial. Route 1 also crosses forested areas adjacent to Goose Creek planned for data center and other industrial development prior to transmission line construction.

According to Loudoun County parcel data, zoning data, and aerial photo analysis, there is one dwelling located within 250 and 500 feet of the proposed centerline, but zero dwellings within 100 feet of the proposed centerline or within the right-of-way of Route 1. There are 23 non-residential building (picnic shelter or

⁵³ Note, all impacts associated with the proposed Aspen Substation and the proposed Golden Substation are included in the Route 1 impacts discussion, unless otherwise noted.

As proposed, the approximately 0.2-mile Aspen-Goose Creek Line #5002 will be constructed entirely within Company-owned property or an existing transmission right-of-way corridor. Where Line #5002 is located within the Company's existing Goose Creek Substation or the Lines #558/#2180 right-of-way transmission corridor, any impacts resulting from the Line #5002 construction already were mitigated during permitting of the Goose Creek Substation expansion and Lines #558 and #2180. Where Line #5002 is located within the Company's proposed Aspen Substation, any impacts resulting from the Line #5002 construction are included in the Route 1 discussion, as Route 1 impacts are inclusive of impacts from the proposed Aspen and Golden Substations.

As proposed, the approximately <0.1-mile (490 feet) Lines #2081/#2150 Loop will be constructed entirely within property to-be-owned by the Company or an existing transmission right-of-way corridor. As the Line Loop is located contiguous with Aspen-Golden Line #2333 along the Route 1 right-of-way where Line #2333 and the Line Loop both enter the proposed Golden Substation, any impacts resulting from the Line Loop construction also are included in the Route 1 discussion.

Accordingly, impacts associated with construction of the Aspen Substation, the Golden Substation, the Aspen-Goose Creek Line #5002 (except as to those impacts mitigated already), and the Lines #2081/#2150 Loop are included within the discussion of Route 1 impacts in the Appendix and the Environmental Routing Study, unless otherwise noted.

outbuildings) and 54 existing commercial buildings (*e.g.*, office or retail) located within 500 feet of the proposed centerline of Route 1.

See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance in the Project area, and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland within the right-of-way that Route 1 would impact.

For additional description of the character of the area that will be traversed by Route 1 and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Belmont Park Variation A

Belmont Park Variation A is approximately 0.6 mile in length and is located entirely within Loudoun County, near the intersection of Rt. 7 and Lansdowne Boulevard/Claiborne Parkway. From Route 1, approximately 0.3 mile west of Claiborne Parkway, Belmont Park Variation A extends approximately 0.6 mile along the south side of Rt. 7, where it reconnects with Route 1 approximately 0.3 mile east of Claiborne Parkway.

According to Loudoun County parcel data, zoning data, and aerial photo analysis, there is one multi-family dwelling (48 total units) located within 500 feet of the proposed centerline (approximately 460 feet at its closest point) and zero dwellings located within 250 feet or 100 feet of the proposed centerline or within the right-of-way of Belmont Park Variation A. There are no non-residential buildings (*e.g.*, sheds and outbuildings), but there are eight existing commercial buildings (*e.g.*, office or retail) located within 500 feet of the proposed centerline of Belmont Park Variation A.

See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance in the Project area, and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland within the right-of-way that Belmont Park Variation A would impact.

For additional description of the character of the area that will be traversed by Belmont Park Variation A and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Belmont Park Variation B

Belmont Park Variation B is approximately 0.6 mile in length and is located entirely within Loudoun County, near the intersection of Rt. 7 and Lansdowne Boulevard/Claiborne Parkway. Rather than follow along the south side of Rt. 7,

approximately 0.3 mile west of Claiborne Parkway, Belmont Park Variation B would cross to the north side of Rt. 7, continue to the southeast along Rt. 7 for approximately 0.4 mile, then cross back to the south side of Rt. 7.

According to Loudoun County parcel data, zoning data, and aerial photo analysis, there are 12 multi-family dwellings (a total of 404 units) located within 500 feet of the proposed centerline and three multi-family dwellings (a total of 112 units) located within 250 feet of the proposed centerline of Belmont Park Variation B, but there are no dwellings within 100 feet of the centerline or within the right-of-way. There are no non-residential buildings (*e.g.*, sheds and outbuildings), but there are eight existing commercial buildings (*e.g.*, office or retail) located within 500 feet of the proposed centerline of the Belmont Park Variation B.

See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance in the Project area, and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland within the right-of-way that Belmont Park Variation B would impact.

For additional description of the character of the area that will be traversed by Belmont Park Variation B and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Broad Run Variation A

Broad Run Variation A is approximately 2.2 miles in length and is located entirely within Loudoun County. Broad Run Variation A starts approximately 0.1 mile north of Beaverdam Run, follows Loudoun County Parkway south to the W&OD Trail, then heads east and ends near Pacific Boulevard. Broad Run Variation A is collocated along the east side of Loudoun County Parkway across open, industrial zoned land for 1.3 miles, is collocated with existing transmission lines for 0.3 mile across Broad Run, and is located entirely on industrial zoned land. Broad Run Variation A is on primarily open space or developed land, approximately 20.3 acres, with forested land comprising 9.1 acres.

According to Loudoun County parcel data, zoning data, and aerial photo analysis, there are zero dwellings located within 500 feet of the proposed centerline or within the right-of-way. There are three non-residential buildings (*e.g.*, sheds and outbuildings) and 26 existing commercial or industrial buildings (*e.g.*, warehouse, office, or retail) located within 500 feet of the proposed centerline of Broad Run Variation A.

See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance in the Project area, and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland within the right-of-way that the Broad Run Variation A would impact.

For additional description of the character of the area that will be traversed by the Broad Run Variation A and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Broad Run Variation B

Broad Run Variation B is approximately 2.3 miles in length and is located entirely within Loudoun County. Broad Run Variation B starts north of Beaverdam Run, heads east across forested and open land toward Broad Run, then turns south through forested land adjacent to existing electric distribution and water and sewer lines, crosses Broad Run, then continues south then east along Broad Run and crossing Cabin Branch before ending east of Pacific Boulevard. Broad Run Variation B is located on industrial zoned land (74%, 1.7 mile) and on mixed-use business zoned land (26%, 0.6 mile).

According to County parcel data, zoning data, and aerial photo analysis, there are zero dwellings located within 500, 250, or 100 feet of the proposed centerline of Broad Run Variation B and are no dwellings within the right-of-way. There are five non-residential buildings (*e.g.*, sheds and outbuildings) and 18 existing commercial buildings (*e.g.*, office or retail) located within 500 feet of the proposed centerline of the Broad Run Variation B.

See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance in the Project area, and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland within the right-of-way that the Broad Run Variation B would impact.

For additional description of the character of the area that will be traversed by the Broad Run Variation B and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Substations

Aspen Substation

The proposed Aspen Substation will be located on Company-owned property that consists of existing utility rights-of-way and forested land.

No dwellings are located within 500, 250, or 100 feet of the proposed footprint.

One non-residential building is located within 500 feet of the proposed footprint.⁵⁴

See Attachment III.A.1 and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland affected by the proposed Aspen Substation.

For additional description of the character of the area that will be affected by the Aspen Substation and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

Golden Substation

The proposed Golden Substation will be located on property to be obtained by the Company comprised of open land with grasses and shrubs. The proposed Golden Substation is located adjacent to Route 28 on the same parcel as a future data center campus.

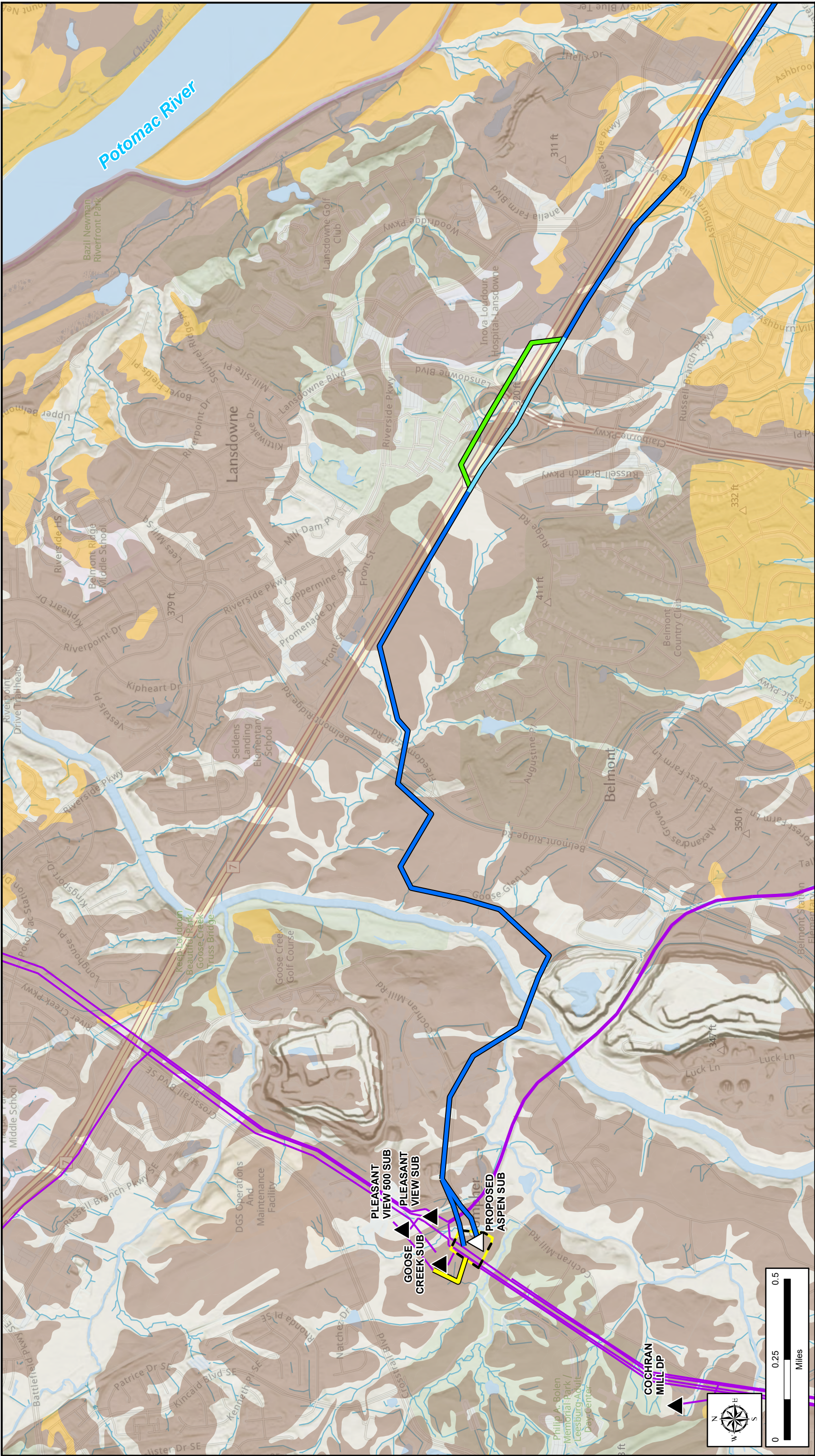
No dwellings are located within 500, 250, or 100 feet of the proposed footprint. Two non-residential buildings are located within 500 feet of the proposed footprint.⁵⁵

See Attachment III.A.1 and Section 2.L of the DEQ Supplement for the estimated amount of farmland and forestland affected by the proposed Golden Substation.

For additional description of the character of the area that will be affected by the Golden Substation and the related impacts, see the DEQ Supplement, specifically as to land use (Sections 2.G and 2.L), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section 2.I), and wildlife (Sections 2.G and 2.K).

⁵⁴ The Route 1 dwelling, non-residential, and commercial building counts include the building counts associated with the proposed substations. This single non-residential building within 500 feet of the proposed Aspen Substation footprint is included in the count of 23 non-residential buildings within 500 feet of the proposed centerline of Route 1.

⁵⁵ The Route 1 dwelling, non-residential, and commercial building counts include the building counts associated with the proposed substations. These two non-residential buildings within 500 feet of the proposed Golden Substation footprint are included in the count of 23 non-residential buildings within 500 feet of the proposed centerline of Route 1.



