

ATTACHMENT III.A.1

PRIME FARMLAND MAP

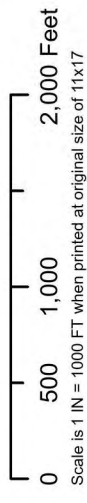
Septa - Yarkin 500 kV Line #579 Rebuild and
Suffolk - Thrasher 230 kV Line #2110 Partial Rebuild

City of Chesapeake, Isle of Wight County and
City of Suffolk, Virginia

Client: _____

Dominion Energy Virginia

C2 Env Project:	Prepared By:	Date:
0265	KAS	5/6/2025



- Existing Right-of-Way
Existing Substation/Switching Station
Dominion Station Parcel
Prime Farmland
Farmland of Statewide Importance
Prime Farmland If Drained
USGS National Hydrography Stream Centerline
Railroad



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Virginia Geographic Information Network (VGIN)

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

In October 2024, the Company announced the proposed Rebuild Project to the public with a postcard and launched a website dedicated to the proposed Rebuild Project: www.dominionenergy.com/septa-yadkin. The website includes a description of the proposed Rebuild Project and its benefits, an explanation of need, a route map, a copy of the project announcement postcard mailed to the community, and information on the Commission review process.

In January 2025, a project announcement postcard was sent to approximately 1,225 property owners and residents, including owners and residents within 0.25-mile of the centerline of the Rebuild Project. The project announcement postcard included information about the need for the Rebuild Project and an overview map. In addition, the communication indicated that detailed materials would be posted to the dedicated Rebuild Project website and explained how to contact the project team to provide any feedback or questions. A copy of the project announcement postcard is provided on the Rebuild Project website.

On April 2, 2025, newspaper print advertisements regarding the Rebuild Project and upcoming in-person community meeting on April 9, 2025 were placed in the *Suffolk News Herald* and the *Virginian Pilot*. Additionally, from March 27, 2025, to April 9, 2025, the Company used paid digital and social media pre-event campaigns in both English and Spanish to drive awareness and educate the public regarding the Company's Rebuild Project and the upcoming April 9, 2025 community meeting. Copies of these pre-event print and digital advertisements are included as Attachment III.B.1. The pre-event campaigns ran within Nextdoor, Facebook, and Instagram. All phases urged local residents to visit the www.dominionenergy.com/septa-yadkin website to learn more about the meeting and to participate virtually. Campaign pre-event results include 391,461 Impressions Delivered, 1.85% Click Thru Rate, 7,240 Link Clicks and 31,486 ad engagements, including reactions, likes, comments, shares and saves. Campaign post-event results include 366,079 Impressions Delivered, 1.43% Click Thru Rate, 5,245 Link Clicks and 22,470 ad engagements, including reactions, likes, comments, shares and saves. The pre- and post-event campaign results are included in Attachment III.B.2.

On April 9, 2025, the Company hosted an in-person community meeting, and there were nine attendees at the meeting. At the community meeting, the Company made available details about construction, project timing, and the Commission approval process. Traditional community meeting materials have been posted on the website

for the proposed Rebuild Project, including simulations of the proposed Rebuild Project from key locations, included as Attachment III.B.3.

Environmental Justice

The Company researched the demographics of the surrounding communities using data from the U.S. Census Bureau's American Community Survey 5-Year Estimates (2018-2022).

This screening identified 30 Census Block Groups ("CBGs") located in the Rebuild Project area that fall within one mile of the existing transmission line corridor. A review of census data for several demographic characteristics identified populations within the Rebuild 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 30 CBGs within the Rebuild Project study area, 14 are crossed by the Rebuild Project centerline. Eleven of the CBGs crossed appear to contain populations of color and six meet low-income thresholds.

Pursuant to Va. Code §§ 56-46.1 C and 56-259 C, as well as Attachment 1 of these Guidelines, there is a strong preference for the use of existing utility rights-of-way whenever feasible. The Rebuild Project will be within existing right-of-way or within existing Company property rights, which are adequate for the proposed Rebuild Project and no new right-of-way will be required. Because the Rebuild Project involves the replacement of structures generally in the same locations, with an average increase in structure height of 20 feet, it is not anticipated that there will be a substantial, or in many cases perceptible change in visibility as a result of the Rebuild Project. As such, the Rebuild Project is expected to pose minimal visual impacts to surrounding communities.

As discussed in more detail in Section IV.B, scientific evidence does not show that common sources of electromagnetic fields ("EMF") in the environment, including transmission lines and other parts of the electric system, are a cause of any adverse health effects.

Based on the analysis of the Rebuild Project, the Company does not anticipate disproportionately high and adverse impacts to the surrounding community or any EJ Communities located within the study area, consistent with the Rebuild Project design to reasonably minimize such impacts.

As described above in this Section III.B, the Company has engaged extensively all communities within the Rebuild Project study area, including people in the EJ Community CBGs discussed herein. This engagement includes translations of Rebuild Project information into other languages.

The Company believes that (i) 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 (ii) the Rebuild Project's use of existing

right-of-way reduces potential impacts to EJ Communities and other populations, and does not appear to result in a significantly adverse and disproportionate impact on EJ Communities.

In addition to its evaluation of impacts, the Company has and will continue to engage the EJ Communities in a manner that allows them to meaningfully participate in the Rebuild Project development and approval process so that the Company can take their views and input into consideration. See Attachment III.B.4 for a copy of the Company's Environmental Justice Policy.



Dominion Energy Electric Transmission Contact:
D'Eric Watson, deric.d.watson@dominionenergy.com
Janae Johnson, janae.p.johnson@dominionenergy.com

**Dominion Energy
Electric Transmission**

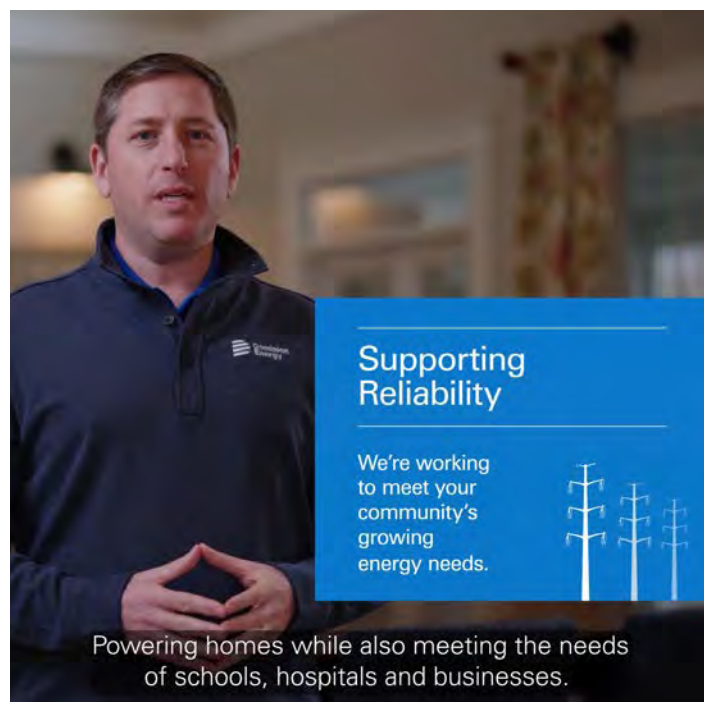
Septa-Yadkin

Social Videos

[Announcement A \(Click to Play\)](#)



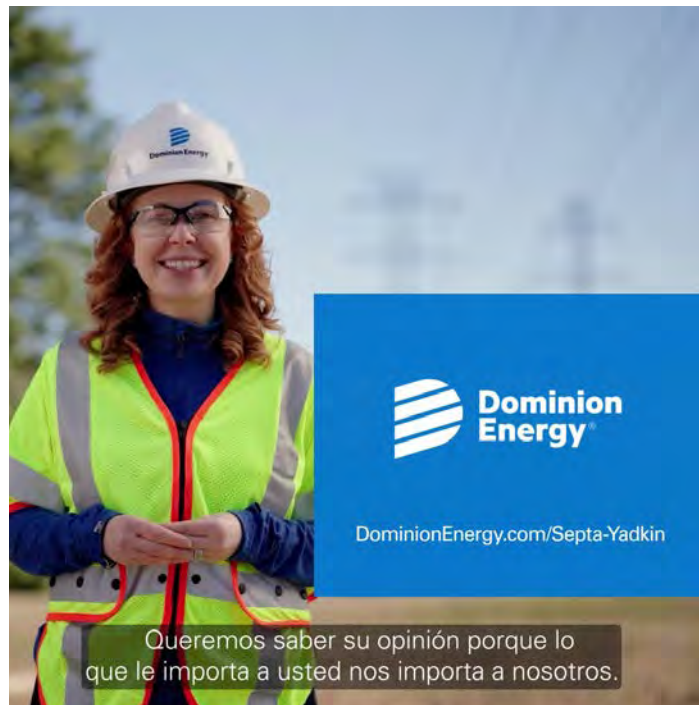
[Announcement B \(Click to Play\)](#)



**Dominion Energy
Electric Transmission**

Septa-Yadkin
Social Videos

[Announcement A Spanish \(Click to Play\)](#)



[Announcement B Spanish \(Click to Play\)](#)

