

# Greater Cambridge Energy Program (GCEP)

## Outreach & Communication Plan

### Construction Phase

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## Outreach Plan Summary for the Greater Cambridge Energy Program

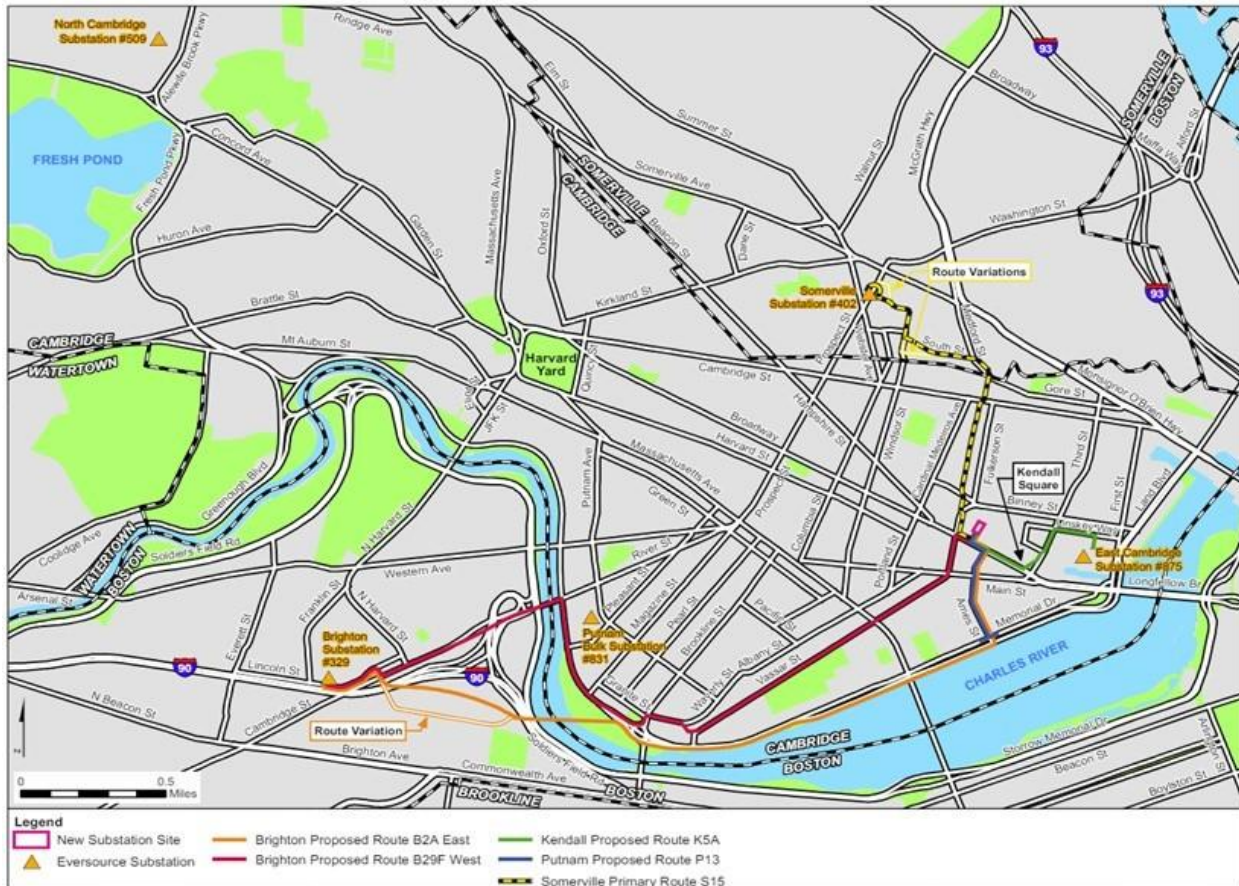
In 2021, Governor Charlie Baker signed Chapter 8 of the Acts of 2021, *An Act Creating a Next-Generation Roadmap for Massachusetts Climate Policy*. This legislation built on the 2008 Global Warming Solutions Act and codified Massachusetts' commitment to achieving Net Zero GHG (Greenhouse Gas) emissions by 2050. This legislation set the stage for a state-wide shift to emissions-free, sustainable energy but also posed challenges for utility providers like Eversource. The growing demand for electricity, driven by these goals and economic development, has put a strain on the electrical grid. To meet this challenge, Eversource launched the Greater Cambridge Energy Program (GCEP), focusing on upgrading infrastructure to ensure a reliable, resilient energy future.