Attachment III.A.1

Prime Farmland and Farmland of Statewide Importance

Aspen-Golden 500-230 kV Electric Transmission Project

Dominion Energy Virginia

Loudoun County, Virginia

ERM

Existing Substation

Proposed Substation

Existing Dominion Transmission Line

Prime Farmland

Route 1

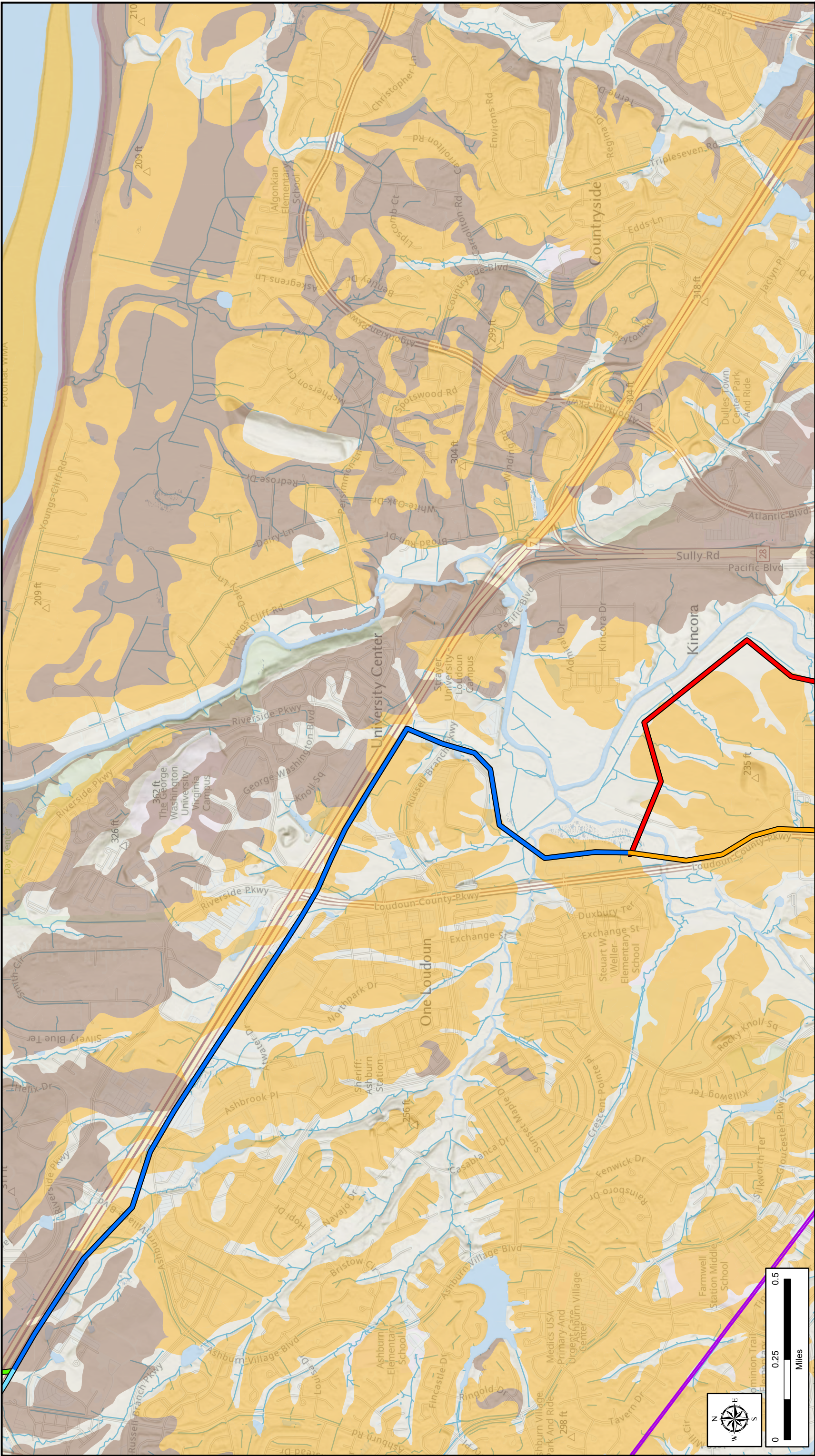
Belmont Park Variation A

Belmont Park Variation B

Aspen-Goose Creek Line

Farmland of Statewide Importance

Proposed Substation



Route 1

Belmont Park Variation A

Belmont Park Variation B

Broad Run Variation A

Broad Run Variation B

Existing Dominion Transmission Line

Prime Farmland

Farmland of Statewide Importance

1

2

3

1

2

3

Attachment III.A.1

Prime Farmland and Farmland of Statewide Importance

Aspen-Golden 500-230 kV Electric Transmission Project

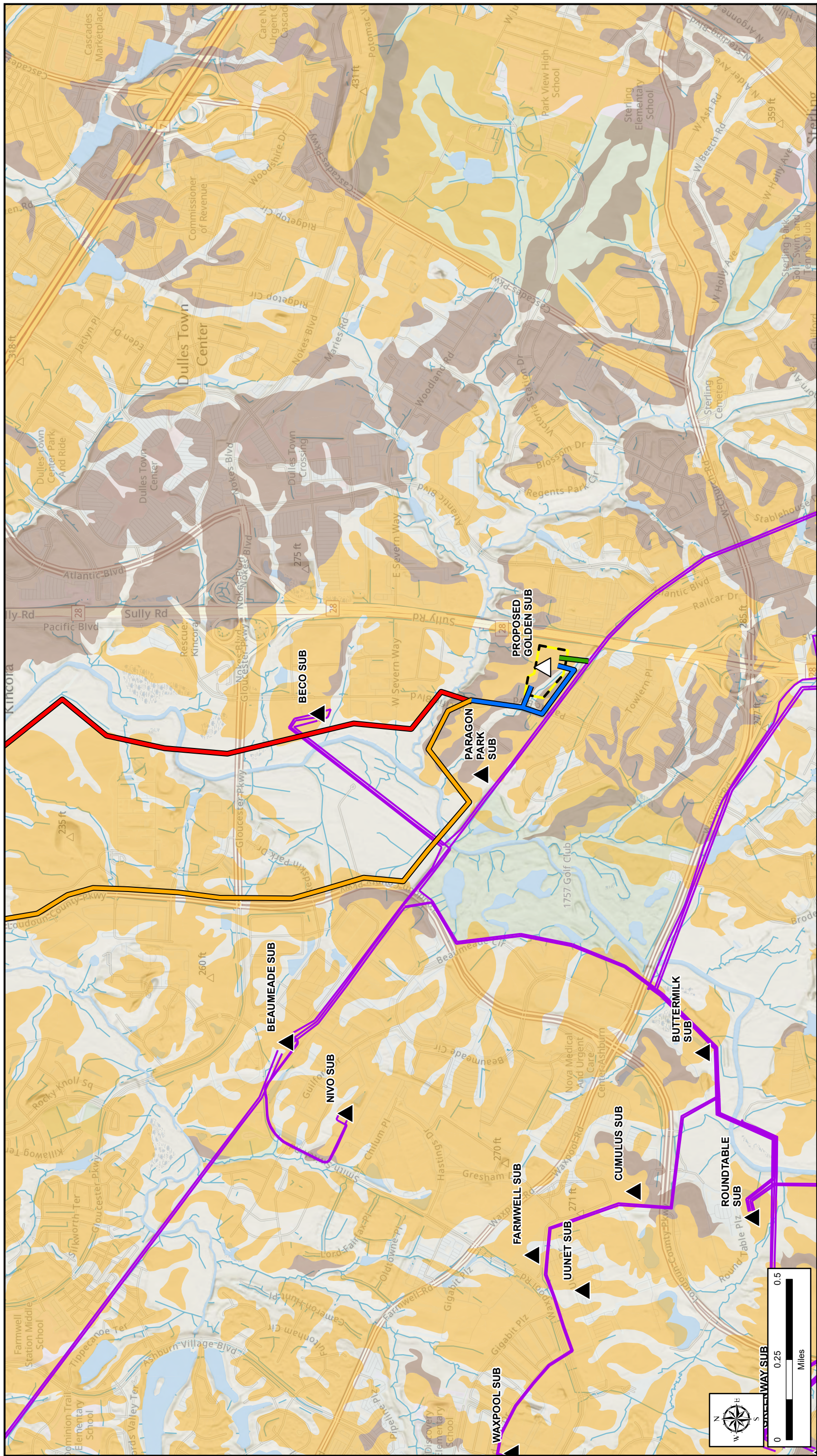
Dominion Energy Virginia

Loudoun County, Virginia

ERM

Dominion Energy

343

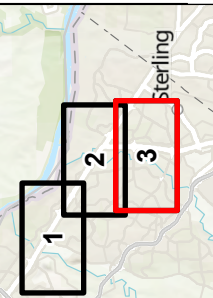


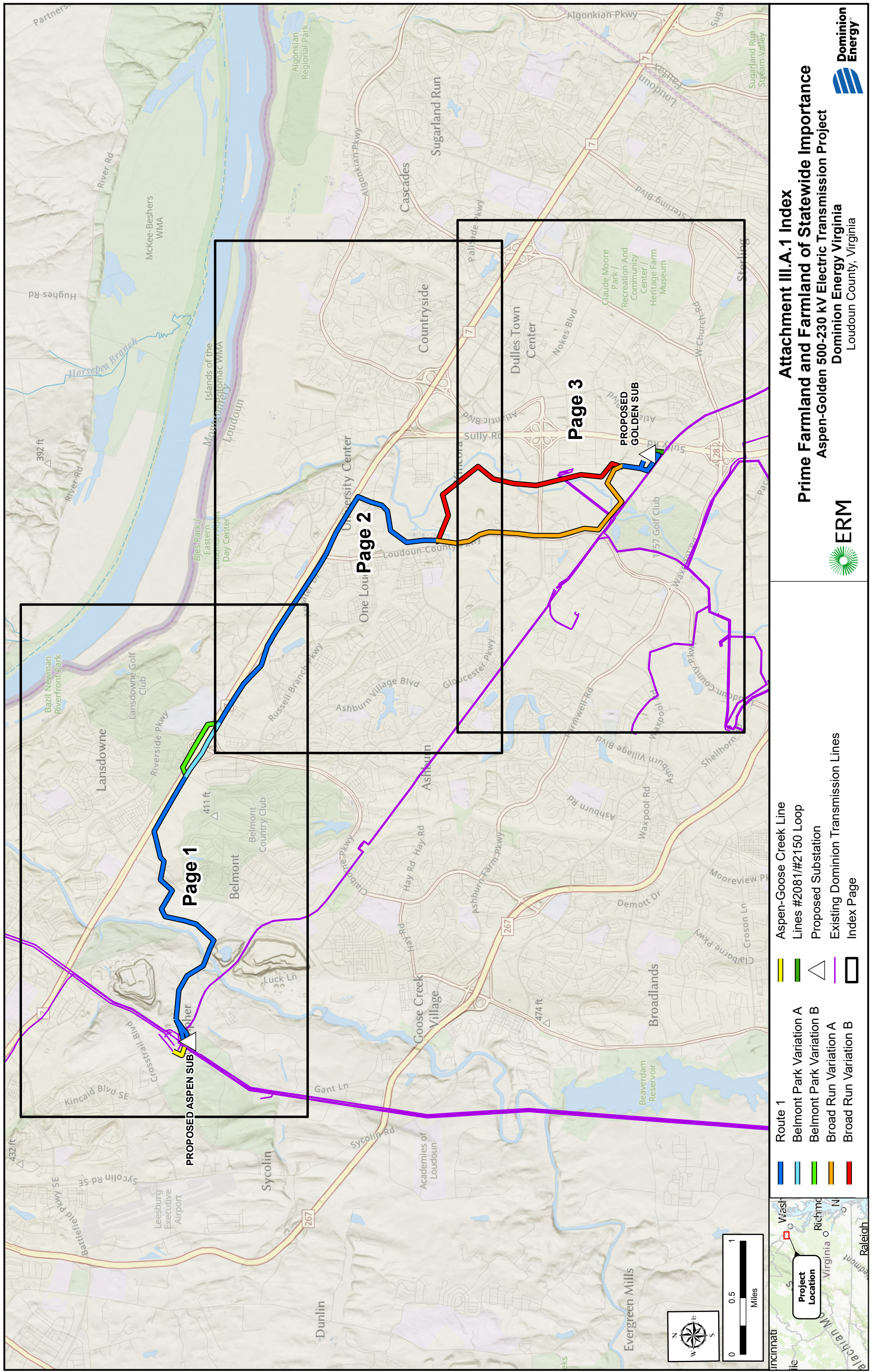
Attachment III.A.1

Prime Farmland and Farmland of Statewide Importance

Aspen-Golden 500-230 kV Electric Transmission Project

Dominion Energy Virginia
Loudoun County, Virginia





III. IMPACT OF LINE ON SCENIC, ENVIRONMENTAL AND HISTORIC FEATURES

- B. Describe any public meetings the Applicant has had with neighborhood associations and/or officials of local, state or federal governments that would have an interest or responsibility with respect to the affected area or areas.**

Response: Stakeholder Engagement

At Dominion Energy Virginia, the Company believes stakeholder engagement is critical to the success of this Project. The data center industry has grown substantially in northern Virginia in recent years, and the Company has made significant investments in new infrastructure to meet the growing demand for electricity in a concentrated area. This Project is critical to the success of this industry in northern Virginia. Routing and siting this Project, in an accelerated timeline, would not have been possible without important partnerships and substantial community involvement, including environmental organizations, elected officials, governmental bodies, community leaders and community members. Outreach about the Project to County leaders, the data center industry, and the creation of the Loudoun Reliability Engagement Group (or “LREG”) consisting of individuals with a variety of expertise and knowledge of the area, began in June 2022. Many of these stakeholders remain engaged and continue to represent their specialty as they participate in future electric transmission projects.