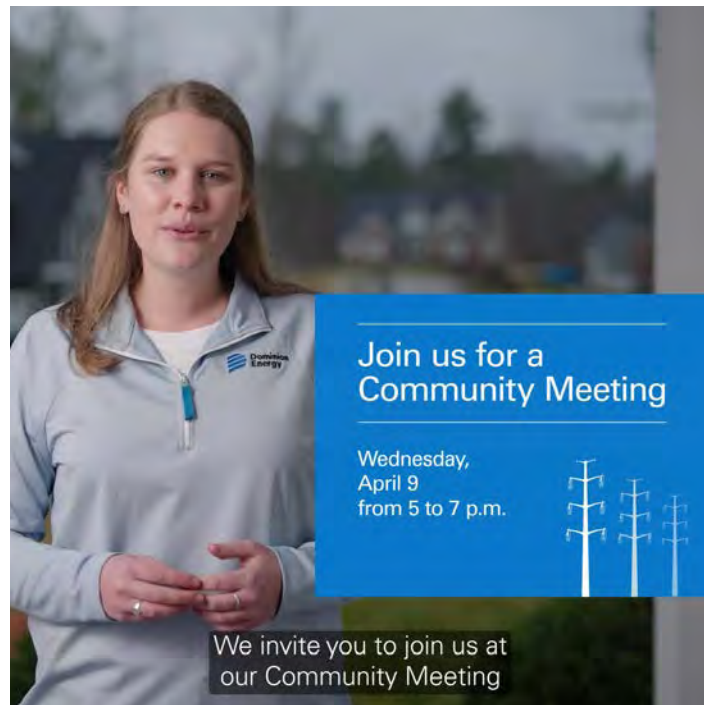


**Dominion Energy
Electric Transmission**

Septa-Yadkin

Social Videos

[Pre-Event A \(Click to Play\)](#)



[Pre-Event B \(Click to Play\)](#)

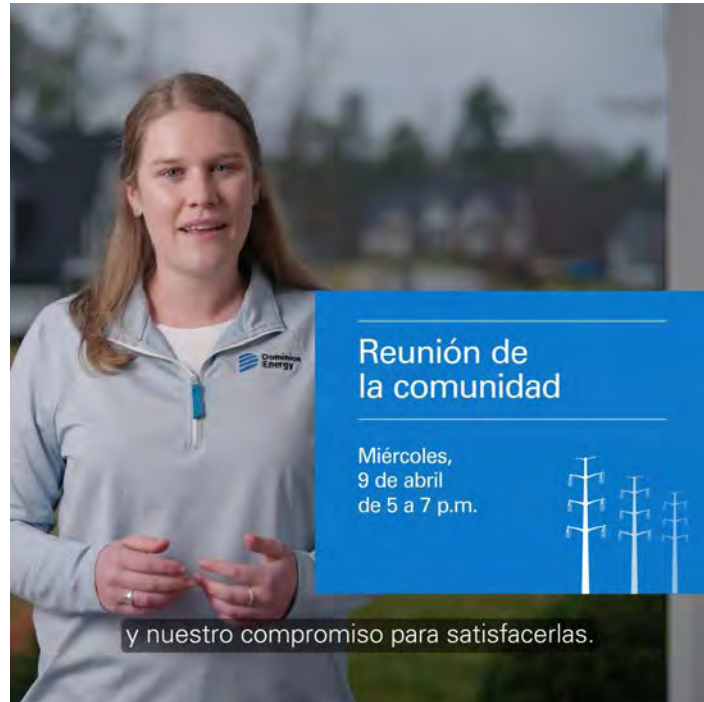


**Dominion Energy
Electric Transmission**

Septa-Yadkin

Social Videos

[Pre-Event A Spanish \(Click to Play\)](#)



[Pre-Event B Spanish \(Click to Play\)](#)

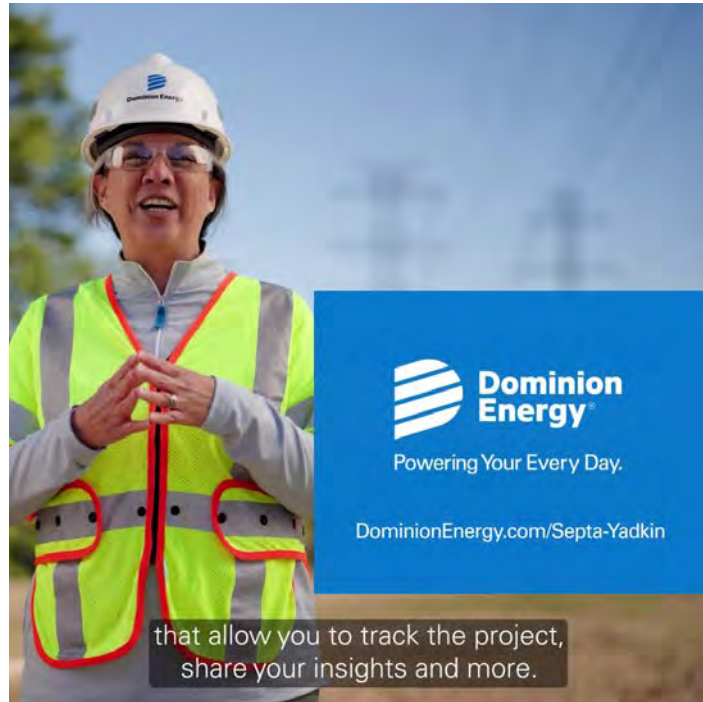


**Dominion Energy
Electric Transmission**

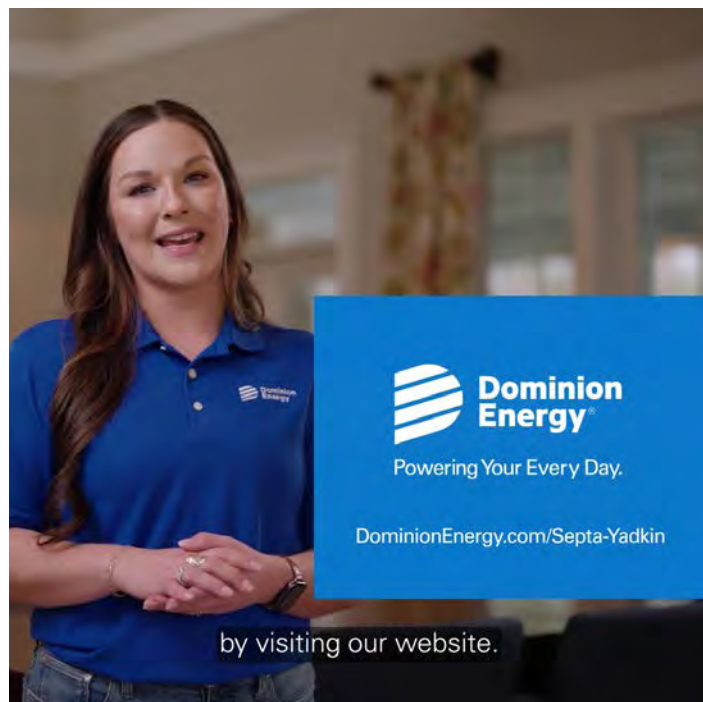
Septa-Yadkin

Social Videos

[Post-Event A \(Click to Play\)](#)



[Post-Event B \(Click to Play\)](#)



**Dominion Energy
Electric Transmission**

Septa-Yadkin
Announcement
Responsive and
Nextdoor

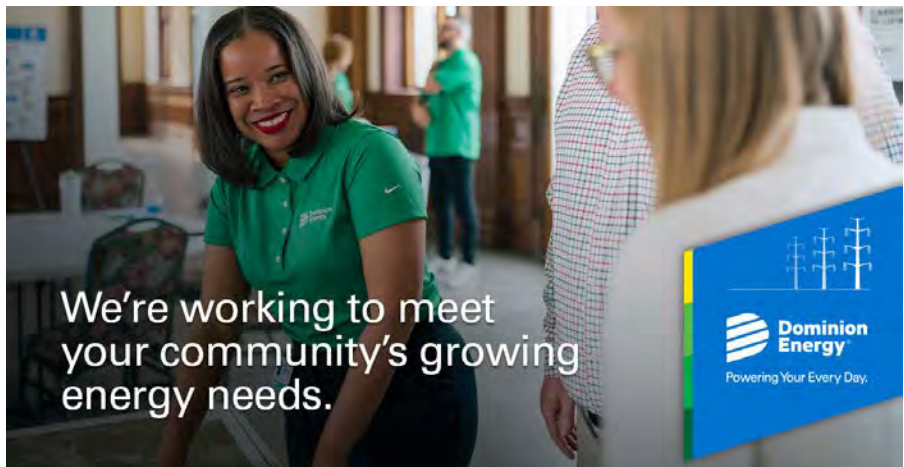
Responsive 1200x627



Responsive 1200x1200



Nextdoor 1200x628



**Dominion Energy
Electric Transmission**

Septa-Yadkin Pre-Event

Responsive and
Nextdoor

Responsive 1200x627



Responsive 1200x1200



Nextdoor 1200x628



**Dominion Energy
Electric Transmission**

Septa-Yadkin Post-Event

Responsive and
Nextdoor

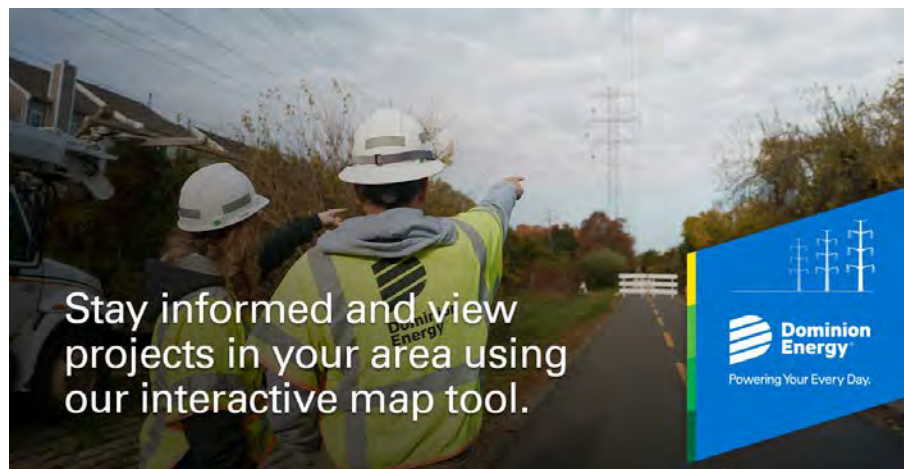
Responsive 1200x627



Responsive 1200x1200



Nextdoor 1200x628



**Dominion Energy
Electric Transmission**

Septa-Yadkin Pre-Event

Print Ad

We're working to meet Virginia's energy needs.

