





Chickahominy
Elmont

OP8

GAINES MILL PARKING LOT

EXISTING CONDITIONS

RICHMOND, VA

Timmons Group







Chickahominy
Elmont

OP8

GAINES MILL PARKING LOT

TRANSMISSION LINE LOCATION

RICHMOND, VA

Timmons Group



Chickahominy Elmont	OP9
COLD HARBOR	
EXISTING CONDITIONS	
RICHMOND, VA	
Timmons Group	



Chickahominy
Elmont

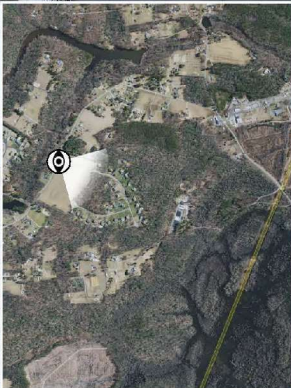
OP9

COLD HARBOR

TRANSMISSION LINE LOCATION

RICHMOND, VA

Timmons Group



205







Chickahominy Elmont	OP10
NANCES SHOP	
TRANSMISSION LINE LOCATION	
RICHMOND, VA	
Timmons Group	

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: There are no new substations, switching stations, or other ground facilities associated with the proposed Rebuild Project, nor are any of the impacted stations being expanded. The Rebuild Project will require the following substations work:²¹

At Elmont Substation, the Company will replace the Line #557 terminal equipment to support the new line rating. One circuit breaker, three disconnect switches, rigid bus, and line riser conductors will be replaced with 5000-Amp rated equipment. The Line #557 Wave Trap will be retired, and the line protection will be upgraded to optical fiber scheme.

At Chickahominy Substation, the line terminal equipment is adequate to support the new line rating. The Line #557 Wave Trap will be retired, and the line protection will be upgraded to optical fiber scheme.

²¹ The proposed Rebuild Project includes transmission line termination work at existing Chickahominy and Elmont Substations. A description of the station work is provided here for transparency. The work is within the Company's ordinary course and the stations are subject to locality jurisdiction. *See BASF Corp. v. State Corp. Comm'n*, 289 Va. 375 (2015).