Feedback is critical as the Company considers all potential benefits and impacts of the Project, including connecting two new substations in a densely populated area in Loudoun County via the proposed Aspen-Golden Lines.

Dominion Energy Virginia has and will continue to engage with a broad range of stakeholders that have interests across the Project components.

Stakeholder engagement includes both a statewide and regional approach in the following segments: cultural and historic resource stewardship organizations; the business community and workforce organizations; the environmental community; and organizations that represent the needs of underrepresented communities. These organizations agreed to combine into the LREG. Since July 2022, the LREG of more than 20 volunteers have met at least every other month to hear updates on electric transmission infrastructure projects impacting Loudoun County. The LREG has received updates on the Project beginning in November 2022 and provided input and feedback from their collective organizations related to routing, siting, environmental concerns as well as concerns about visual impacts to private property owners. Copies of presentations the Company made to the LREG since first engaging on the Project are available on www.dominionenergy.com/NOVA. The Company remains committed to maintaining communications with this engagement group for other reliability projects proposed in Loudoun County.

The Company has also met with members of specific neighborhoods, including Belmont, Lansdowne and One Loudoun. Each neighborhood homeowners association represented several thousand homeowners. The Company also met with individual property owners and community members.

In August 2022, the Company launched an internet website dedicated to several projects in the area: www.dominionenergy.com/NOVA. Specific details about the Aspen-Golden 500-230 kV Electric Transmission Project were added to the website beginning in March 2023. The website includes a description of the proposed Project, an explanation of the need, routing options, GeoVoice (an interactive mapping tool), photo renderings and simulations, recordings of the in-person community meeting presentations, and information on the Commission review process. Additionally, the website includes presentations made at various public meetings described above. The Company also made the website available to the public in English, Spanish and Vietnamese.

Beginning in March 2023, the Company commenced coordinated community and stakeholder engagement with Loudoun County, regarding the proposed transmission lines.

- o On May 22, 2023, a Project announcement postcard was mailed to nearly 40,000 residences and businesses in the vicinity of the Project area. The postcard included Project information and details regarding the virtual and in-person community meetings. A second mailing, including study area maps and details of the June 22, 2023 virtual and June 29, 2023 in-person community meetings was mailed on June 14, 2023. Copies of the postcards and Project announcement letters, as well as Project and community meeting information has been available on www.dominionenergy.com/NOVA since prior to the June 2023 community meetings. The digital advertising campaign promoting these community meetings ran from June 12, 2023, through June 29, 2023. Three print advertisements promoting the virtual and in-person community meetings ran in Loudoun County publications, including Loudoun Now and Loudoun Local Living on June 14, 2023, and in Loudoun Times on June 15, 2023.
- o On June 22, 2023, the Project team hosted a virtual community meeting via Webex to inform stakeholders about the proposed Project. There were 120 attendees who asked 32 questions.
- o On June 29, 2023, the Company hosted an in-person community meeting on the need for new electric transmission lines to support large utility customers. There were 108 attendees.
- o On August 14, 2023, another Project announcement letter was mailed to nearly 40,000 residences and businesses in the vicinity of the Project area. The letter included Project information and details regarding the virtual and in-person community meetings. A copy of the Project announcement

invitation, as well as Project and community meeting information has been available on www.dominionenergy.com/NOVA since prior to the August 2023 community meetings. The digital advertising campaign promoting the community meetings ran from August 14, 2023, through August 29, 2023. The advertisements running August 14 through August 24 specifically promoted both the virtual and in-person community meetings, while the advertisements from August 25 through August 29 promoted the in-person meeting only. Print advertisements promoting the virtual and in-person community meetings ran in Loudoun County publications, including Loudoun Local Living on August 17, 2023, and in Loudoun Now and Loudoun Times on August 18, 2023.

- o On August 24, 2023, the Project team hosted a virtual community meeting via Webex to inform stakeholders about the proposed Project. There were approximately 140 attendees. The attendees were encouraged to submit comments and questions through the Webex Q&A function or via GeoVoice, and a total of 66 questions or comments were submitted.
- o On August 29, 2023, the Company hosted an in-person meeting on the need for new electric transmission lines to support large utility customers. There were 297 attendees. The attendees were encouraged to leave comments through forms provided at the event or to submit them online through the GeoVoice platform. Team members also recorded concerns from individual stakeholders, as needed.
- o On December 14, 2023, a save-the-date postcard was mailed to nearly 40,000 residences and businesses in the vicinity of the Project area. On December 28, 2023, a follow-up letter was mailed to the same recipients. The letter included project information and details regarding the upcoming January 9, 2024 virtual and January 11, 2024 in-person community meetings. A copy of the Project announcement invitation, as well as Project and community meeting information has been available on www.dominionenergy.com/NOVA since prior to the January 2024 community meetings. The digital advertising campaign promoting the community meetings ran in English and Spanish from January 2, 2024, through January 11, 2024, on Facebook, Instagram, Nextdoor, YouTube, and Google (display). Two print advertisements ran in Loudoun County publications, including Loudoun Now and Loudoun Local Living, on January 4, 2024.
- o On January 9, 2024, the Project team hosted a virtual community meeting via Webex to inform stakeholders about the proposed Project. Approximately 121 individuals attended the virtual community meeting. The attendees were encouraged to submit comments and questions via the Webex Q&A function or GeoVoice.

- o On January 11, 2024, the Project team hosted an in-person community meeting at Riverside High School in Loudoun County, Virginia, to inform stakeholders about the proposed Project. Approximately 58 individuals attended the community meeting. The attendees were encouraged to leave comments through the GeoVoice platform or via paper forms provided at the event. Team members also recorded concerns from individual stakeholders, as needed.
- o Environmental justice research related to the Project area showed a significant number of Spanish and Vietnamese speakers in the Project area. To accommodate the Spanish and Vietnamese speakers at the community meetings (on June 23, 2023; June 29, 2023; August 24, 2023; August 29, 2023; January 9, 2024; and January 11, 2024), the Project team provided sign-in information and translation services in Spanish and Vietnamese to offer accessible options in those secondary and tertiary languages.
- o Since the Company began studying electrical solutions for the Project, the Company has been aware of the African American Burial Ground for the Enslaved at Belmont near the intersection of Belmont Ridge Road and Rt. 7. Pastor Thomas, a member of Dominion Energy Virginia's LREG has been the primary contact representing the cemetery. In an effort to engage in meaningful outreach with Pastor Thomas on behalf of the cemetery, the Company has had both virtual and in-person meetings with Pastor Thomas, including the following:
 - June 17, 2022 – phone
 - August 29, 2023 – in person
 - October 2, 2023 – phone
 - October 4, 2023 – virtual meeting
 - October 27, 2023 – phone
 - January 8, 2024 – in person
 - January 31, 2024 – in person
 - February 15, 2024 – phone

The Company also communicated with Pastor Thomas via email on July 5, 2022; July 6, 2022; July 25, 2022; December 1, 2023; December 20, 2023; January 3, 2024; and January 30, 2024. The Company also communicated with Pastor Thomas via U.S. mail in October 2023.

From May 25, 2023, to January 31, 2024, the Company conducted a thorough digital advertising campaign designed to communicate all aspects of the Aspen-Golden 500-230 kV Electric Transmission Project. Through social media platforms, display advertisements, videos and newspaper ads, the Company's goal was to provide information about the many alternatives for meaningful involvement among all impacted communities.

See Attachment III.B.1, which includes the Project’s newspaper advertisements, the digital advertisements, and the digital campaign results.

The Company deployed an online tool called GeoVoice on September 1, 2022 (embedded within the Project website at <https://geovoice.powereng.com/dominion/LoudounCounty/>), which allows users to review the potential transmission routing options, and provide location-based comments to share insights. GeoVoice was first populated with routing options for the Aspen-Golden 500-230 kV Electric Transmission Project on May 10, 2023, and was subsequently updated with typical proposed structure drawings and photo simulations, which are included as Attachment III.B.2. Users do not need to register before viewing the routing details. This allowed stakeholders to provide their comments (after registering prior to routes being released) to help inform the routing process. Activity on GeoVoice includes more than 1,000 visits, 223 users, and 91 location-based comments from users.

Environmental Justice

As set forth in Section 6.5 of the Routing Study, as part of preparing for the Project, the Company researched the demographics of the surrounding communities using census data from the U.S. Census Bureau’s 2018-2022 American Community Survey, five-year estimates. This information revealed that 48 Census Block Groups (“CBGs”) are within the Project study area and are within one mile of the routing options. A review of census data for several demographic characteristics identified populations within the Project study area that meet the Virginia Environmental Justice Act (“VEJA”) thresholds for Environmental Justice Communities (“EJ Communities”) (Va. Code § 2.2-234, 2.2-235).

Of the 48 CBGs within the Project study area, 12 CBGs are crossed by one or more of the Project routing options. Of these, 4 CBGs appear to have populations of color, 2 CBGs appear to have populations with limited English-speaking households, 3 CBGs appear to have populations of color and limited English-speaking household, and 1 CBG appears to have populations of color, limited English-speaking households, and low-income populations.

As set forth above in this Section III.B, the Company has engaged extensively all communities within the Project study area, including people in the EJ Community CGBs discussed herein. This engagement has included accommodations for Spanish and Vietnamese speakers at the community meetings, and translations of Project information into other languages. The Company believes that 1) its work has allowed for the fair treatment and meaningful involvement of all interested people, regardless of race, color, national origin, income, faith, or disability, and 2) the Project’s Proposed Routes minimize potential impacts to EJ Communities and other populations, and will not result in a disproportionate impact on EJ Communities.

As with its other projects, the Company has and will continue to engage the EJ Communities and others affected by the Project in a manner that allows them to meaningfully participate in the Project development and approval process so that the Company can take their views and input into consideration. See Attachment III.B.1 for information regarding digital outreach, including related to Spanish speakers, and Attachment III.B.3 for a copy of the Company's Environmental Justice Policy.

DE Transmission

NOVA Campaigns Report

Report Date: May 25, 2023 – January 31, 2024

DET | NOVA Campaigns | 5/25/23-1/31/24 | English Overall Metrics

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 1/31/24. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

19,128,153 impressions

of ads were delivered to target audiences.

158,684 clicks

have taken audiences to the landing pages.

2,106,496 video views with an average 25.82% VCR

0.83% CTR

Most CTRs near or above benchmarks.

713,790 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google DET NOVA Phase 7 VOH 300x600 ad had the highest CTR at 6.06%, which is 1,112% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 2.17%.
- Nextdoor performed 113% over benchmark.
- Google Video performed well with 487,686 views and a VCR of 28.26%.
- Ads are engaging with adults 25-54 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Campaigns | 5/25/23-1/31/24 | Spanish Overall Metrics

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 1/24/24. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

4,592,688 impressions

of ads were delivered to target audiences.

56,017 clicks

have taken audiences to the landing pages.

617,398 video views with an average 31.78% VCR

1.22% CTR

Most CTRs near or above benchmarks.

258,174 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish Display DET NOVA Phase 6 Virtual Meeting ad had the highest CTR at 4.01%, which is 702% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 2.14%.
- Google Video performed well with 215,484 views and a VCR of 31.34%.
- Ads are engaging with adults 25-54 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 1 – Reliability | 5/25/23-6/11/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/11/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

1,635,896 impressions

of ads were delivered to target audiences.

10,962 clicks

have taken audiences to the landing pages.

122,414 video views with an average 7.53% VCR

0.67% CTR

Most CTRs near or above benchmarks.

46,758 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The DET NOVA ad had the highest CTR at 1.82%, which is 102% higher than the platform benchmark.



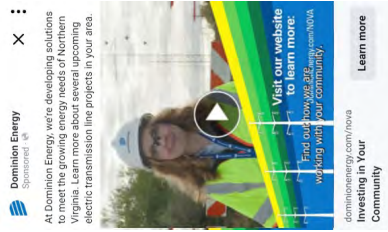
Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.82%.
- Nextdoor performed 93% over benchmark.
- Google Video performed well with 14,005 views and a VCR of 24.41%.
- Ads are engaging with adults 25-54 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 1 – Reliability | 5/25/23-6/11/23 | English

Social



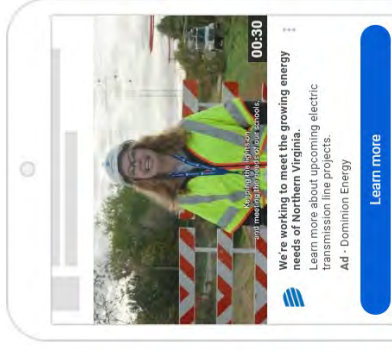
- **689,257** Impressions
- **6,215** Clicks
- **0.90%** CTR

Display



- **595,909** Impressions
- **2,976** Clicks
- **0.50%** CTR

Video



- **350,730** Impressions
- **14,005** Views
- **3,419** Completions
- **24.41%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 1 – Reliability | 5/25/23-6/11/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/11/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

436,375 impressions

of ads were delivered to target audiences.

3,396 clicks

have taken audiences to the landing pages.