We'd like your input on a proposed electric transmission line rebuild project in your area.

Join us for an upcoming Community Meeting:

Wednesday, April 9 from 5 to 7 p.m.
Hilton Garden Inn Suffolk Riverfront
100 E Constance Rd.
Suffolk, VA 23434

Learn more at
DominionEnergy.com/Septa-Yadkin



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



**Dominion
Energy®**

Powering Your Every Day.

DE Transmission

Septa-Yadkin

Report Date: March 18, 2025 – April 17, 2025

DET | Septa-Yadkin | 3/18/25 – 4/17/25 | Overall Report

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 4/17/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

1,347,667 impressions

of ads were delivered to target audiences.

20,933 clicks

have taken audiences to the landing pages.

81,464 video views with an average 53.50% VCR.

1.55% CTR

Most CTRs near or above benchmarks.

89,639 ad engagements

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

Notable Creative

The DET Septa-Yadkin Facebook Pre-Event Cortne ad had the highest CTR at 4.61%, which is 412% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 3.07% and 43,585 completed video views for a 53.50% VCR.
- Nextdoor ads performed well with a CTR of 0.51%, which is 240% above benchmark.
- Google Display ads had a CTR of 1.15%, which is 130% higher than the 0.50% benchmark.
- Ads are engaging with females aged 65+ on Facebook and Males 25-34 on Google.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 3/18/25 – 3/26/25 | English Project Announcement

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 3/26/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

138,644 impressions

of ads were delivered to target audiences.

3,676 clicks

have taken audiences to the landing pages.

18,164 video views with an average 55.92% VCR.

2.65% CTR

Most CTRs near or above benchmarks.

20,083 ad engagements

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

Notable Creative

The DET Septa-Yadkin Facebook Carrie ad had the highest CTR at 4.33%, which is 381% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 3.94% and 10,158 completed video views for a 55.92% VCR.
- Nextdoor ads performed well with a CTR of 0.47%, which is 213% above the 0.15% benchmark.
- Google Display ads had a CTR of 2.20%, which is 340% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 3/18/25 – 3/26/25 | Spanish Project Announcement

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 3/26/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

178,259 impressions

of ads were delivered to target audiences.

1,762 clicks

have taken audiences to the landing pages.

4,249 video views with an average 40.27% VCR.

0.99% CTR

Most CTRs near or above benchmarks.

4,628 ad engagements

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

Notable Creative

The Spanish DET Septa-Yadkin Facebook Carrie ad had the highest CTR at 1.35%, which is 50% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 1.25% and 1,711 completed video views for a 40.27% VCR.
- Google Display ads had a CTR of 0.93%, which is 86% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 3/27/25 – 4/9/25 | English Pre-Event

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 4/9/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

391,461 impressions

of ads were delivered to target audiences.

7,240 clicks

have taken audiences to the landing pages.

28,561 video views with an average 56.10% VCR.

1.85% CTR

Most CTRs near or above benchmarks.

31,486 ad engagements

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

Notable Creative

The DET Septa-Yadkin Facebook Cortne ad had the highest CTR at 4.61%, which is 412% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 4.52% and 16,023 completed video views for a 56.10% VCR.
- Nextdoor ads performed well with a CTR of 0.35%, which is 133% above the 0.15% benchmark.
- Google Display ads had a CTR of 1.28%, which is 156% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 3/27/25 – 4/9/25 | Spanish Pre-Event

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 4/9/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

76,496 impressions

of ads were delivered to target audiences.

1,309 clicks

have taken audiences to the landing pages.

5,808 video views with an average 44.94% VCR.

1.71% CTR

Most CTRs near or above benchmarks.

6,395 ad engagements

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

Notable Creative

The Spanish DET Septa-Yadkin Facebook Jenna ad had the highest CTR at 1.74%, which is 93% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 1.55% and 2,610 completed video views for a 44.94% VCR.
- Google Display ads had a CTR of 1.90%, which is 280% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 4/10/25 – 4/17/25 | English Post-Event

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 4/17/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

366,079 impressions

of ads were delivered to target audiences.

5,245 clicks

have taken audiences to the landing pages.

20,451 video views with an average 55.46% VCR.

1.43% CTR

Most CTRs near or above benchmarks.

22,470 ad engagements

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

Notable Creative

The DET Septa-Yadkin Facebook Claire ad had the highest CTR at 4.05%, which is 350% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 3.84% and 11,342 completed video views for a 55.46% VCR.
- Nextdoor ads performed well with a CTR of 0.71%, which is 373% above the 0.15% benchmark.
- Google Display ads had a CTR of 0.97%, which is 94% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

DET | Septa-Yadkin | 4/10/25 – 4/17/25 | Spanish Post-Event

The Septa-Yadkin campaign ran on Facebook, Google and Nextdoor through 4/17/25. These campaigns targeted customers over the age of 25 who resided in and around the project area in Southeast Virginia.

196,728 impressions

of ads were delivered to target audiences.

1,701 clicks

have taken audiences to the landing pages.

4,231 video views with an average 41.15% VCR.

0.86% CTR

Most CTRs near or above benchmarks.

4,577 ad engagements

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

Notable Creative

The Spanish DET Septa-Yadkin Facebook Blair ad had the highest CTR at 1.12%, which is 244% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 1.08% and 1,741 completed video views for a 41.15% VCR.
- Google Display ads had a CTR of 0.81%, which is 62% higher than the 0.50% benchmark.

Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% | Nextdoor CTR Benchmark: 0.15%

Summary:

- Females 35-44 were the most engaged with the Google campaigns and females 55-65+ made up the most clicks on Facebook.
- Energy consumption information, power and electric company, and gas and electric companies were the top audience segments on the Google Display campaigns.
- All ads in the English and Spanish Septa-Yadkin campaigns were higher than their platform benchmarks.
- Facebook was the top-performing platform with an overall CTR 241% higher than the benchmark, 43,585 video completions for a 53.50% VCR and 89,639 engagements. Over half of viewers completed the videos.
- The Carrie creative performed best within both the English and Spanish Project Announcement campaigns. The English and Spanish campaigns had different top performing creative within the Pre-Event and Post-Event phases.
- The Cortne ad within the English Pre-Event campaign was the top-performing creative overall, with a CTR 241% higher than the Facebook benchmark. This ad also had the highest VCR of 56.99%