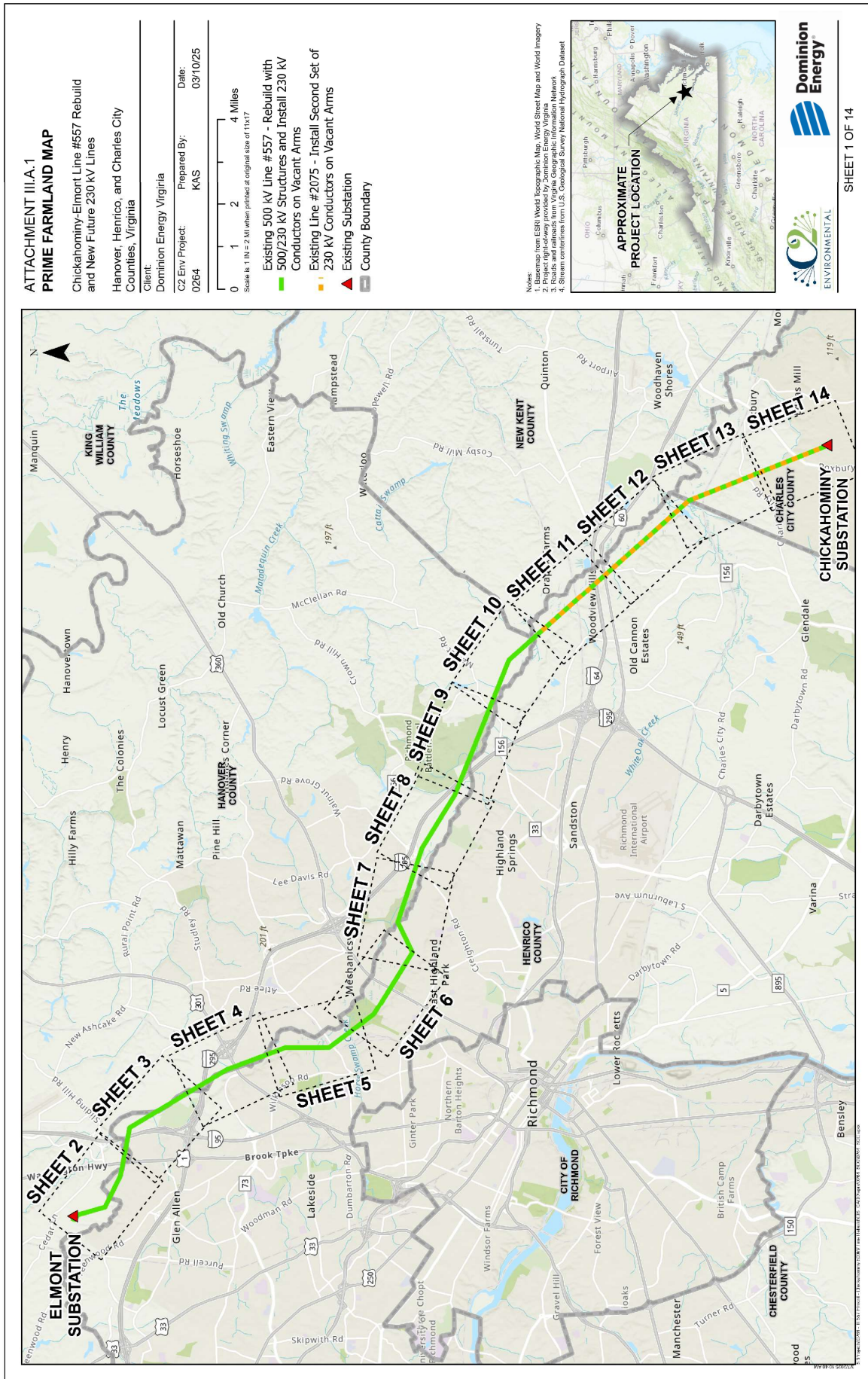
III. IMPACT OF LINE ON SCENIC, ENVIRONMENTAL, AND HISTORIC FEATURES

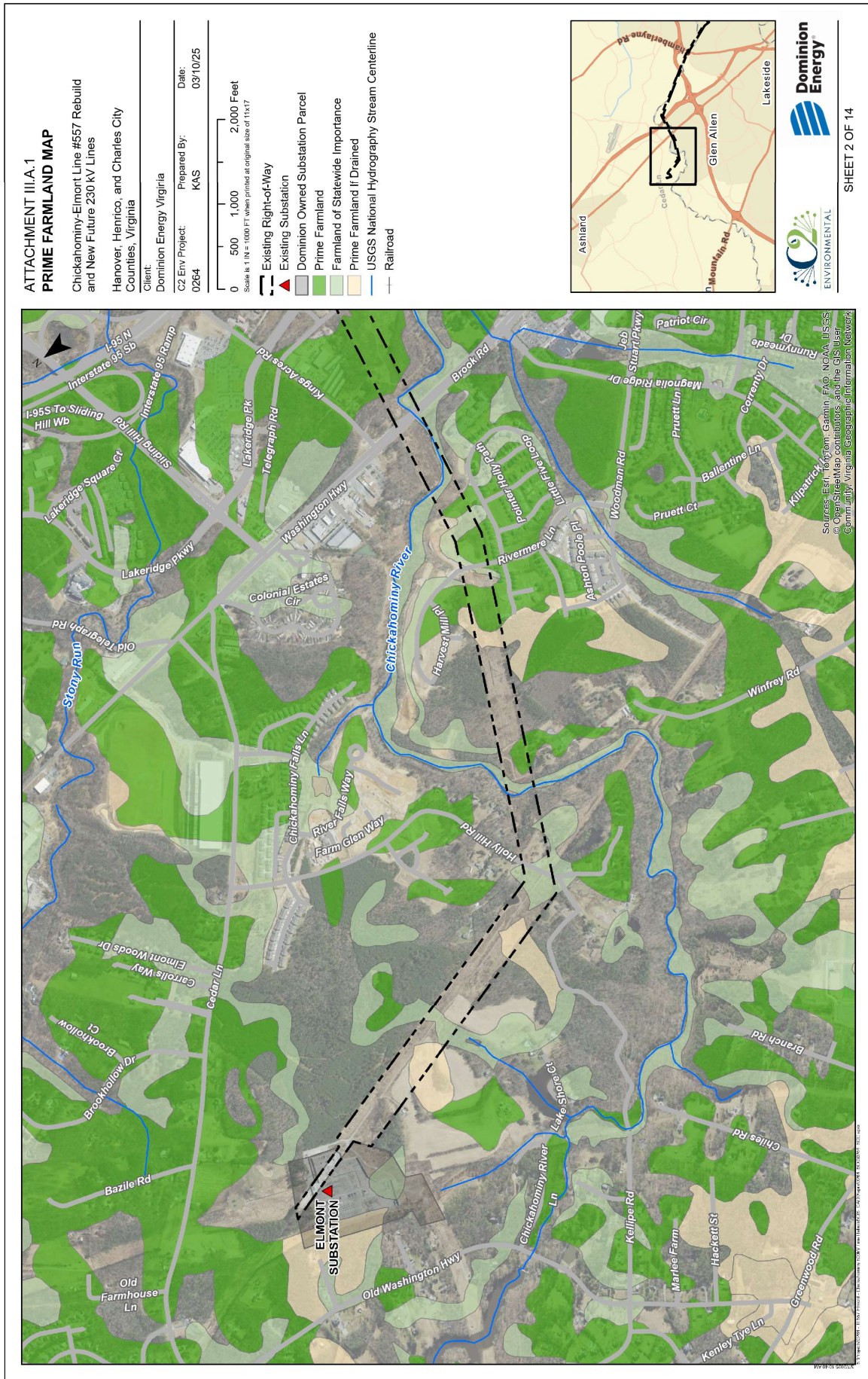
- A. Describe the character of the area that will be traversed by this line, including land use, wetlands, etc. Provide the number of dwellings within 500 feet, 250 feet and 100 feet of the centerline, and within the ROW for each route considered. Provide the estimated amount of farmland and forestland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