28,667 video views with an average 10.64% VCR

0.78% CTR

Most CTRs near or above benchmarks.

14,972 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish DET NOVA ad had the highest CTR at 1.93%, which is 114% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.93%.
- Google Video performed well with 5,066 views and a VCR of 37.84%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 1 – Reliability | 5/25/23-6/11/23 | Spanish

Social



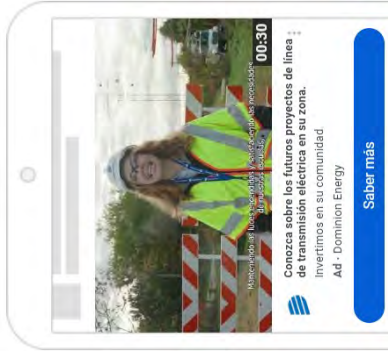
- **135,203** Impressions
- **1,627** Clicks
- **1.20%** CTR

Display



- **181,728** Impressions
- **994** Clicks
- **0.55%** CTR

Video



- **119,444** Impressions
- **5,066** Views
- **1,917** Completions
- **37.84%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – June Pre-Event | 6/12/23-6/29/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/29/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

863,884 impressions

of ads were delivered to target audiences.

5,455 clicks

have taken audiences to the landing pages.

86,834 video views with an average 31.14% VCR

0.63% CTR

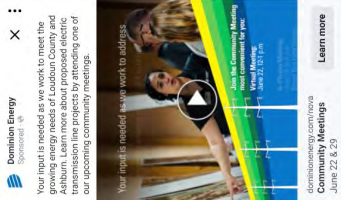
Most CTRs near or above benchmarks.

25,945 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The DET NOVA Old Meeting Both ad had the highest CTR at 2.31%, which is 157% higher than the platform benchmark.



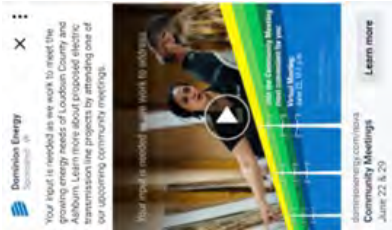
Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.67%.
- Nextdoor performed 87% over benchmark.
- Google Video performed well with 25,636 views and a VCR of 26.06%.
- Ads are engaging with adults 35-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – June Pre-Event | 6/12/23-6/29/23 | English

Social



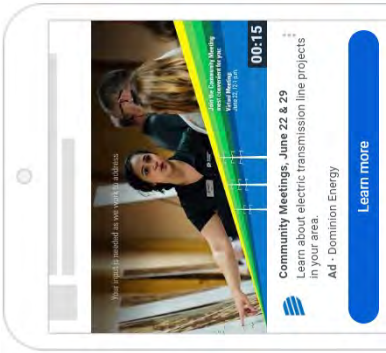
- **446,321** Impressions
- **3,195** Clicks
- **0.72%** CTR

Display



- **214,059** Impressions
- **1,226** Clicks
- **0.57%** CTR

Video



- **203,504** Impressions
- **25,636** Views
- **6,680** Completions
- **26.06%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

Newspaper



What matters to you matters to us

We're working to meet the growing energy needs of Northern Virginia. We'd like your input on upcoming electric transmission line projects in Eastern Loudoun County and Ashburn.

Attend the Community Meeting most convenient for you:

Virtual Meeting: Thursday, June 22, 12-1 p.m.

In-Person Meeting: Thursday, June 23, 5-8 p.m.
Broad Run High School
21670 Ashburn Road
Ashburn, VA 20147

Learn more at DominionEnergy.com/NOVA

Use your phone's camera or QR reader app to visit the project page directly.

Dominion Energy
Actions Speak Louder

Half-page, full-color ads were purchased in Loudoun Times, Loudoun Now, and Loudoun Local Living.

Publication Dates:
Loudoun Times – June 15
Loudoun Now – June 14
Loudoun Local Living – June 14

DET | NOVA Phase 2 – June Pre-Event | 6/12/23-6/29/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/29/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

236,516 impressions

of ads were delivered to target audiences.

2,013 clicks

have taken audiences to the landing pages.

23,323 video views with an average 38.62% VCR

0.85% CTR

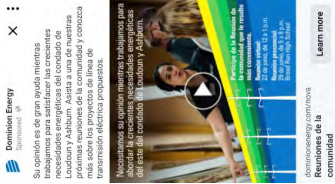
Most CTRs near or above benchmarks.

10,342 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish DET NOVA Old Meeting Both ad had the highest CTR at 2.39%, which is 166% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.97%.
- Google Video performed well with 8,968 views and a VCR of 30.91%.
- Ads are engaging with adults 35-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – June Pre-Event | 6/12/23-6/29/23 | Spanish

Social



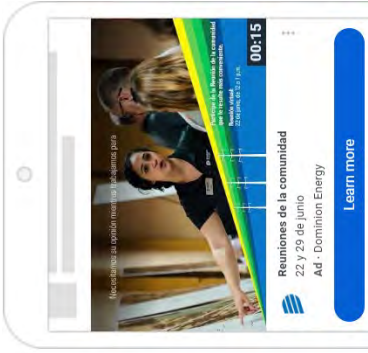
- **76,493 Impressions**
- **969 Clicks**
- **1.27% CTR**

Display



- **87,539 Impressions**
- **569 Clicks**
- **0.65% CTR**

Video



- **72,484 Impressions**
- **8,968 Views**
- **1,959 Completions**
- **30.91% VCR**

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – GeoVoice | 6/12/23-6/29/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/29/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

803,261 impressions

of ads were delivered to target audiences.

4,854 clicks

have taken audiences to the landing pages.

87,488 video views with an average 34.11% VCR

0.60% CTR

Most CTRs near or above benchmarks.

24,705 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The DET NOVA GeoVoice v2 ad had the highest CTR at 2.15%, which is 157% higher than the platform benchmark.



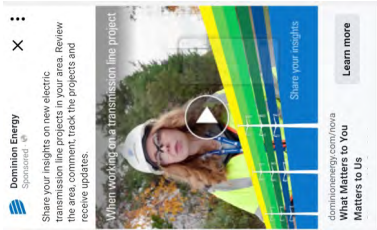
Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 2.14%.
- Nextdoor performed 100% over benchmark.
- Google Video performed well with 9,344 views and a VCR of 20.97%.
- Ads are engaging with adults 35-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – GeoVoice | 6/12/23-6/29/23 | English

Social



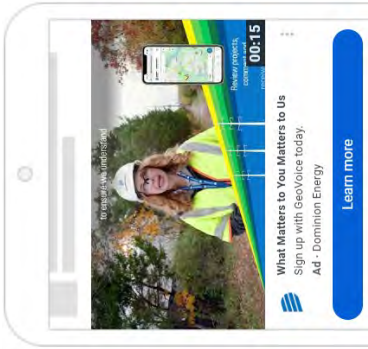
- 493,578 Impressions
- 3,319 Clicks
- 0.67% CTR

Display



- 186,313 Impressions
- 1,173 Clicks
- 0.63% CTR

Video



- 123,370 Impressions
- 9,344 Views
- 1,959 Completions
- 20.97% VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 - GeoVoice | 6/12/23-6/29/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 6/29/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

200,107 impressions

of ads were delivered to target audiences.

1,468 clicks

have taken audiences to the landing pages.

19,257 video views with an average 37.98% VCR

0.73% CTR

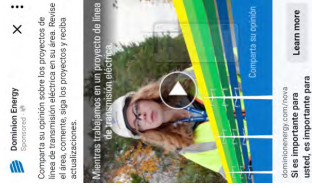
Most CTRs near or above benchmarks.

6,545 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish DET NOVA GeoVoice v2 ad had the highest CTR at 2.83%, which is 214% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 2.63%.
- Google Video performed well with 3,684 views and a VCR of 21.87%.
- Ads are engaging with adults 35-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 2 – GeoVoice | 6/12/23-6/29/23 | Spanish

Social



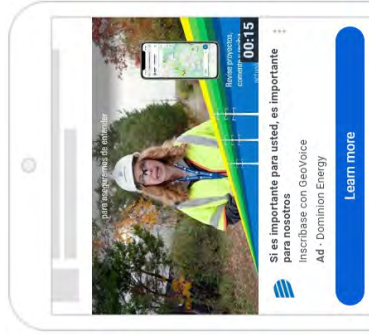
- **83,988 Impressions**
- **709 Clicks**
- **0.84% CTR**

Display



- **85,341 Impressions**
- **519 Clicks**
- **0.61% CTR**

Video



- **30,778 Impressions**
- **3,684 Views**
- **806 Completions**
- **21.87% VCR**

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – June Post-Event | 7/7/23-7/20/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 7/20/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

1,397,407 impressions

of ads were delivered to target audiences.

7,907 clicks

have taken audiences to the landing pages.

121,637 video views with an average 31.09% VCR

0.57% CTR

Most CTRs near or above benchmarks.

43,621 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook DET NOVA Phase 3 VOH ad had the highest CTR at 1.99%, which is 121% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.63%.
- Nextdoor performed 113% over benchmark.
- Google Video performed well with 28,824 views and a VCR of 14.36%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – June Post-Event | 7/7/23-7/20/23 | English

Social



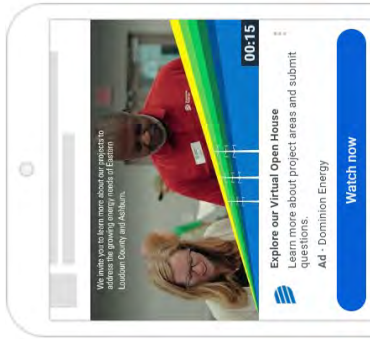
- **583,119** Impressions
- **4,363** Clicks
- **0.75%** CTR

Display



- **552,722** Impressions
- **2,325** Clicks
- **0.42%** CTR

Video



- **261,566** Impressions
- **28,824** Views
- **4,138** Completions
- **14.36%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Display CTR Benchmark: 3.17% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – June Post-Event | 7/7/23-7/20/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 7/20/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

405,283 impressions

of ads were delivered to target audiences.

2,578 clicks

have taken audiences to the landing pages.

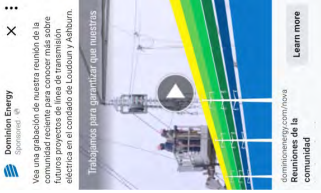
24,031 video views with an average 40.64% VCR

0.64% CTR

Most CTRs near or above benchmarks.

14,117 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.



Notable Creative

The Facebook Spanish DET NOVA Phase 3 Virtual Meeting ad had the highest CTR at 2.20%, which is 144% higher than the platform benchmark.

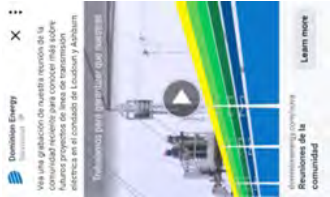
Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.63%.
- Google Video performed well with 3,815 views and a VCR of 22.62%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – June Post-Event | 7/7/23-7/20/23 | Spanish

Social



- **106,260** Impressions
- **1,154** Clicks
- **1.09%** CTR

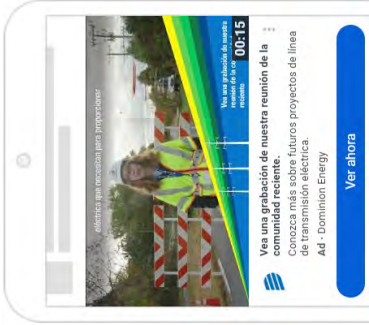
Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

Display



- **263,798** Impressions
- **1,213** Clicks
- **0.46%** CTR

Video



- **35,225** Impressions
- **3,815** Views
- **863** Completions
- **22.62%** VCR



charles ryan associates

February 6, 2024

DET | NOVA Phase 3 – GeoVoice | 7/7/23-7/20/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 7/20/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

927,103 impressions

of ads were delivered to target audiences.

4,352 clicks

have taken audiences to the landing pages.

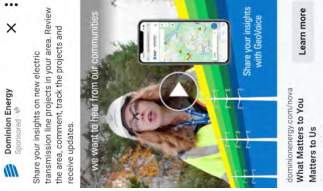
96,250 video views with an average 29.74% VCR

0.47% CTR

Most CTRs near or above benchmarks.

13,334 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.



Notable Creative

The Facebook DET NOVA Phase 3 GeoVoice ad had the highest CTR at 1.29%, which is 43% higher than the platform benchmark.