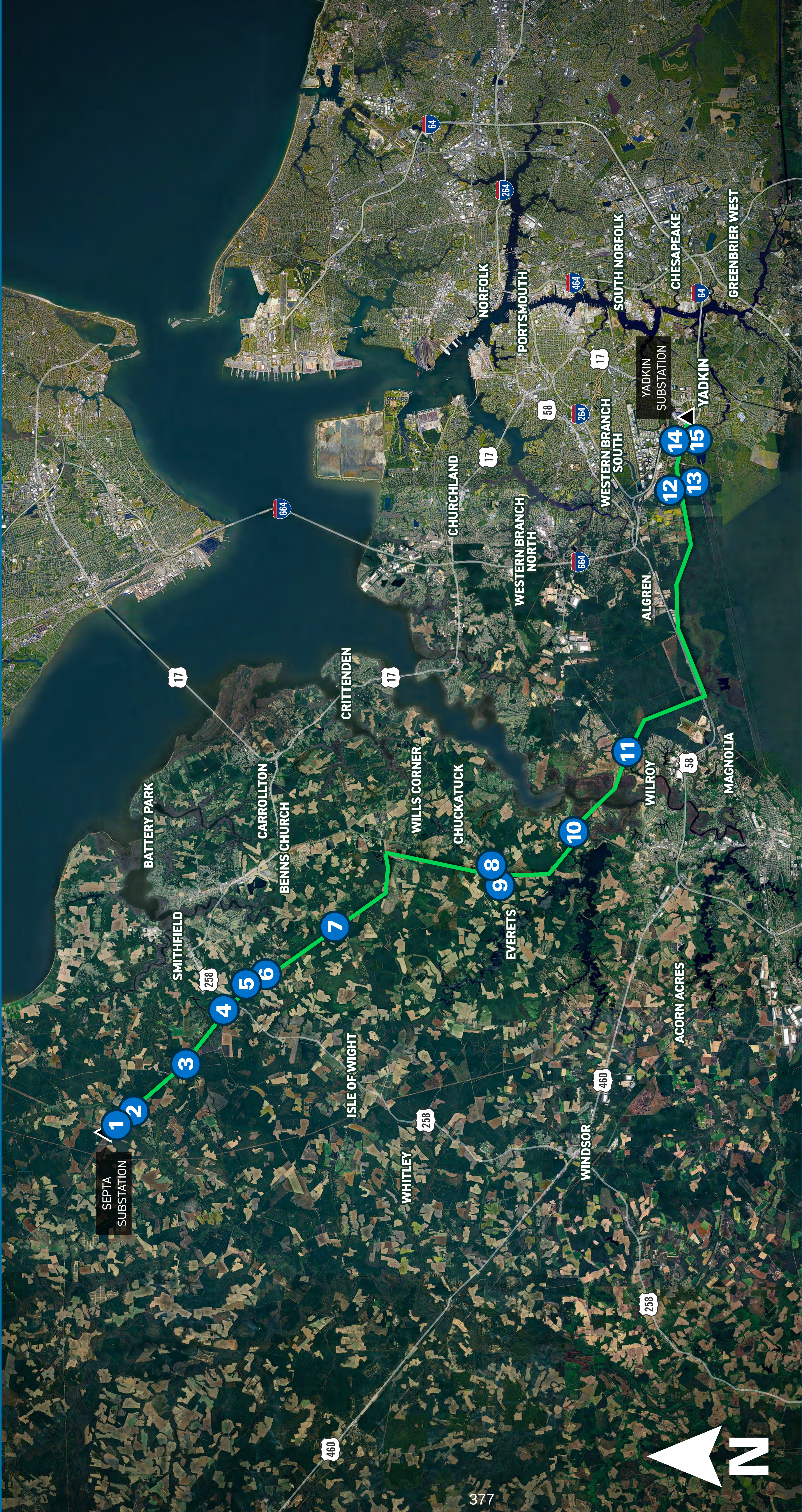
May 14, 2025

Platform Benchmarks:
Facebook CTR Benchmark: 0.90% | Google Display CTR Benchmark: 0.50% |
Nextdoor CTR Benchmark: 0.15%

 | charles ryan associates



**Dominion
Energy**



SEPTA TO YADKIN

Electric Transmission Line Rebuild Project

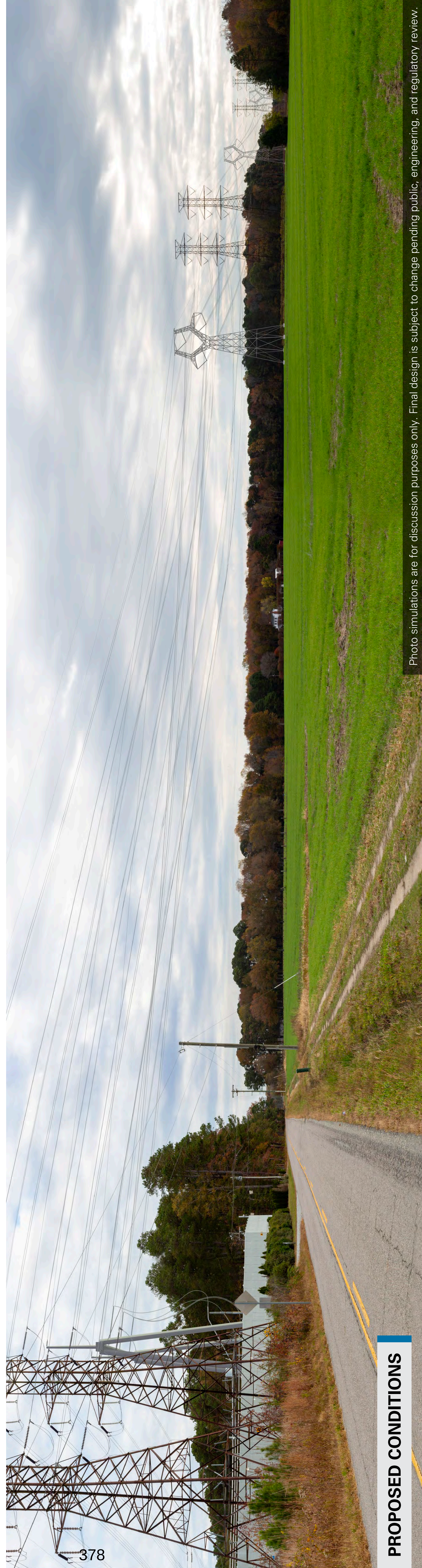
Photo Location Map

- 1 Viewpoint Location
- Transmission Line
- Substation



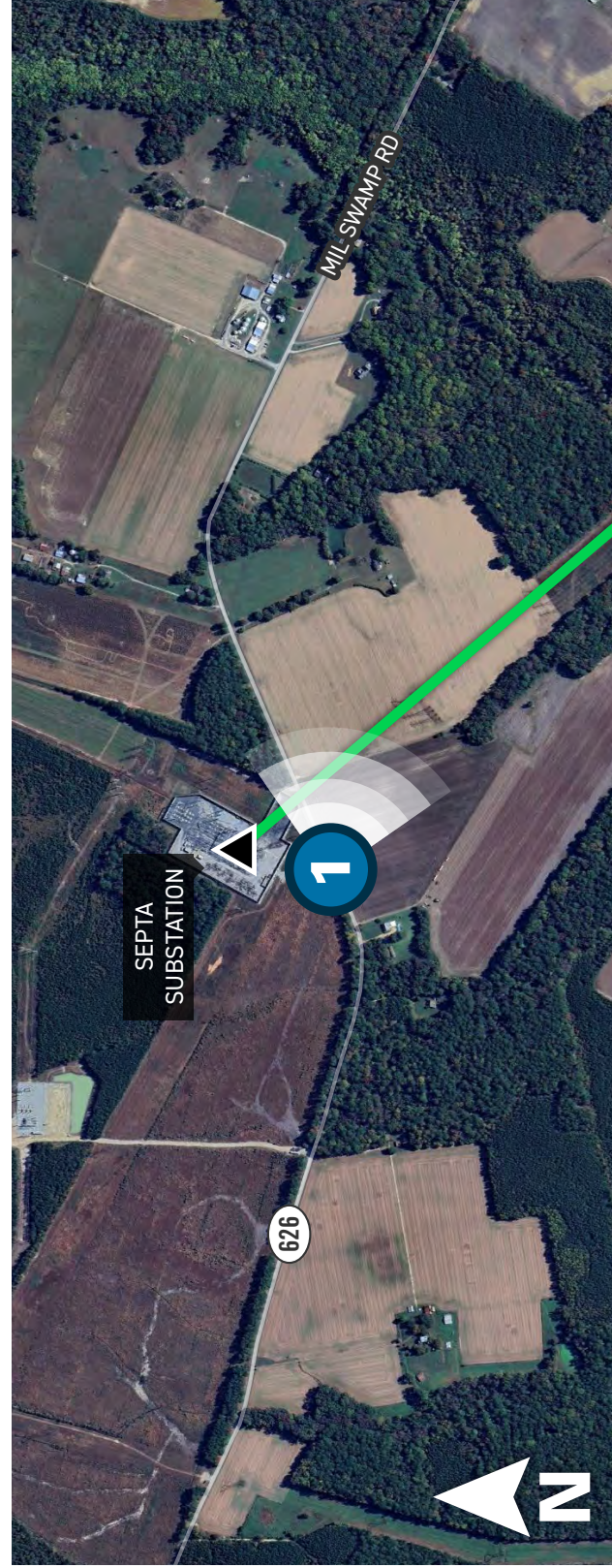


EXISTING CONDITIONS



PROPOSED CONDITIONS

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



Viewpoint 1
Date: 11/08/2024 **Time:** 9:53 am **Viewing Direction:** East
1 Viewpoint Location — Transmission Line ▲ Substation