At the core of GCEP is the construction of a 35,000 square-foot underground substation in Kendall Square, Cambridge, along with new underground transmission lines in Cambridge, Somerville, and Boston. This will meet Greater Cambridge's power needs and enhance the resiliency and reliability of the local grid, supporting both current demand and the state's sustainability goals.

We recognize that this transformative project's success relies on technical expertise and strong community engagement. As a result, the GCEP Outreach Plan fosters ongoing dialogue between Eversource and the community. It includes public meetings, open houses, newsletters, digital engagement, and other communication strategies to keep the public informed and ensure community feedback is integrated into the project. Eversource is committed to maintaining open lines of communication and promptly addressing concerns. Eversource anticipates that this plan will be assessed and updated as needed as construction progresses. By continuing to collaborate with the Greater Cambridge community, including Somerville and Boston, Eversource aims to deliver an energy solution that meets technical needs while reflecting community values, ensuring a reliable and sustainable energy future for generations to come.

## Greater Cambridge Energy Program Overview and Need

- On June 28, 2024, the Energy Facilities Siting Board (EFSB) voted to approve the construction of a new underground substation (New Substation) in Kendall Square, Cambridge, Massachusetts, along with five underground duct banks (New Lines) housing eight new 115-kilovolt (kV) underground transmission lines interconnecting to existing substations in the surrounding areas in Cambridge, Somerville, and Boston.
- These upgrades will bolster system reliability, meet growing energy needs and further facilitate access to clean energy resources for customers.



*Program's Approved Routes by the Energy Facilities Siting Board (EFSB)*

## High-Level Schedule / Construction Milestones\*



(\* estimated, subject to change)

## Outreach & Communication Plan:

### Stakeholder Engagement (Construction Phase)

Eversource has a comprehensive construction community outreach and communication plan to keep property owners, businesses, schools and other sensitive receptors and municipal officials including fire, police, and emergency personnel, up to date on planned construction activities. Ex: Dedicated Project Website and Constant Contact Updates.

Eversource notifies abutting property owners, sensitive receptors and municipal officials of its planned construction start and work schedule prior to commencing construction and will work closely with affected entities to limit construction impacts.

Once the construction schedule is finalized, Eversource will notify direct abutters of the anticipated start, duration hours and methods of construction to be used. The team will also inform stakeholders of any anticipated traffic changes or street closures and address any concerns raised. All notifications will occur as soon as it is practicable. Typically, notifications one to two weeks in advance of construction have proven to be sufficient on previous projects.

### Objectives/Goals

1. During each phase of construction, the Project Services team will keep municipal officials, community-based organizations and residents informed of progress through in-field/in-person, online and traditional mediums.
2. Provide real-time problem solving to anticipate, mitigate and alleviate temporary impacts caused by construction.

## Activities & Tactics

### Municipal and Stakeholder Briefings

Eversource's approach is to actively and consistently engage with municipal officials, key stakeholders, and abutters to the Project to understand concerns and solicit feedback regarding construction impacts. To the greatest extent practical, concerns will be addressed, and feedback incorporated into the construction planning.

### Email Notification/Constant Contact

Eversource provides the opportunity for any interested stakeholder to opt-in for email notifications utilizing the *Constant Contact* platform. Through this system, subscribers will receive regular Project communications and updates which will customarily contain information such as the type, location and anticipated duration of work being performed, a link to the website, and methods for contacting Project Services representatives. This method will also include a means by which the notification can be translated.