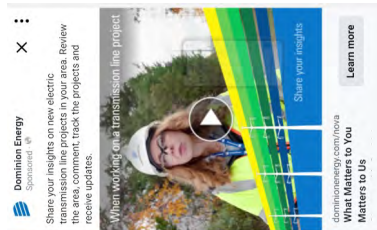
Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.29%.
- Google Video performed well with 18,613 views and a VCR of 30.89%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – GeoVoice | 7/7/23-7/20/23 | English

Social



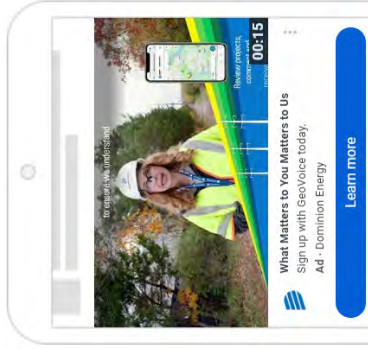
- 495,000 Impressions
- 2,661 Clicks
- 0.54% CTR

Display



- 269,161 Impressions
- 816 Clicks
- 0.30% CTR

Video



- 162,942 Impressions
- 18,613 Views
- 5,749 Completions
- 30.89% VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – GeoVoice | 7/7/23-7/20/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 7/20/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

174,398 impressions

of ads were delivered to target audiences.

1,286 clicks

have taken audiences to the landing pages.

31,461 video views with an average 35.46% VCR

0.74% CTR

Most CTRs near or above benchmarks.

3,838 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook Spanish DET NOVA Phase 3 GeoVoice ad had the highest CTR at 1.61%, which is 79% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark with an overall CTR of 1.61%.
- Google Video performed well with 17,159 views and a VCR of 36.59%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 3 – GeoVoice | 7/7/23-7/20/23 | Spanish

Social



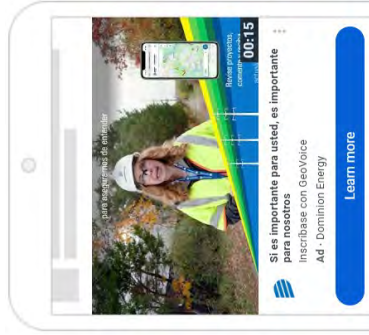
- **84,736** Impressions
- **512** Clicks
- **0.60%** CTR

Display



- **29,828** Impressions
- **191** Clicks
- **0.64%** CTR

Video



- **59,834** Impressions
- **17,159** Views
- **6,278** Completions
- **36.59%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 4 – Reliability & GeoVoice | 7/31/23-8/13/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/13/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

2,055,641 impressions

of ads were delivered to target audiences.

13,764 clicks

have taken audiences to the landing pages.

185,929 video views with an average 20.06% VCR

0.67% CTR

Most CTRs near or above benchmarks.

47,360 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Display DET NOVA Phase 4 GeoVoice 300x600 ad had the highest CTR at 3.62%, which is 624% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 110%.
- Nextdoor performed 120% over benchmark.
- Google Video performed well with 4,607 completed views for a VCR of 26.71%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 4 – Reliability & GeoVoice | 7/31/23-8/13/23 | English

Social



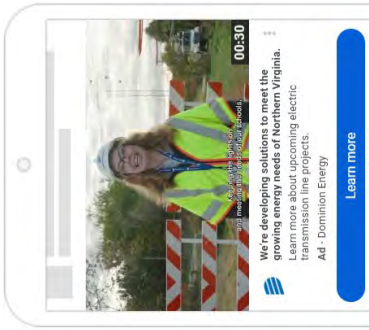
- **1,014,680** Impressions
- **7,755** Clicks
- **0.76%** CTR

Display



- **250,958** Impressions
- **2,101** Clicks
- **0.84%** CTR

Video



- **790,003** Impressions
- **17,251** Views
- **4,607** Completions
- **26.71%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 4 – Reliability & GeoVoice | 7/31/23-8/13/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/13/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

443,560 impressions

of ads were delivered to target audiences.

3,596 clicks

have taken audiences to the landing pages.

51,721 video views with an

average 24.90% VCR

0.81% CTR

Most CTRs near or above benchmarks.

18,021 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google Display Spanish DET NOVA Phase 4 GeoVoice 300x600 ad had the highest CTR at 3.35%, which is 570% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 141%.
- Google Video performed well with 4,275 completed video views and a VCR of 29.83%.
- Ads are engaging with adults 25-44 and men.

DET | NOVA Phase 4 – Reliability & GeoVoice | 7/31/23-8/13/23 | Spanish

Social



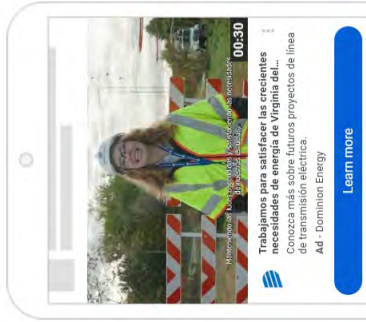
- 173,997 Impressions
- 1,905 Clicks
- 1.09% CTR

Display



- 82,714 Impressions
- 826 Clicks
- 1.00% CTR

Video



- 186,849 Impressions
- 14,329 Views
- 4,275 Completions
- 29.83% VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – August Pre-Event | 8/14/23-8/29/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/29/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

732,180 impressions

of ads were delivered to target audiences.

5,015 clicks

have taken audiences to the landing pages.

91,395 video views with an average 25.96% VCR

0.68% CTR

Most CTRs near or above benchmarks.

20,216 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook DET NOVA Phase 5 Both v1 ad had the highest CTR at 3.80%, which is 322% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 186%.
- Nextdoor performed 100% over benchmark.
- Google Video performed well with 4,064 completed views for a VCR of 25.15%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – August Pre-Event | 8/14/23-8/29/23 | English

Social



- **411,291** Impressions
- **2,805** Clicks
- **0.68%** CTR

Display



- **89,846** Impressions
- **906** Clicks
- **1.01%** CTR

Video



- **231,043** Impressions
- **16,162** Views
- **4,064** Completions
- **25.15%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

Newspaper

What matters to you matters to us

We're working to meet the growing energy needs of Northern Virginia. We'd like your input on upcoming electric transmission line projects in Eastern Loudoun County and Ashburn.

Attend the Community Meeting most convenient for you:

Virtual Meeting: Thursday, August 24, 12-1 p.m.

In-Person Meeting: Tuesday, August 29, 5:30-8 p.m.
Belmont Ridge Middle School
19045 Upper Belmont Place
Leesburg, VA 20176

Learn more at DominionEnergy.com/NOVA

Use your phone's camera or QR reader app to visit the project page directly.



Half-page, full-color ads were purchased in Loudoun Times, Loudoun Now, and Loudoun Local Living.

Publication Dates:

Loudoun Times – August 18
Loudoun Now – August 17
Loudoun Local Living – August 17

DET | NOVA Phase 5 – August Pre-Event | 8/14/23-8/29/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/29/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

179,969 impressions

of ads were delivered to target audiences.

1,479 clicks

have taken audiences to the landing pages.

17,328 video views with an average 27.32% VCR

0.82% CTR

Most CTRs near or above benchmarks.

3,722 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish Facebook DET NOVA Phase

5 Both v1 ad had the highest CTR at

2.22%, which is 147% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 80%.
- Google Video performed well with 1,418 completed views for a VCR of 30.07%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – August Pre-Event | 8/14/23-8/29/23 | Spanish

Social



- **63,775** Impressions
- **462** Clicks
- **0.72%** CTR

Display



- **37,711** Impressions
- **398** Clicks
- **1.06%** CTR

Video



- **78,483** Impressions
- **4,716** Views
- **1,418** Completions
- **30.07%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – GeoVoice | 8/14/23-8/29/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/29/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

936,981 impressions

of ads were delivered to target audiences.

7,212 clicks

have taken audiences to the landing pages.

122,231 video views with an average 32.49% VCR

0.77% CTR

Most CTRs near or above benchmarks.

33,482 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook DET NOVA Phase 5 GeoVoice v2 ad had the highest CTR at 2.48%, which is 176% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 160%.
- Nextdoor performed 87% over benchmark.
- Google Video performed well with 1,835 completed views for a VCR of 20.26%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – GeoVoice | 8/14/23-8/29/23 | English

Social



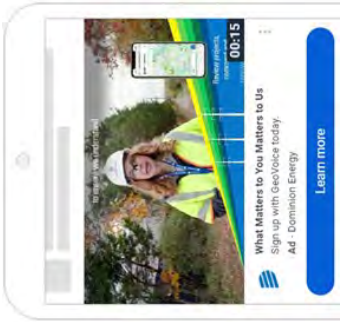
- **645,450** Impressions
- **4,491** Clicks
- **0.70%** CTR

Display



- **116,378** Impressions
- **1,545** Clicks
- **1.33%** CTR

Video



- **175,153** Impressions
- **9,056** Views
- **1,835** Completions
- **20.26%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – GeoVoice | 8/14/23-8/29/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 8/29/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

188,920 impressions

of ads were delivered to target audiences.

2,101 clicks

have taken audiences to the landing pages.

32,388 video views with an average 45.49% VCR

1.11% CTR

Most CTRs near or above benchmarks.

15,555 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish Facebook DET NOVA Phase 5 GeoVoice v1ad had the highest CTR at 3.03%, which is 237% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 231%.
- Google Video performed well with 1,292 completed views for a VCR of 26.24%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 5 – GeoVoice | 8/14/23-8/29/23 | Spanish

Social



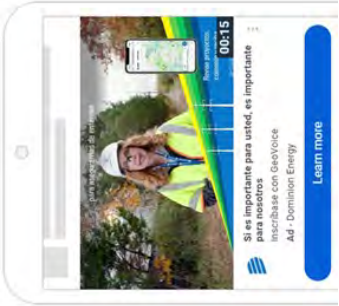
- 106,460 Impressions
- 1,209 Clicks
- 1.14% CTR

Display



- 35,084 Impressions
- 344 Clicks
- 0.98% CTR

Video



- 47,376 Impressions
- 4,925 Views
- 1,292 Completions
- 26.24% VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – August Post-Event | 9/1/23-9/13/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 9/13/23. These campaigns were targeted at customers over the age of 25 who reside nearby four Dominion substations in Virginia.

1,192,069 impressions

of ads were delivered to target audiences.

9,878 clicks

have taken audiences to the landing pages.

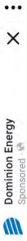
96,383 video views with an average 30.25% VCR

0.83% CTR

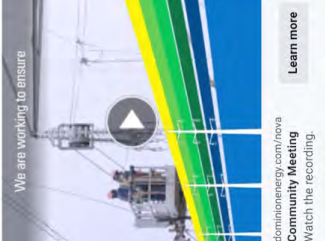
Most CTRs near or above benchmarks.

31,306 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.



Watch a recording of our recent community meeting to learn more about upcoming electric transmission line projects in Loudoun County and Ashburn.



Notable Creative

The Facebook DET NOVA Phase 6 Virtual Meeting ad had the highest CTR at 2.68%, which is 198% higher than the platform benchmark.

Notable Insights

- Facebook ads performed above benchmark by 170%.
- Nextdoor performed 93% over benchmark.
- Google Video performed well with 7,940 completed views for a VCR of 24.73%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – August Post-Event | 9/1/23-9/13/23 | English

Social



- **379,565** Impressions
- **3,506** Clicks
- **0.92%** CTR

Display



- **581,633** Impressions
- **4,991** Clicks
- **0.86%** CTR

Video



- **230,871** Impressions
- **32,112** Views
- **7,940** Completions
- **24.73%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – August Post-Event | 9/1/23-9/13/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, and Google through 9/13/23. These campaigns were targeted at customers over the age of 25 who reside nearby four Dominion substations in Virginia.

250,814 impressions

of ads were delivered to target audiences.

2,986 clicks

have taken audiences to the landing pages.

18,611 video views with an average 30.89% VCR

1.19% CTR

Most CTRs near or above benchmarks.

4,950 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish Display DET NOVA Phase 6 Virtual Meeting ad had the highest CTR at 4.01%, which is 702% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 68%.
- Google Video performed well with 2,713 completed video views and a VCR of 34.44%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – August Post-Event | 9/1/23-9/13/23 | Spanish

Social



- **61,091** Impressions
- **542** Clicks
- **0.89%** CTR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

Display



- **147,146** Impressions
- **1,968** Clicks
- **1.34%** CTR

Video



- **42,577** Impressions
- **7,878** Views
- **2,713** Completions
- **34.44%** VCR

DET | NOVA Phase 6 – GeoVoice | 9/1/23-9/13/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 9/13/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

674,646 impressions

of ads were delivered to target audiences.

4,972 clicks

have taken audiences to the landing pages.

81,533 video views with an average 33.41% VCR

0.74% CTR

Most CTRs near or above benchmarks.

19,801 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook DET NOVA Phase 6 GeoVoice v2 ad had the highest CTR at 2.43%, which is 170% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 168%.
- Nextdoor performed 33% over benchmark.
- Google Video performed well with 7,588 completed views for a VCR of 33.53%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – GeoVoice | 9/1/23-9/13/23 | English

Social



Display



Video



- **345,818** Impressions
- **2,514** Clicks
- **0.73%** CTR

- **230,861** Impressions
- **1,794** Clicks
- **0.78%** CTR

- **97,967** Impressions
- **22,631** Views
- **7,588** Completions
- **33.53%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – GeoVoice | 9/1/23-9/13/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, and Google through 9/13/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

134,609 impressions

of ads were delivered to target audiences.

2,335 clicks

have taken audiences to the landing pages.