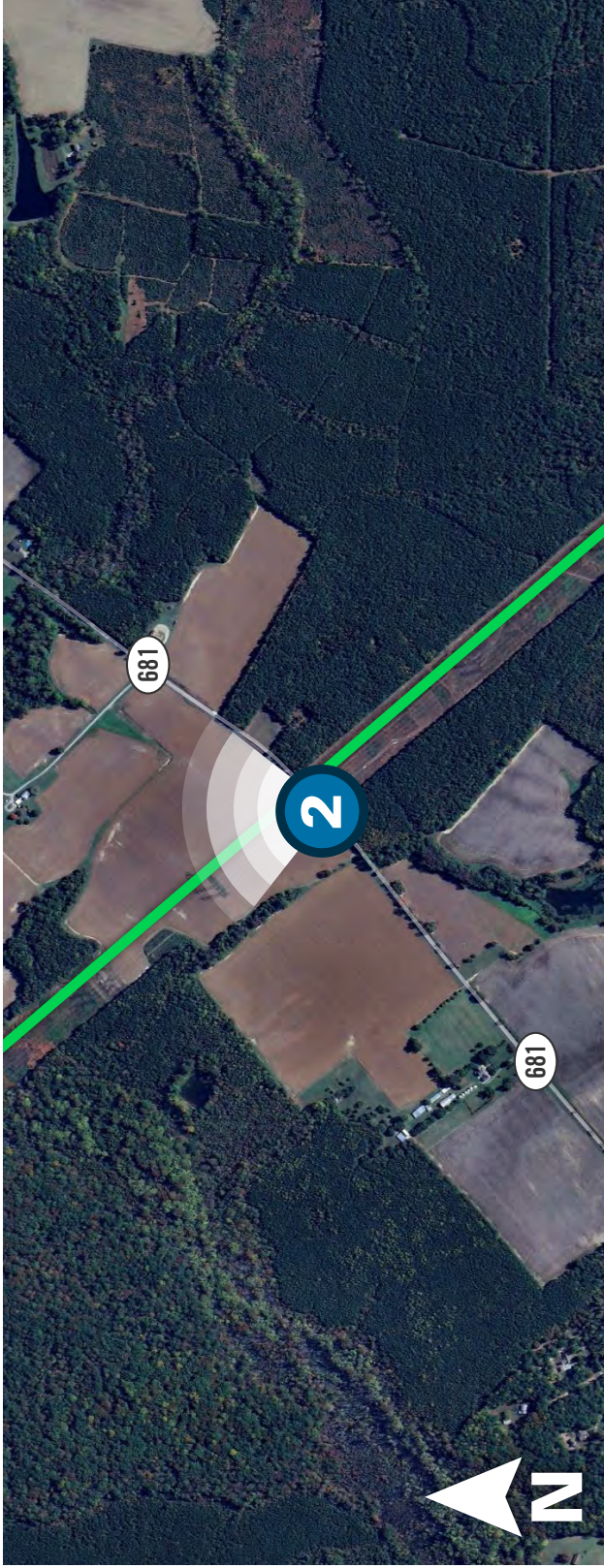


EXISTING CONDITIONS



PROPOSED CONDITIONS

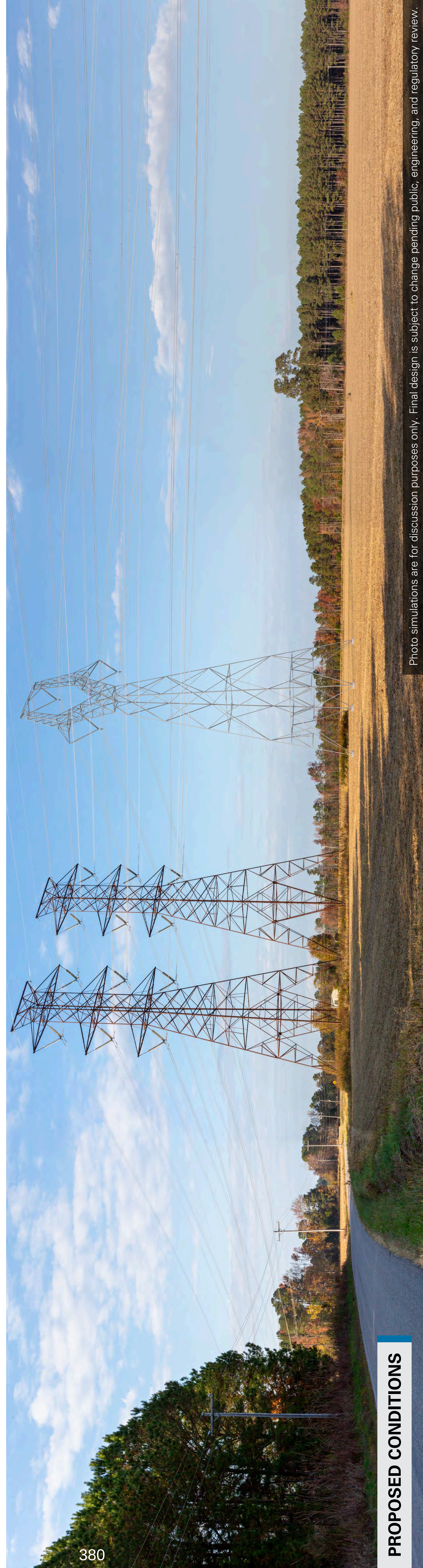
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Viewpoint 2
Date: 11/08/2024 **Time:** 9:40 am **Viewing Direction:** North
2 Viewpoint Location — Transmission Line

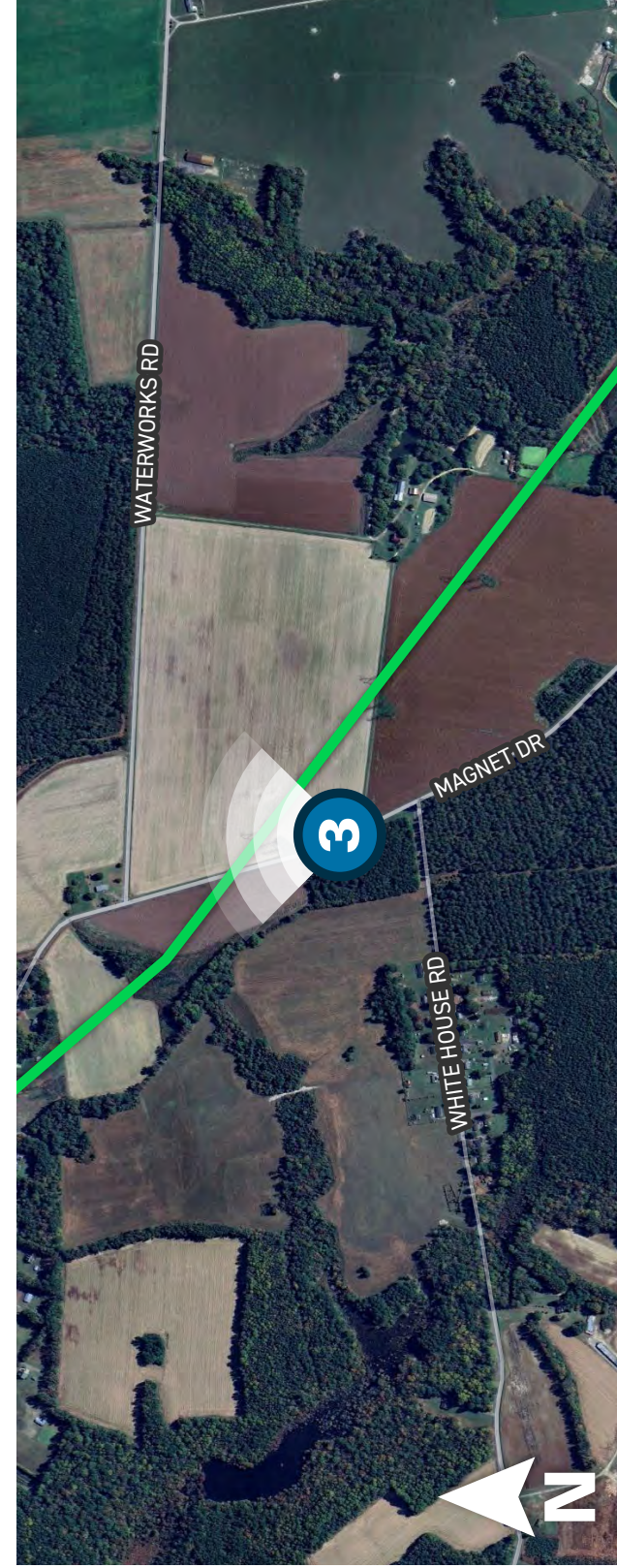


EXISTING CONDITIONS



PROPOSED CONDITIONS

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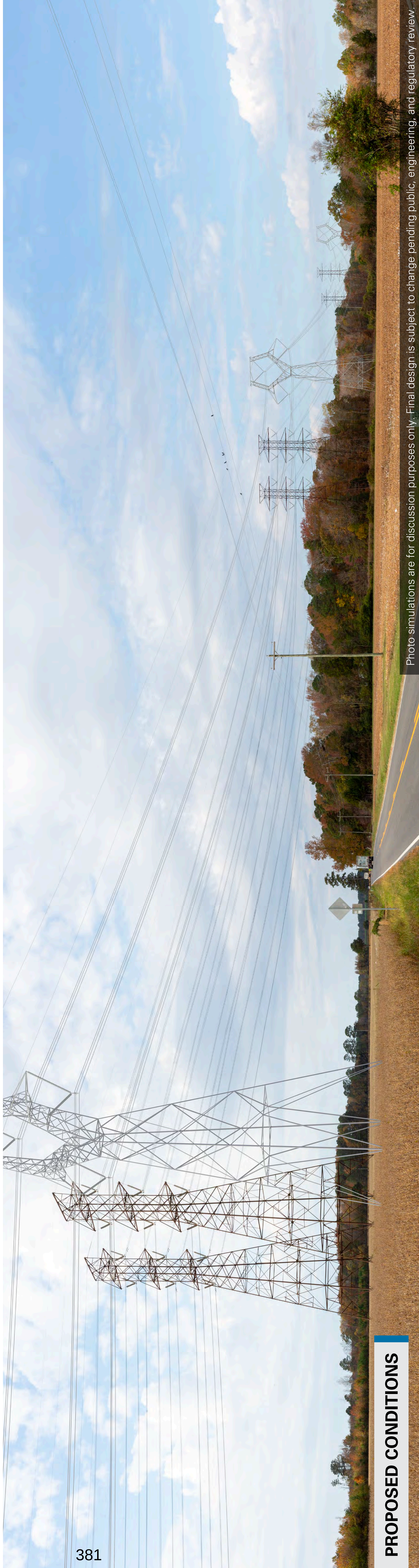
Viewpoint 3