### Project "Contact Us" Hotline

A toll-free number, 1-833-836-0302, allows callers to leave messages or file a complaint. The hotline is available in English, Spanish, and Portuguese. This number is on all Project outreach materials including fact sheets, mailings, the Project website, and is provided at all community events. The hotline is monitored by Project Services staff and all inquiries and complaints are acknowledged within 48 business hours of receipt. Should a message be received in a language other than English, Eversource's translation service provider will be utilized on a case-by-case basis.

### Project "Contact Us" Email

An email address, [ProjectInfoMA@eversource.com](mailto:ProjectInfoMA@eversource.com), allows for messages and/or complaints to be sent to the Eversource Project Services team. Similar to the hotline phone number, the Project email is listed on all Project outreach materials, including facts sheets, mailings, the Project website and provided at all community events. The inbox is monitored by Project Services staff and all inquiries and complaints are acknowledged within 48 business hours of receipt. Should a message be received in a language other than English, Eversource's translation service provider will be utilized.

### Project Website

A project [website](#) has been established to provide project information and to house relevant documents, ranging from EFSB decisions to Traffic Management Plans to community presentations, for example. At a minimum, the Project website provides visitors with the following information:

- Why the project is needed.
- Where the work is being done
- Estimated timelines and major milestone dates.
- Regularly updated construction updates and traffic management plans
- Community engagement activities
- Hotline/" Contact Us" information and translations services options.

### Direct Mail

Mailings (and other print materials) will provide pertinent information including upcoming events, expected start dates of construction sites, what to expect during construction,

permitted work hours and days, the estimated duration of work, phone, and electronic contact information, a QR code to the Constant Contact sign up form, and the URL for the project website. Recipients may use the hotline or email address to file complaints or ask questions. Multi-lingual translations or instructions on how to receive information in other languages will be on these materials.

#### **Door-to-door outreach**

In advance of planned construction or other significant project activity, Eversource Field Outreach staff will conduct door-to-door outreach to residents, businesses, and others in the Project's proximity. At unanswered doors and multifamily buildings, a door hanger with information on what to expect in the upcoming days/weeks will be distributed.

Door hangers (and other print materials) could be multilingual or have instructions on how to receive information in other languages and would customarily provide pertinent information including such things as the expected start date of construction, methods of construction expected, permitted work hours and days, the estimated duration of work, phone, and electronic contact information, QR Code, and the URL for the Project Website. Recipients may use the hotline or email address to file complaints or ask questions.

#### **Print Media**

To advertise upcoming community engagement opportunities, Eversource may use traditional media ads in local and neighborhood-specific newspapers – both in-print and on-line, English and non-English – to alert readers to opportunities to participate.

#### **Partnership with Municipalities and Community Based Organizations (CBO)**

Eversource has regularly scheduled working meetings with the municipalities and community organizations to identify partners and CBOs with the intent of engaging in a dialogue to collaborate on and disseminate information about Project construction to the community.

Eversource regularly coordinates and meets with municipal staff on all work and communication related to the Project.

### **Additional Outreach and Engagement During Construction**

#### **Pre-Construction notification**

Eversource will communicate with the city, abutters, and other stakeholders throughout the project lifecycle. Follow-up communications that are neighborhood specific will be distributed ahead of active work zones, typically one week in advance through Constant Contact, mailings or door to door activities with information also posted regularly on the Project website.

#### **Pre-Construction Contractor Training**

Pre-construction meetings with the contractors are held with project representatives, safety, and environmental representatives where outreach protocols and rules of engagement are reviewed.

Prior to starting project work, contractor representatives are provided with the following:

- “Hotline cards” to distribute to the public in the event inquiries are made to the contractors.
- Extended Hours Protocol will be developed, reviewed and distributed.