28,137 video views with an average 43.55% VCR

1.73% CTR

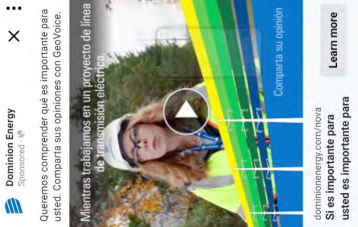
Most CTRs near or above benchmarks.

13,867 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Spanish Facebook DET NOVA Phase 6 GeoVoice v1 ad had the highest CTR at 3.85%, which is 328% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 306%.
- Google Video performed well with 2,278 completed video views and a VCR of 24.54%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 6 – GeoVoice | 9/1/23-9/13/23 | Spanish

Social



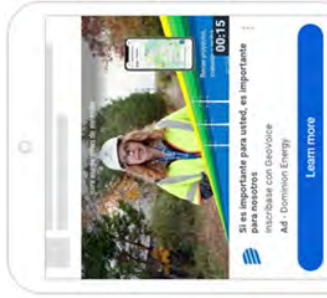
- **61,079** Impressions
- **1,022** Clicks
- **1.67%** CTR

Display



- **30,813** Impressions
- **366** Clicks
- **1.19%** CTR

Video



- **42,717** Impressions
- **9,283** Views
- **2,278** Completions
- **24.54%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 7 – Reliability | 9/21/23-11/15/23 | English

The NOVA campaigns ran on Facebook, Twitter, Google and Nextdoor through 11/15/23. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

6,542,949 impressions

of ads were delivered to target audiences.

63,175 clicks

have taken audiences to the landing pages.

772,772 video views with an average 20.10% VCR

0.97% CTR

Most CTRs near or above benchmarks.

269,792 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google DET NOVA Phase 7 VOH 300x600 ad had the highest CTR at 6.06%, which is 1,112% higher than the platform benchmark.

Notable Insights

- Facebook ads performed above benchmark by 184%.
- Nextdoor performed 113% over benchmark.
- Google Video performed well with 61,089 completed views for a VCR of 30.38%.
- Ads are engaging with adults 25-44 and men.



Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 7 – Reliability | 9/21/23-11/15/23 | English

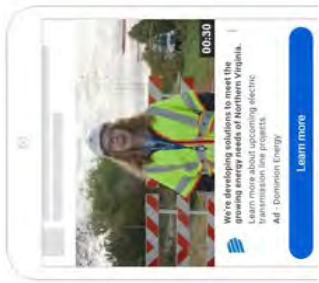
Social



Display



Video



- **2,650,774** Impressions
- **29,187** Clicks
- **1.10%** CTR

- **2,110,253** Impressions
- **17,061** Clicks
- **0.81%** CTR

- **1,781,922** Impressions
- **201,058** Views
- **61,089** Completions
- **30.38%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 7 – Reliability | 9/21/23-11/15/23 | Spanish

The NOVA campaigns ran on Facebook, Twitter, and Google through 11/15/23. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

1,414,284 impressions

of ads were delivered to target audiences.

20,706 clicks

have taken audiences to the landing pages.

240,713 video views with an average 24.20% VCR

1.46% CTR

Most CTRs near or above benchmarks.

84,632 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google Display Spanish DET NOVA Phase 7 GeoVoice 300x600 ad had the highest CTR at 6.89%, which is 1,278% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 147%.
- Google Video performed well with 34,635 completed video views and a VCR of 33.49%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 7 – Reliability | 9/21/23-11/15/23 | Spanish

Social



- **560,786** Impressions
- **7,660** Clicks
- **1.37%** CTR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

49

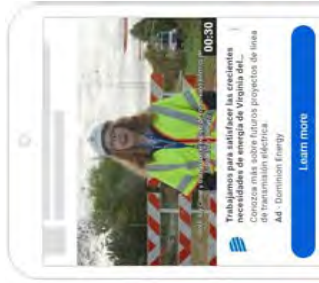
February 6, 2024

Display



- **415,032** Impressions
- **6,173** Clicks
- **1.49%** CTR

Video



- **438,466** Impressions
- **103,406** Views
- **34,635** Completions
- **33.49%** VCR

DET | NOVA Phase 8 – January Pre-Event | 1/2/24-1/11/24 | English

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/1/24. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

335,600 impressions

of ads were delivered to target audiences.

7,571 clicks

have taken audiences to the landing pages.

84,374 video views with an average 42.63% VCR

2.26% CTR

Most CTRs near or above benchmarks.

49,485 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google DET NOVA Phase 8 300x600 ad had the highest CTR at 23.51%, which is 4,602% higher than the platform benchmark.

Notable Insights

- Facebook ads performed above benchmark by 148%.
- Nextdoor performed 267% over benchmark.
- Google Video performed well with 10,283 completed views for a VCR of 27.26%.
- Google Display ads performed above benchmark by 2,286%.
- Ads are engaging with adults 25-44 and men.



Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – January Pre-Event | 1/2/24-1/11/24 | English

Social



- 149,794 Impressions
- 3,069 Clicks
- 2.05% CTR

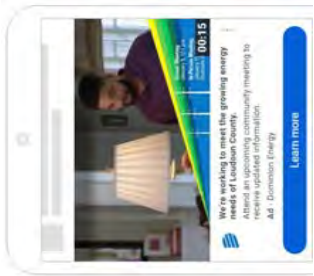
Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

Display



- 21,566 Impressions
- 2,573 Clicks
- 11.93% CTR

Video



- 164,240 Impressions
- 37,719 Views
- 10,283 Completions
- 27.26% VCR

Newspaper

What matters to you matters to us

We'd like to share updates with you on the upcoming Aspen to Golden Electric Transmission Line project in Eastern Loudoun County.

Attend the Community Meeting most convenient for you:

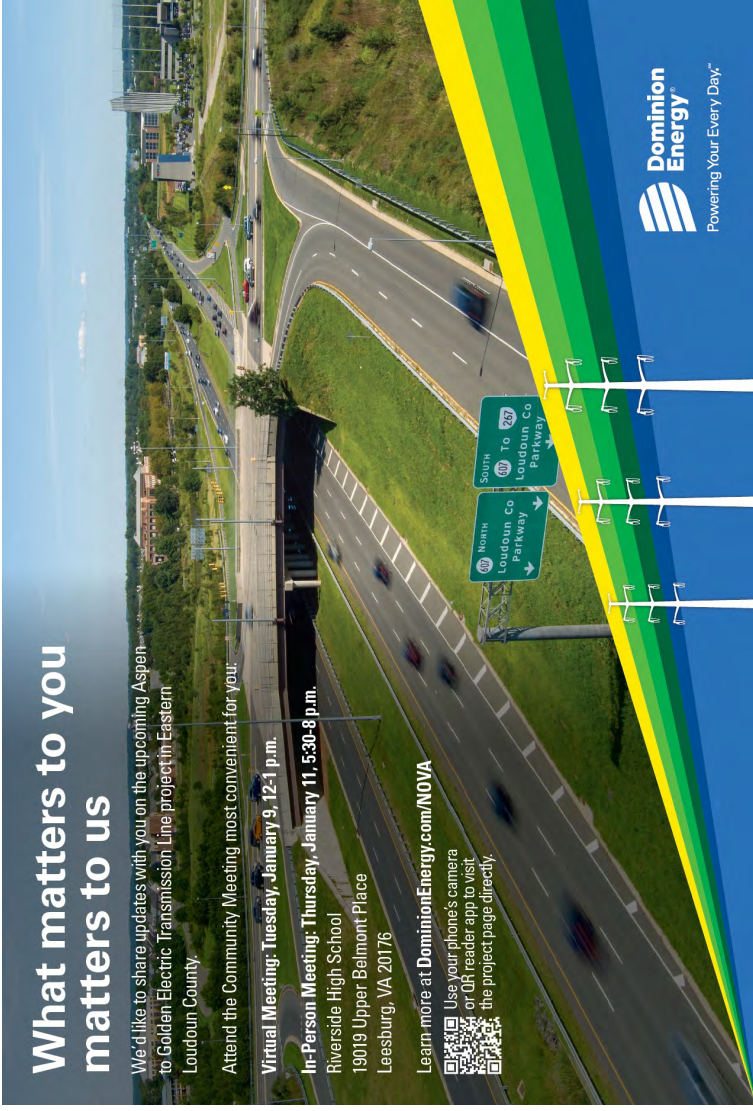
Virtual Meeting: Tuesday, January 9, 12-1 p.m.

In-Person Meeting: Thursday, January 11, 5:30-8 p.m.

Riverside High School
19019 Upper Belmont Place
Leesburg, VA 20176

Learn more at DominionEnergy.com/NOVA

Use your phone's camera or QR reader app to visit the project page directly.



Half-page, full-color ads were purchased in Loudoun Now and Loudoun Local Living.

Publication Dates:
Loudoun Now – January 4
Loudoun Local Living – January 4

DET | NOVA Phase 8 – January Pre-Event | 1/2/24-1/11/24 | Spanish

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/11/24. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

247,417 impressions

of ads were delivered to target audiences.

5,202 clicks

have taken audiences to the landing pages.

56,722 video views with an average 47.03% VCR

2.10% CTR

Most CTRs near or above benchmarks.

38,992 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Google Display Spanish DET NOVA Phase 8 300x600 ad had the highest CTR at 17.23%, which is 3,346% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 139%.
- Google Video performed well with 4,693 completed video views and a VCR of 23.59%.
- Google Display ads performed above benchmark by 370%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – January Pre-Event | 1/2/24-1/11/24 | Spanish

Social



- **104,369** Impressions
- **2,247** Clicks
- **2.15%** CTR

Display



- **56,246** Impressions
- **1,324** Clicks
- **2.35%** CTR

Video



- **86,802** Impressions
- **19,899** Views
- **4,693** Completions
- **23.59%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – Reliability & GeoVoice | 1/17/24-1/24/24 | English

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/24/24. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

533,153 impressions

of ads were delivered to target audiences.

6,178 clicks

have taken audiences to the landing pages.

86,930 video views with an average 39.27% VCR

1.16% CTR

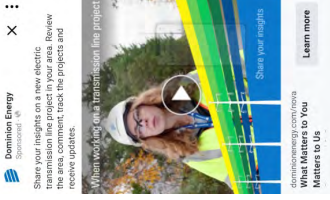
Most CTRs near or above benchmarks.

42,803 ad engagements

such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The Facebook DET NOVA Phase 8 GeoVoice v1 ad had the highest CTR at 1.83%, which is 103% higher than the platform benchmark.



Notable Insights

- Facebook ads performed above benchmark by 90%.
- Nextdoor performed 167% over benchmark.
- Google Video performed well with 14,570 completed views for a VCR of 31.15%.
- Google Display ads performed above benchmark by 78%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – Reliability & GeoVoice | 1/17/24-1/24/24 | English

Social



- 177,530 Impressions
- 2,934 Clicks
- 1.65% CTR

Display



- 177,506 Impressions
- 1,573 Clicks
- 0.89% CTR

Video



- 178,117 Impressions
- 46,775 Views
- 14,570 Completions
- 31.15% VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – Reliability & GeoVoice | 1/17/24-1/24/24 | Spanish

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/24/24. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

115,009 impressions

of ads were delivered to target audiences.

2,493 clicks

have taken audiences to the landing pages.

**7,885 video views with an
average 38.54% VCR**

2.17% CTR

Most CTRs near or above benchmarks.

Notable Creative

The Google Display Spanish DET NOVA Phase 8 300x600 ad had the highest CTR at 8.00%, which is 1,500% higher than the platform benchmark.



Notable Insights

- Google Video performed well with 3,039 completed video views and a VCR of 38.54%.
- Google Display ads performed above benchmark by 254%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

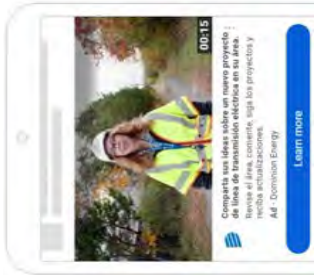
DET | NOVA Phase 8 – Reliability & GeoVoice | 1/17/24-1/24/24 | Spanish

Display



- **64,319** Impressions
- **1,141** Clicks
- **1.77%** CTR

Video



- **50,690** Impressions
- **7,885** Views
- **3,039** Completions
- **38.54%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Display CTR Benchmark: 3.17% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – January Post-Event | 1/25/24-1/31/24 | English

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/31/24. These campaigns were targeted at customers over the age of 25 who reside near the project area in Loudoun County.

497,383 impressions

of ads were delivered to target audiences.

7,389 clicks

have taken audiences to the landing pages.

70,326 video views with an average 40.90% VCR

1.49% CTR

Most CTRs near or above benchmarks.

Notable Creative

The Facebook DET NOVA Phase 8 ad had the highest CTR at 2.33%, which is 159% higher than the platform benchmark.