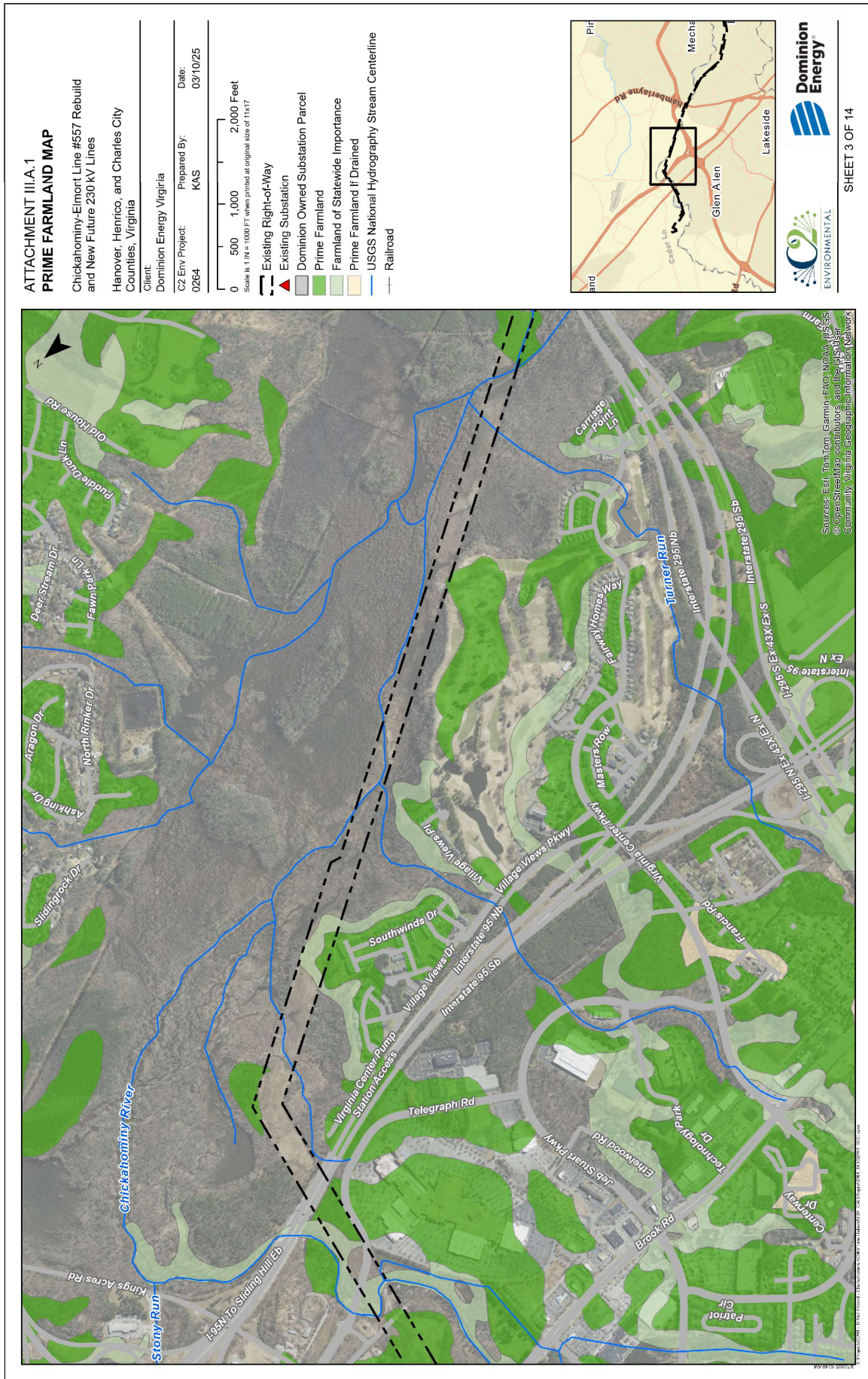
Response: The proposed Rebuild Project will be located within existing transmission line right-of-way which spans approximately 27.6 miles from the Chickahominy Substation in Charles City County to the Elmont Substation in Hanover County. The existing transmission line right-of-way to be utilized for the Rebuild Project will cross land largely characterized as agricultural, open, forested, wetlands, low density residential, and developed. The Rebuild Project crosses a total of approximately 130.3 acres of prime farmland and approximately 87.5 acres of farmland of statewide importance. Agricultural uses are present within the existing right-of-way and these activities have been occurring within the right-of-way with the existing transmission lines have been in operation. The proposed Rebuild Project may result in temporary impacts to farmland during construction but would not otherwise be expected to impact farmlands and would not alter the agricultural use. The Rebuild Project is within an existing transmission line right-of-way; therefore no forested land is present, and no additional forestland clearing is anticipated. See Attachment III.A.1 for a map depicting prime farmland and farmland of statewide importance.