Date: 11/07/2024 **Time:** 3:02 pm **Viewing Direction:** North

3 Viewpoint Location Transmission Line



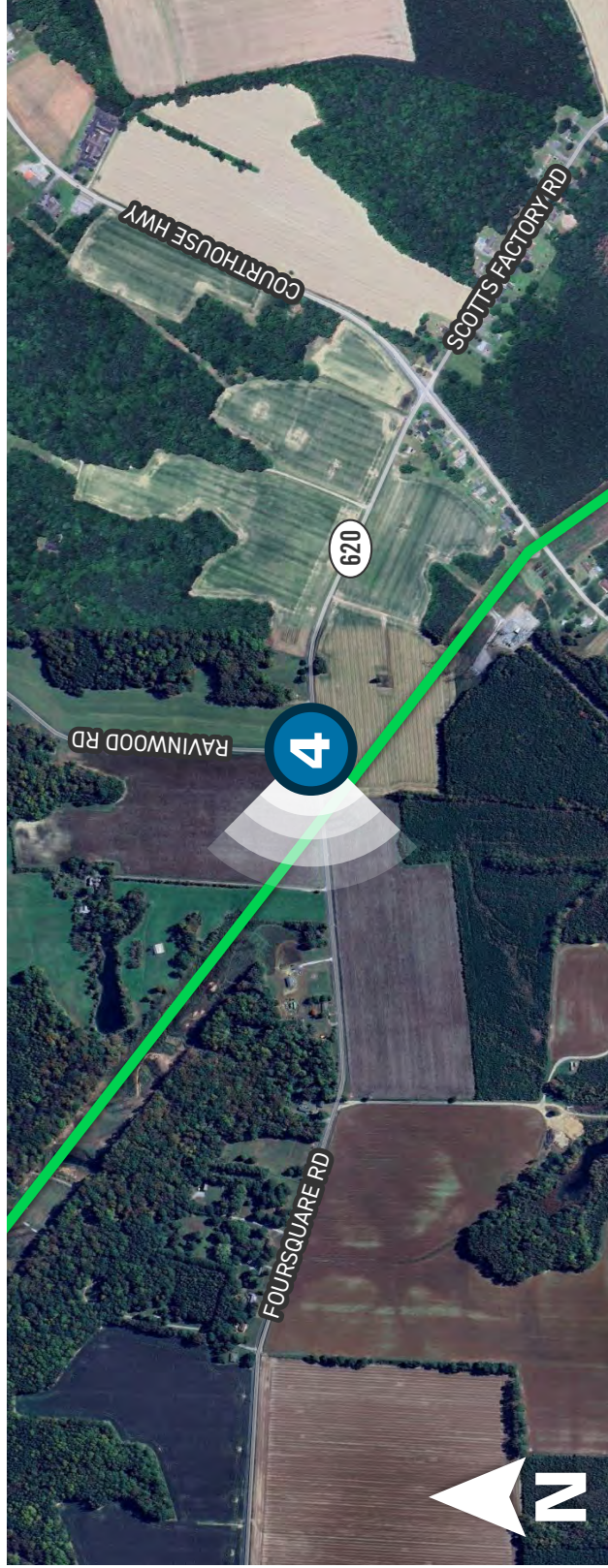
EXISTING CONDITIONS



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PROPOSED CONDITIONS

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Viewpoint 4
Date: 11/08/2024 **Time:** 10:31 am **Viewing Direction:** West
4 Viewpoint Location — Transmission Line



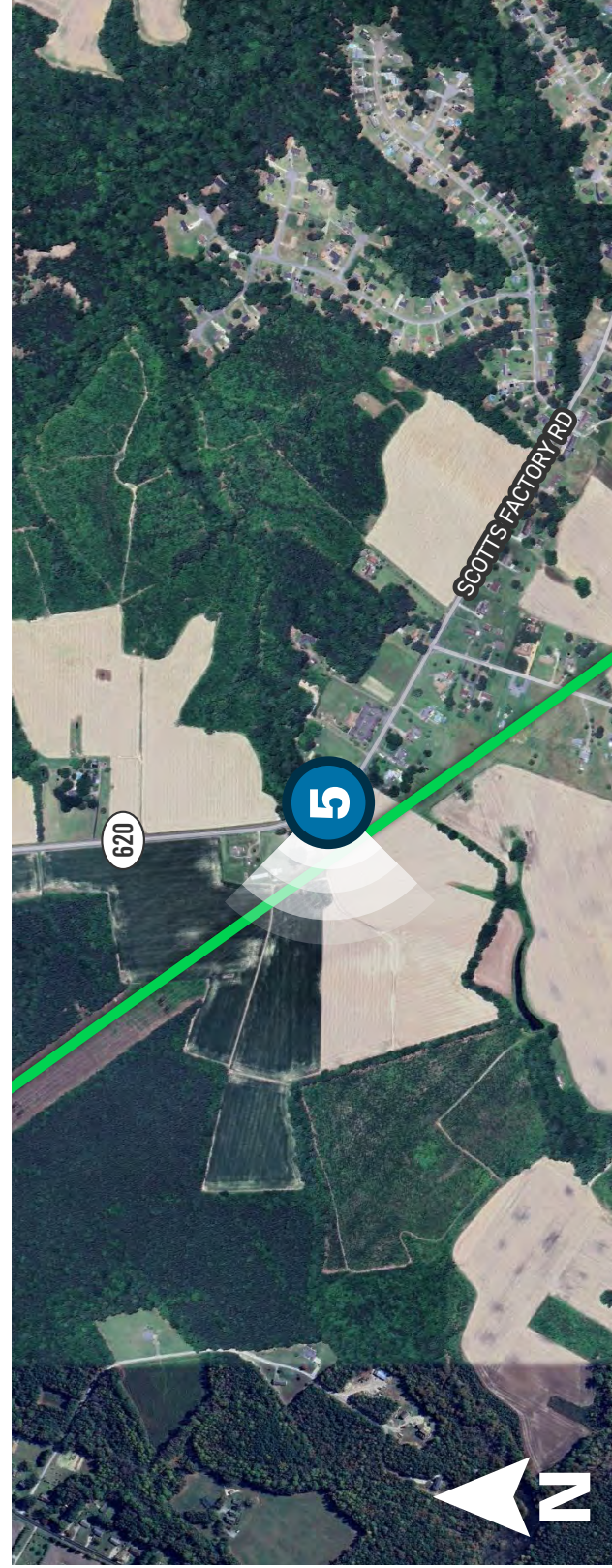
EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 5