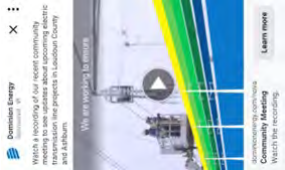
Notable Insights

- Facebook ads performed above benchmark by 159%.
- Nextdoor performed 180% over benchmark.
- Google Video performed well with 8,928 completed video views and a VCR of 32.01%.
- Google Display ads performed above benchmark by 90%.
- Ads are engaging with adults 65+ and women.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 | 1/25/24-1/31/24 | English Post-Event

Social



- **141,581** Impressions
- **3,031** Clicks
- **2.14%** CTR

Display



- **207,962** Impressions
- **1,972** Clicks
- **0.95%** CTR

Video



- **147,840** Impressions
- **27,896** Views
- **8,928** Completions
- **32.01%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 – January Post-Event | 1/25/24-1/31/24 | Spanish

The NOVA campaigns ran on Facebook, Google and Nextdoor through 1/31/24. These campaigns were targeted at customers over the age of 25 who speak Spanish and reside near the project area in Loudoun County.

156,702 impressions

of ads were delivered to target audiences.

4,351 clicks

have taken audiences to the landing pages.

**36,570 video views with an
average 47.76% VCR**

2.78% CTR

Most CTRs near or above benchmarks.

Notable Creative

The Spanish Google Display DET NOVA Phase 8 ad had the highest CTR at 19.16%, which is 3,732% higher than the platform benchmark.



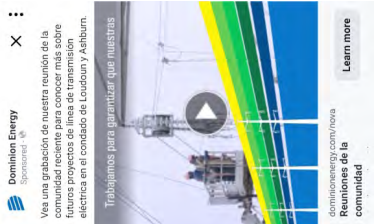
Notable Insights

- Facebook ads performed above benchmark by 118%.
- Google Video performed well with 2,471 completed video views and a VCR of 25.91%.
- Google Display ads performed above benchmark by 2,956%.
- Ads are engaging with adults 25-44 and men.

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%

DET | NOVA Phase 8 | 1/25/24-1/31/24 | Spanish Post-Event

Social



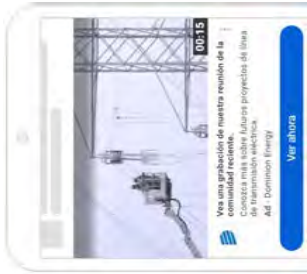
- **87,385** Impressions
- **4,351** Clicks
- **1.96%** CTR

Display



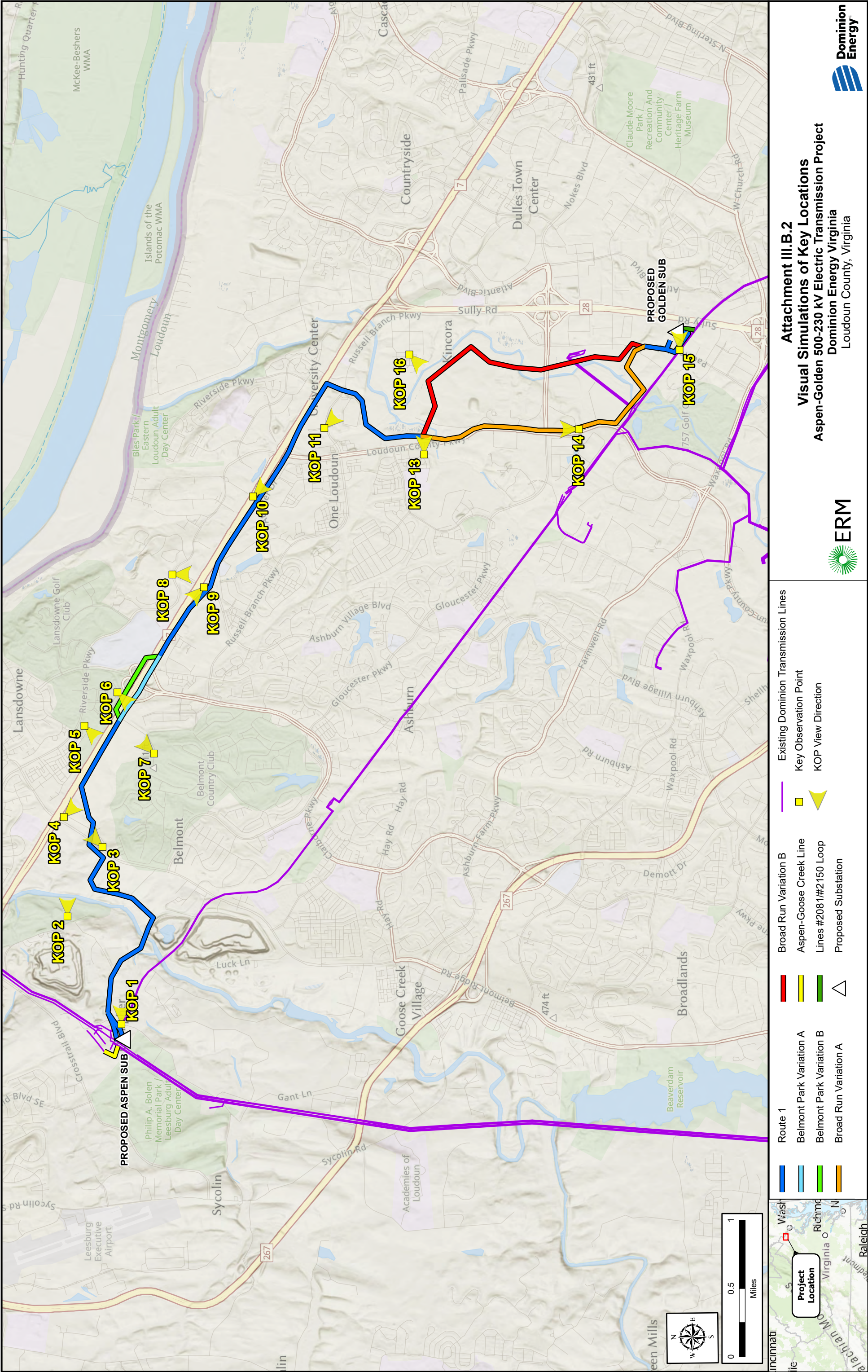
- **5,511** Impressions
- **842** Clicks
- **15.28%** CTR

Video



- **63,806** Impressions
- **9,537** Views
- **2,471** Completions
- **25.91%** VCR

Facebook CTR Benchmark: 0.90% | Twitter CTR Benchmark: 1.11% | Google Search CTR Benchmark: 3.17% | Google Display CTR Benchmark: 0.50% | Google Video Benchmark: 15% | Nextdoor CTR Benchmark: 0.15%



ASPEN TO GOLDEN

Transmission Line Project

Photo Location Map

- 1 Key Observation Point (KOP) — Route 1
- △ Proposed Substation
- Belmont Park Variation A
- Belmont Park Variation B
- Broad Run Variation A
- Broad Run Variation B



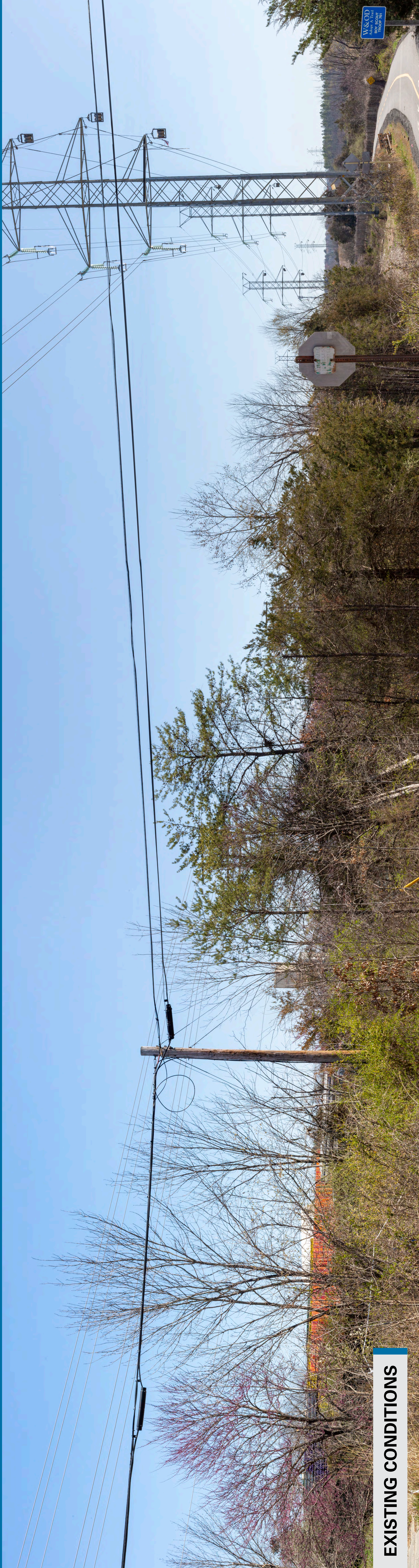
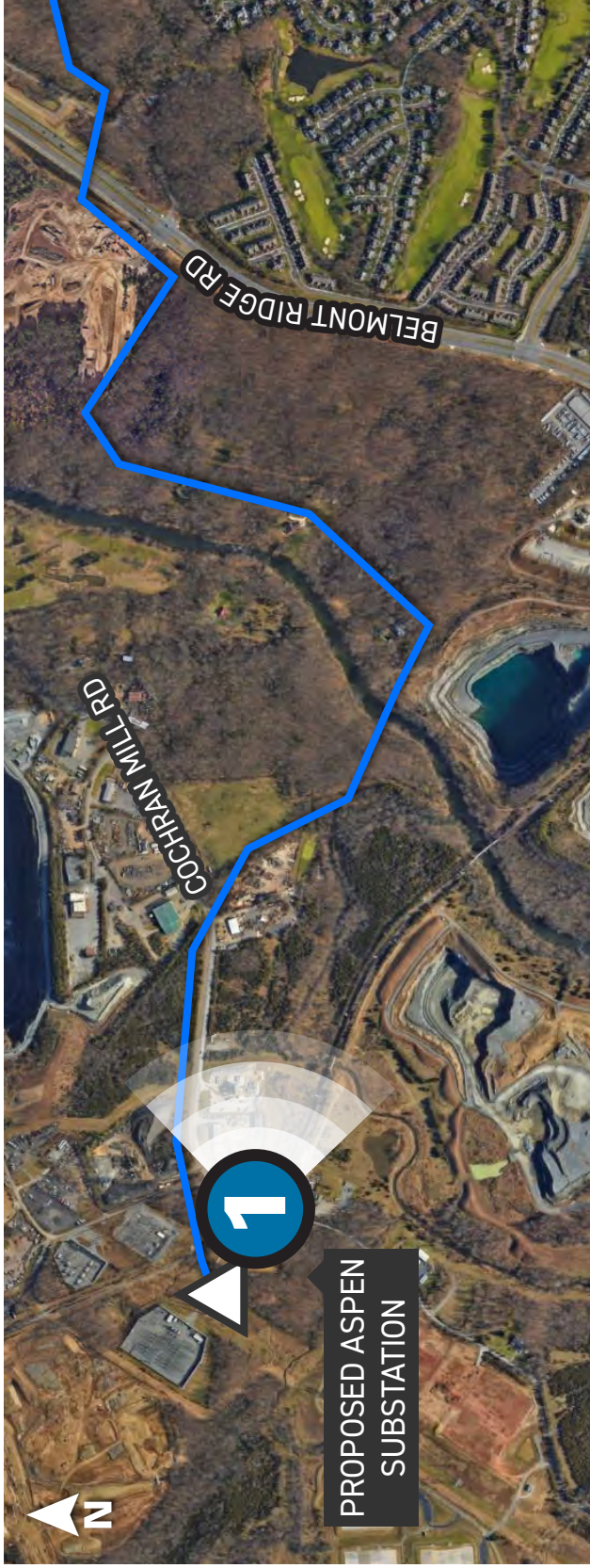
ASPEN TO GOLDEN