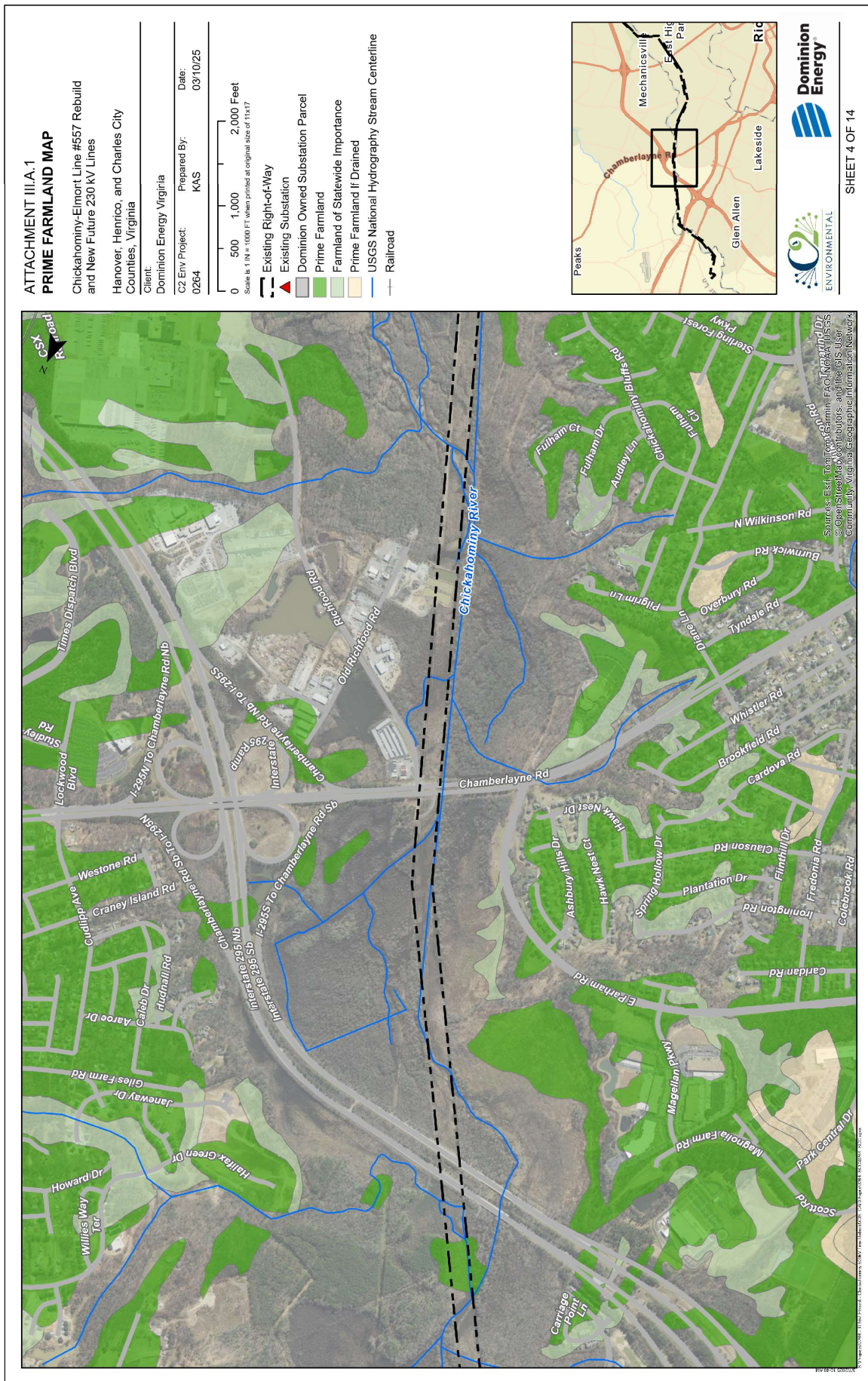
According to Charles City, Henrico, and Hanover County GIS data, and aerial photo analysis, there are approximately 5 dwellings in Charles City County within 500 feet of the centerline of the Rebuild Project, 87 dwellings in Henrico County within 500 feet of the centerline, and 20 dwellings in Hanover County within 500 feet of the centerline. Additionally, there is approximately 1 dwelling in Charles City County within 250 feet of the centerline, 30 dwellings in Henrico County within 250 feet of the centerline, and 8 dwellings in Hanover County within 250 feet of the centerline. No dwellings were identified within 100 feet of the centerline.