### **Maintaining Property Access**

As some construction activities may temporarily restrict property access, Eversource is committed to making every effort to maintain continuous access to all properties abutting the Project. The Field Outreach team will work directly with affected abutters, including businesses, to address and resolve their concerns in a timely manner. Emergency vehicles will always have access to all properties.

### **Construction Noise**

Eversource recognizes active Project construction activities may increase noise in surrounding areas. When using stationary construction equipment such as compressors, Eversource will locate such equipment as far away as possible from nearby residences, to reduce the noise impacts on residents.

### **Traffic Mitigation**

Prior to construction, the Project team develops Traffic Management Plans (TMP) to address the potential traffic delays caused by active construction. TMPs will be reviewed and approved by the appropriate municipal officials and police details will be acquired as recommended and/or needed, to ensure vehicular and pedestrian traffic flows consistently and safely and to assist with maintaining access to homes and businesses.

- Eversource uses best efforts to maintain two-way traffic when working in and along streets. If deemed unsafe or impractical, Eversource will work directly with the jurisdictional Police Department and other city officials to determine appropriate and safe lane closures for one-way or alternating traffic.
- Changes to pedestrian and vehicular traffic patterns will be communicated via the Project website, email notifications and, if known in advance, door-to-door outreach.

### **Construction Coordination**

The Project team closely coordinates with the affected municipalities regarding upcoming planned events (e.g., tunnel or road closures, parades, road races and other recreational activities). Regular, recurring construction coordination meetings with City Officials in each Project municipality, including DPW, and Police, have been scheduled to increase communication and coordination. Such recurring coordination meetings will also occur with certain stakeholders, including Massachusetts Institute of Technology (MIT) representatives.

## **Linguistics & Translations**

Through close coordination with municipal leaders, Eversource rigorously vetted the language access needs in each municipality which included the following languages: Spanish, Haitian Creole, Portuguese and Mandarin Chinese. As needed, translation and interpretation services will be provided to create awareness and understanding of project and construction related activities. Website materials, Constant Contact e-blasts and other project materials will be translated or provide instructions for stakeholders to receive information in the languages identified above and should interested stakeholders not see their



preferred language, they may contact Eversource project representatives via the project hotline or email to have their language needs addressed.



*Examples of multi-lingual Constant Contact Construction Updates*

## Staying Informed

Eversource remains dedicated to building a lasting partnership with the Greater Cambridge, Somerville and Allston-Brighton communities, rooted in trust and shared commitment for open communication. Through the successful implementation of the GCEP, we aim to contribute to a sustainable energy future that reflects the needs and value of this community while advancing Massachusetts' broader environmental goals. Together, we can ensure that the energy solutions we develop today lay the foundation for a reliable, resilient, and sustainable future for generations to come.

For more information on the Greater Cambridge Energy Program, please use the resources below.

- **Hotline:** 1-833-836-0302
- **Email:** [ProjectInfoMa@eversource.com](mailto:ProjectInfoMa@eversource.com)
- **Website:** <https://www.eversource.com/content/residential/about/transmission-distribution/projects/massachusetts-projects/greater-cambridge-energy-project>



- **Constant Contact opt-in form:** To join our electronic mailing list, contact us via the methods above or scan the QR code below and sign up to receive our Constant Contact project updates.



Si necesita que le traduzcan esta notificación, envíenos un correo electrónico a [ProjectinfoMA@eversource.com](mailto:ProjectinfoMA@eversource.com) y escriba "GCEP" en el asunto.

Se você precisar de uma tradução desta notificação, envie um e-mail para [ProjectinfoMA@eversource.com](mailto:ProjectinfoMA@eversource.com) e digite, "GCEP" na linha do assunto.

Si ou bezwen yon tradiksyon pou notifikasyon sa a, tanpri voye yon imèl bannou nan [ProjectinfoMA@eversource.com](mailto:ProjectinfoMA@eversource.com) epi tape, "GCEP" nan liy sijè a.

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