Date: 11/08/2024 **Time:** 10:54 am **Viewing Direction:** West

5 Viewpoint Location  Transmission Line

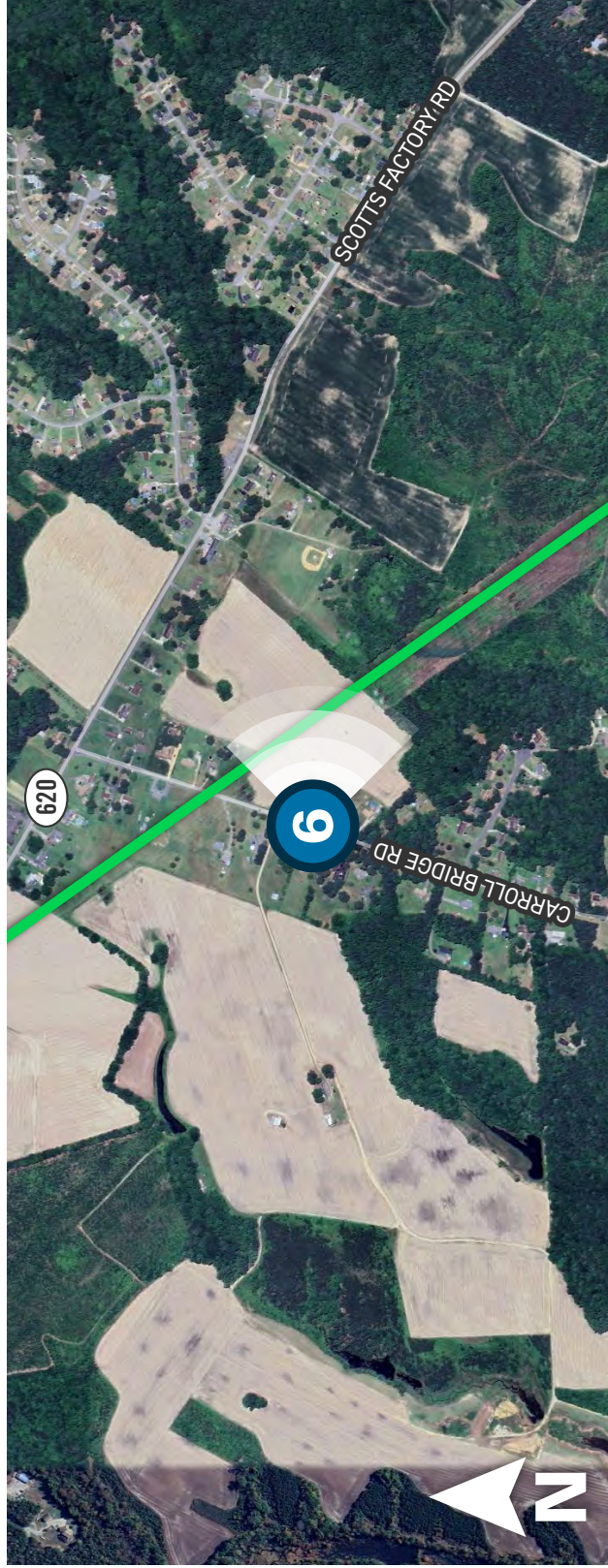


EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 6

Date: 11/07/2024 **Time:** 2:13 pm **Viewing Direction:** East

6 Viewpoint Location Transmission Line

SEPTA TO YADKIN

Electric Transmission Line Rebuild Project

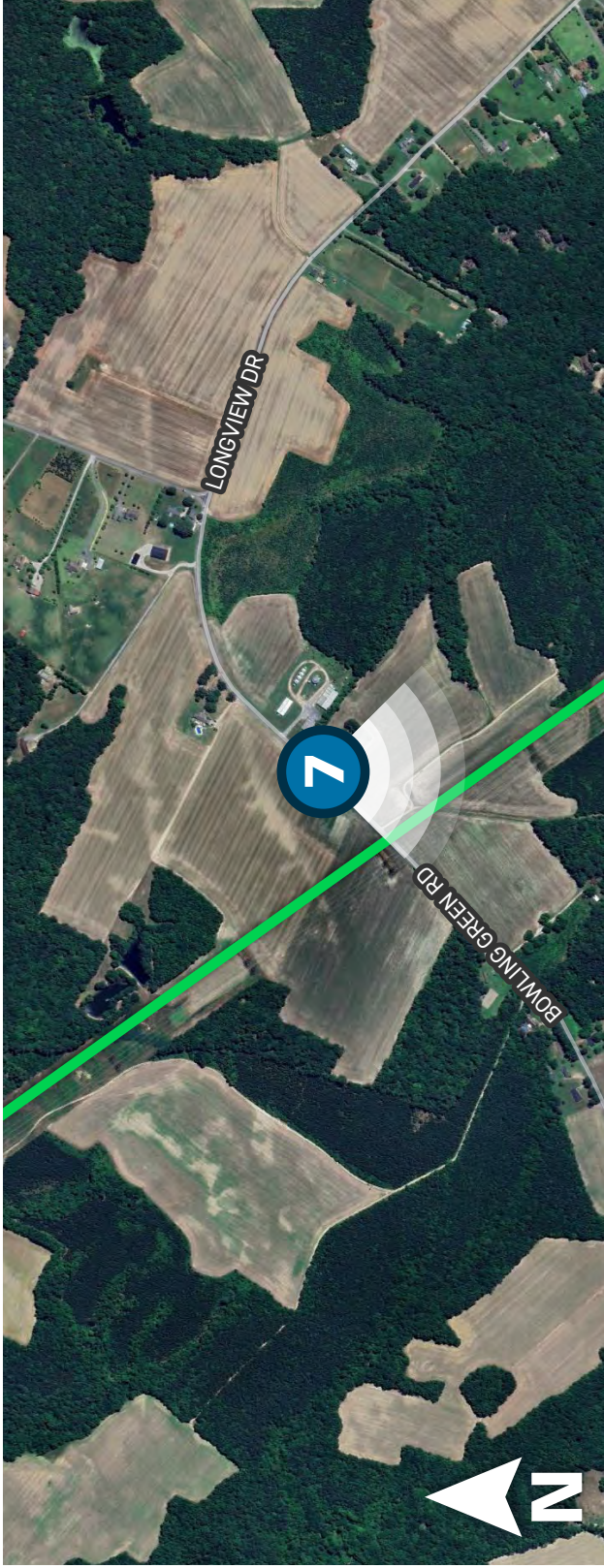


EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 7

Date: 11/07/2024 **Time:** 1:45 pm **Viewing Direction:** South

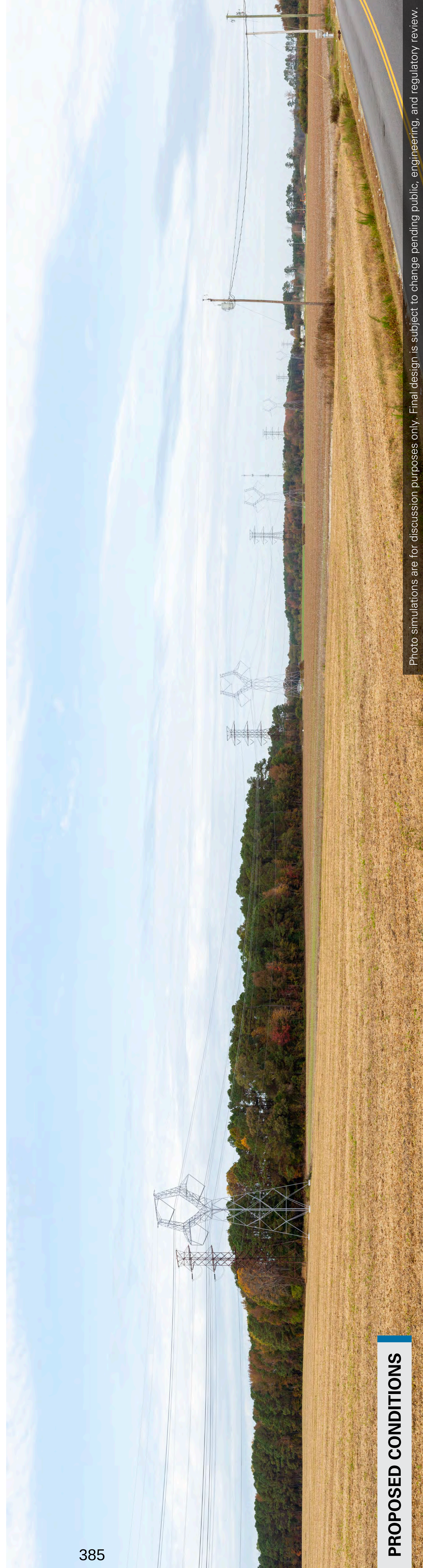
 Viewpoint Location  Transmission Line

SEPTA TO YADKIN

Electric Transmission Line Rebuild Project



EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 8

Date: 11/07/2024 **Time:** 12:25 pm **Viewing Direction:** Northwest

8 Viewpoint Location Transmission Line

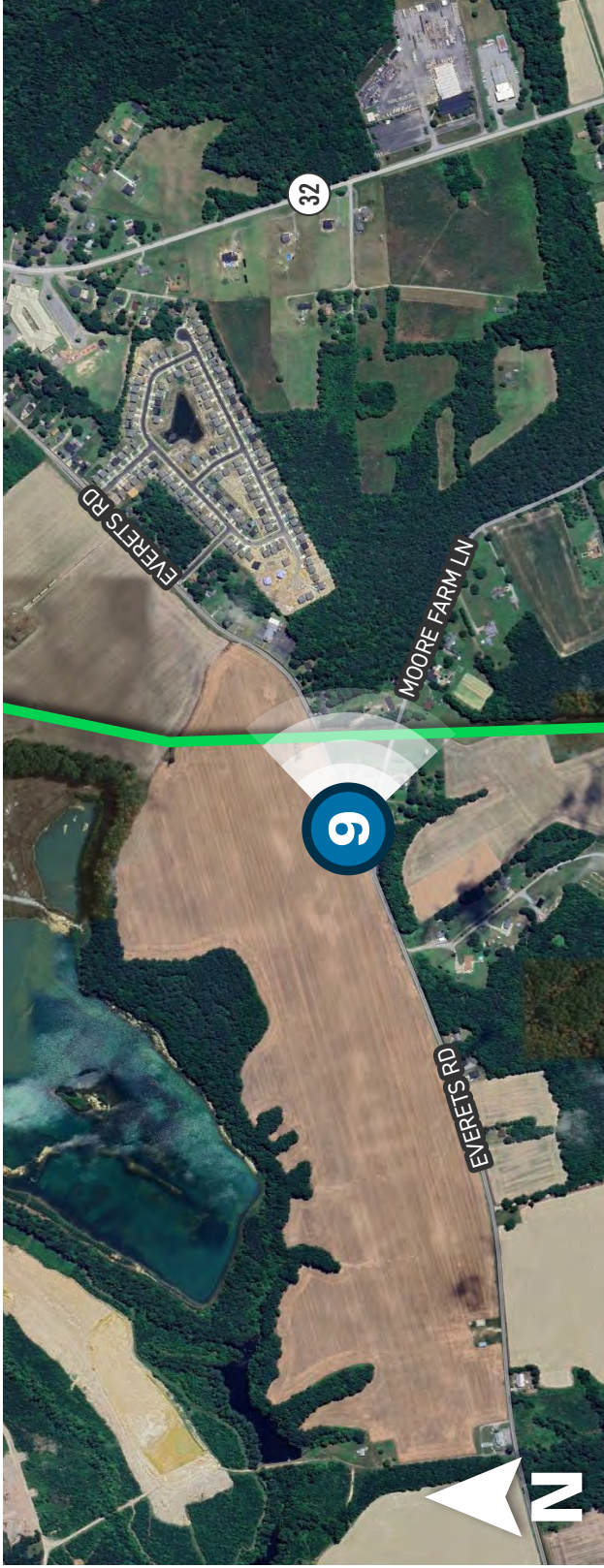


EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 9

Date: 11/07/2024 **Time:** 12:19 pm **Viewing Direction:** East

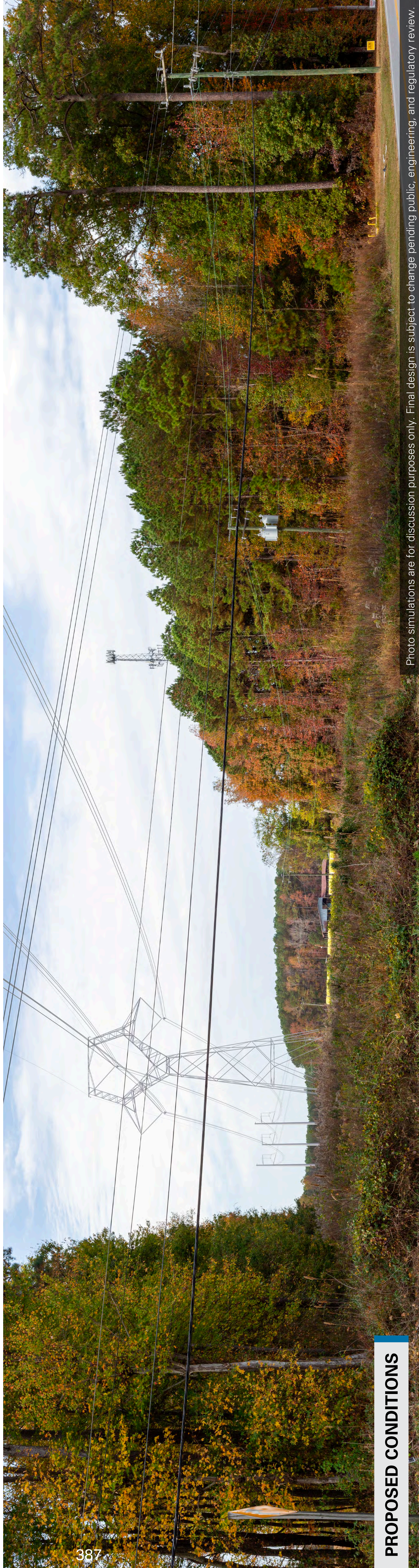
9 Viewpoint Location — Transmission Line