Transmission Line Project

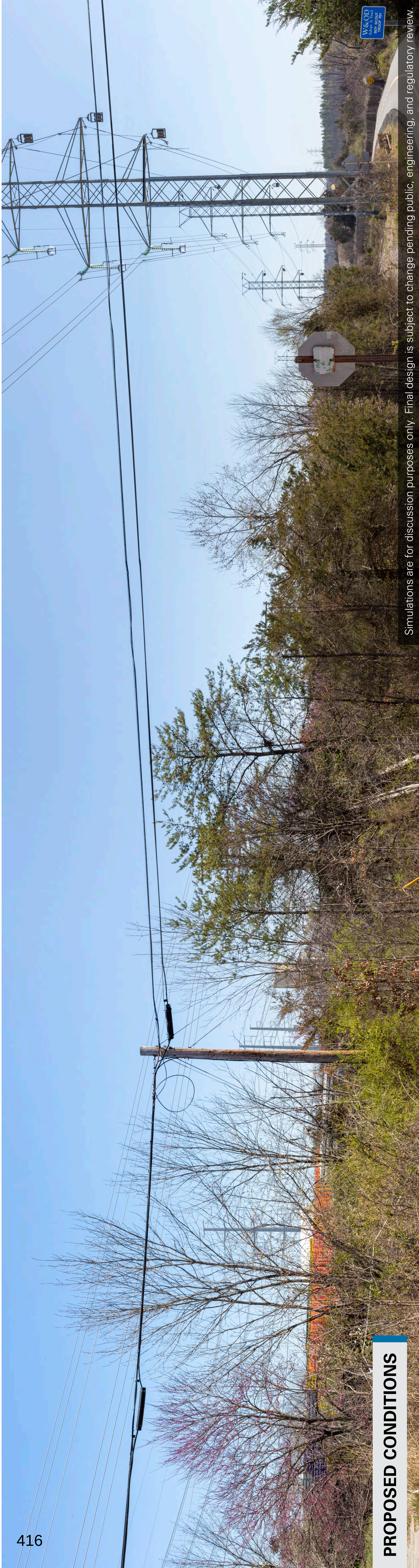
KOP 1

Date: 03/30/2023 Time: 11:22 am Viewing: East

- 1 Key Observation Point (KOP) — Route 1
- △ Proposed Substation



EXISTING CONDITIONS



PROPOSED CONDITIONS

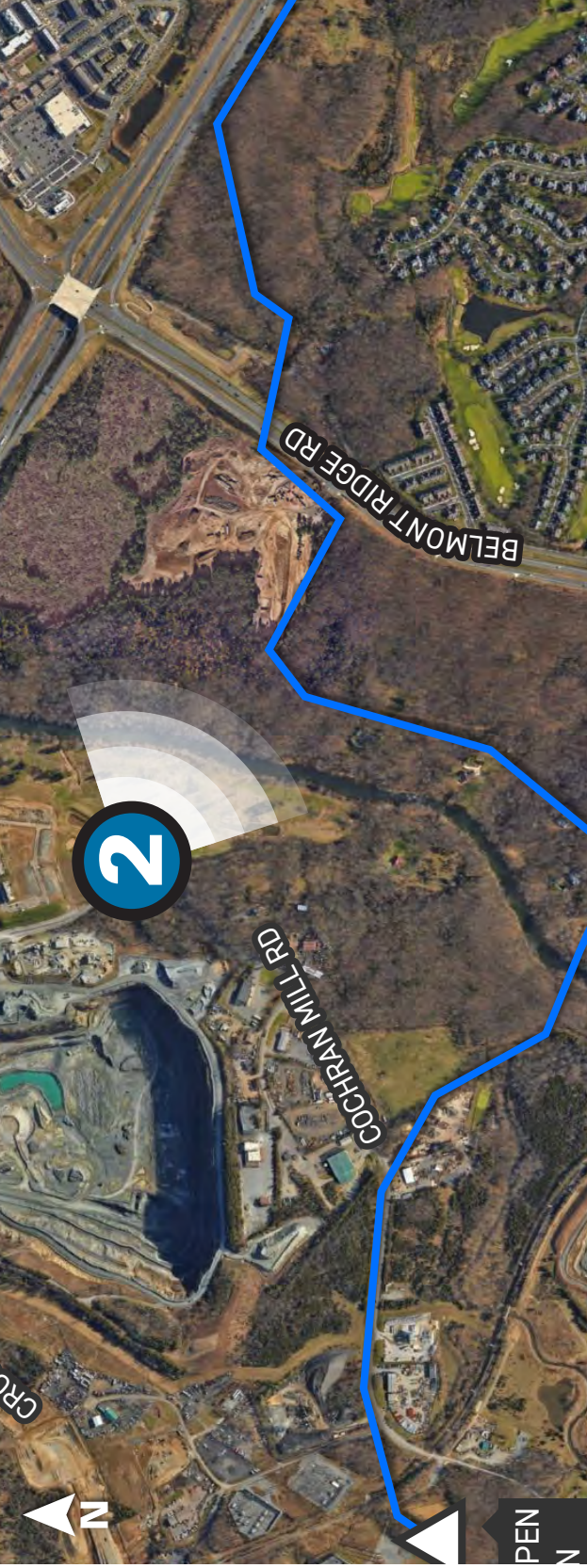
ASPEN TO GOLDEN

Transmission Line Project

KOP 2

Date: 03/30/2023 Time: 10:12 am Viewing: Southeast

- 2 Key Observation Point (KOP)
- Proposed Substation



EXISTING CONDITIONS

417



PROPOSED CONDITIONS

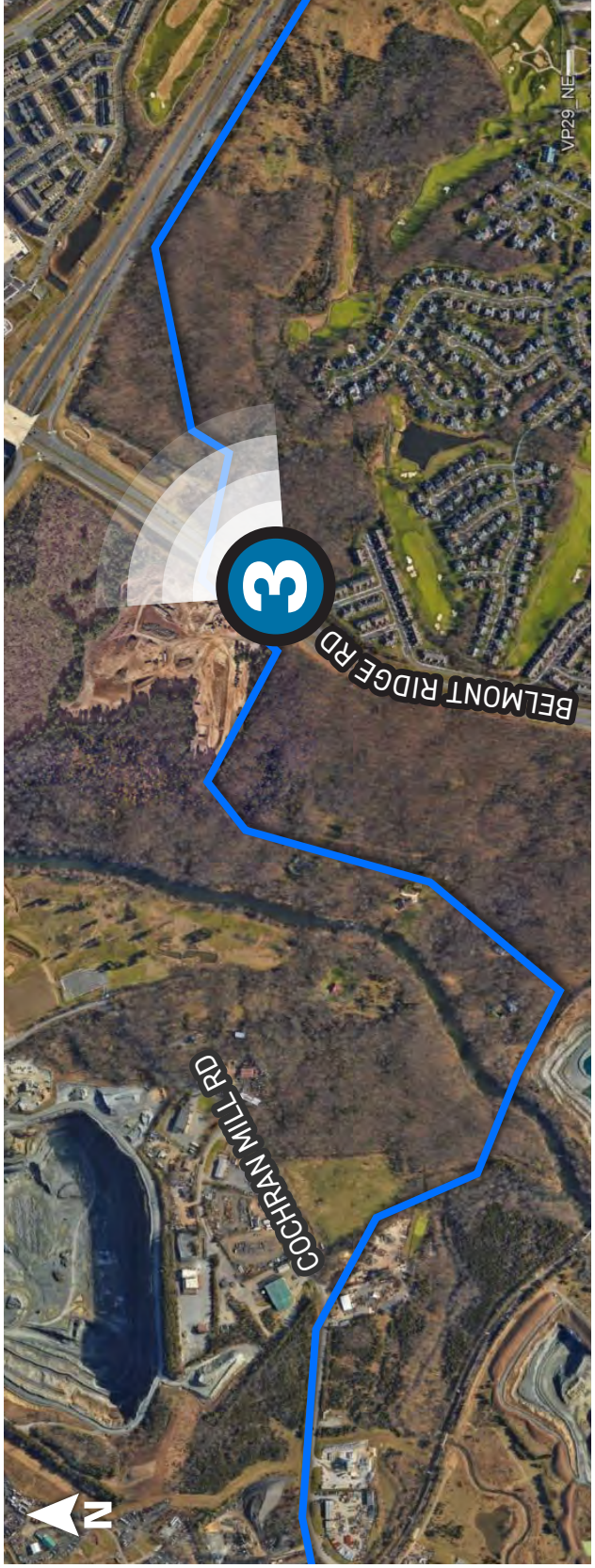
ASPEN TO GOLDEN

Transmission Line Project

KOP 3A

Date: 03/29/2023 Time: 3:28 pm Viewing: Northeast

- 3 Key Observation Point (KOP)
- △ Proposed Substation



EXISTING CONDITIONS



PROPOSED CONDITIONS

Simulations are for discussion purposes only. Final design is subject to change pending public, engineering, and regulatory review.

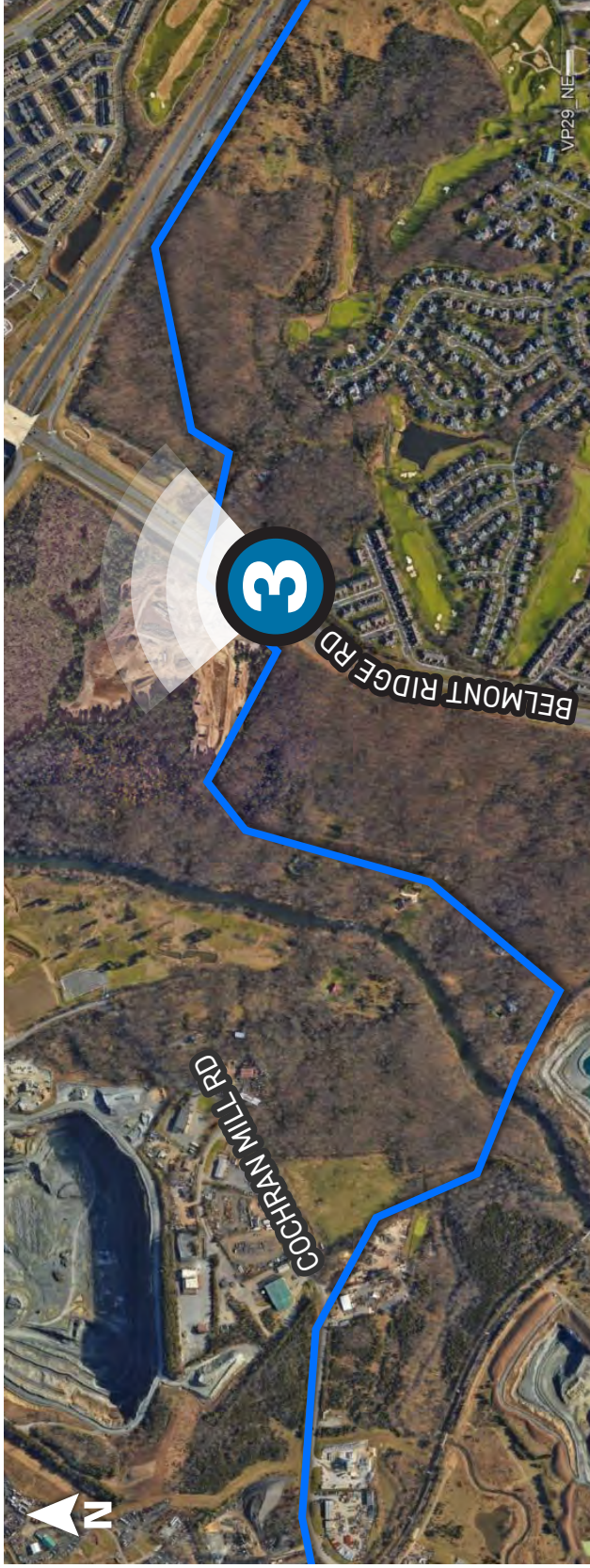
ASPEN TO GOLDEN

Transmission Line Project

KOP 3B

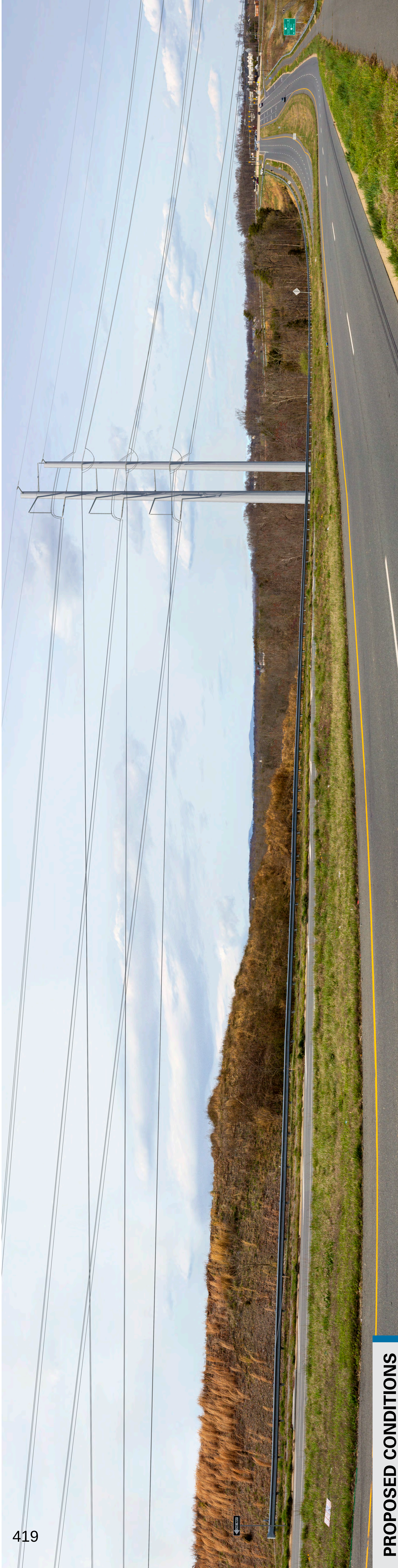
Date: 03/29/2023 Time: 3:28 pm Viewing: North

- 3 Key Observation Point (KOP)
- Proposed Substation



EXISTING CONDITIONS

419



PROPOSED CONDITIONS