SEPTA TO YADKIN

Electric Transmission Line Rebuild Project



EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 10

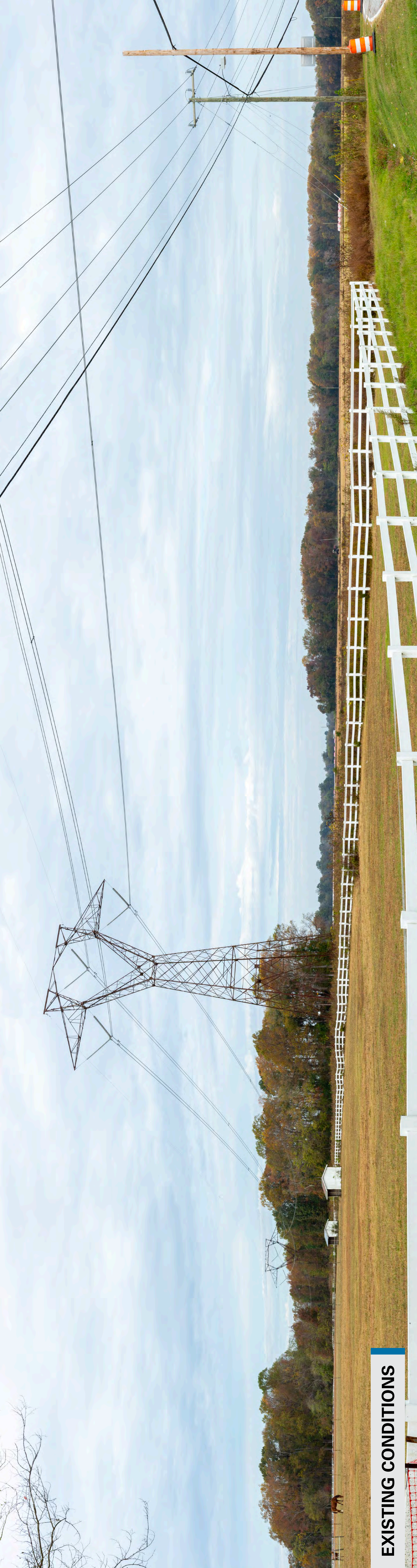
Date: 11/07/2024 Time: 11:52 am Viewing Direction: West

10 Viewpoint Location — Transmission Line

SEPTA TO YADKIN

Electric Transmission Line Rebuild Project



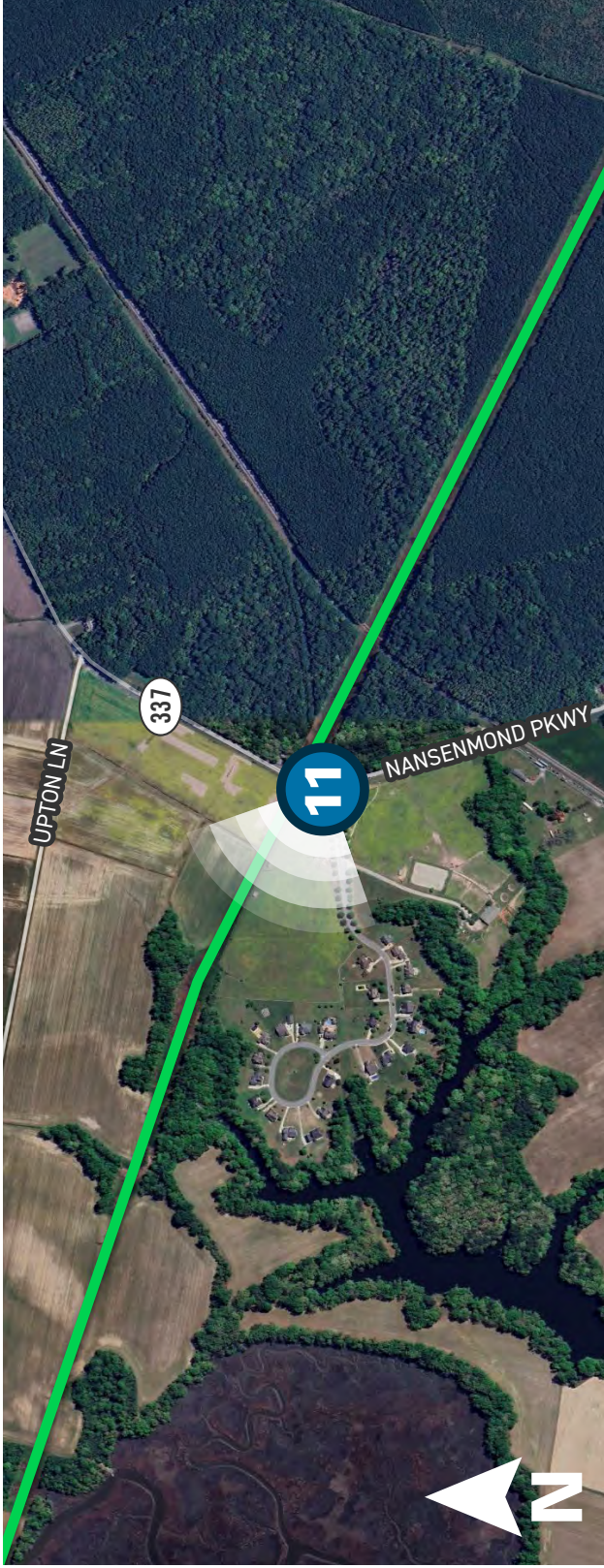


EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 11

Date: 11/07/2024 **Time:** 10:53 am **Viewing Direction:** Northwest

11 Viewpoint Location Transmission Line



SEPTA TO YADKIN

Electric Transmission Line Rebuild Project

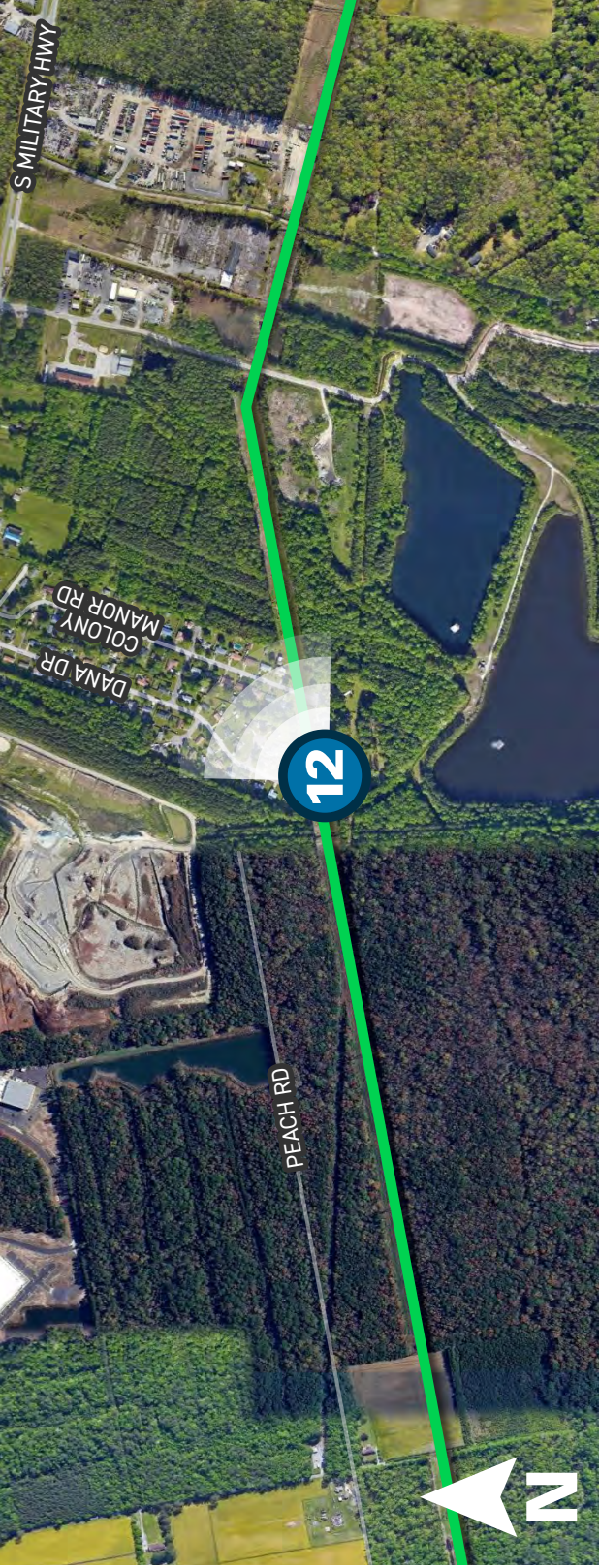


EXISTING CONDITIONS



PROPOSED CONDITIONS

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Viewpoint 12

Date: 11/07/2024 Time: 9:03 am Viewing Direction: Northeast

12 Viewpoint Location Transmission Line