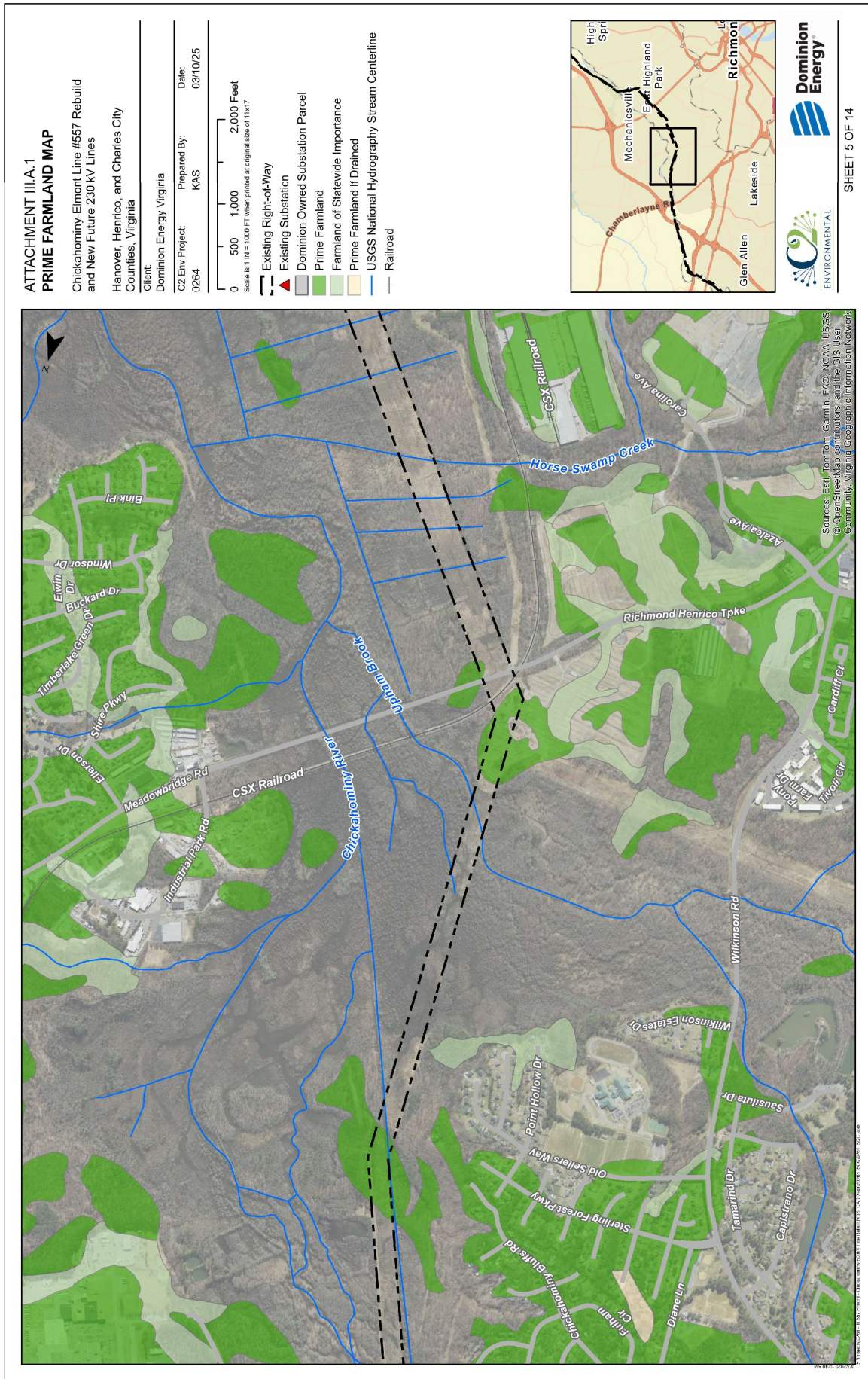
For additional description of the character of the area that will be traversed by the Rebuild Project and the related impacts, see the DEQ Supplement, specifically as to land use (Section 2.K), wetlands (Section 2.D), forests (Section 2.L), agricultural lands (Section 2.L), historic resources (Section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

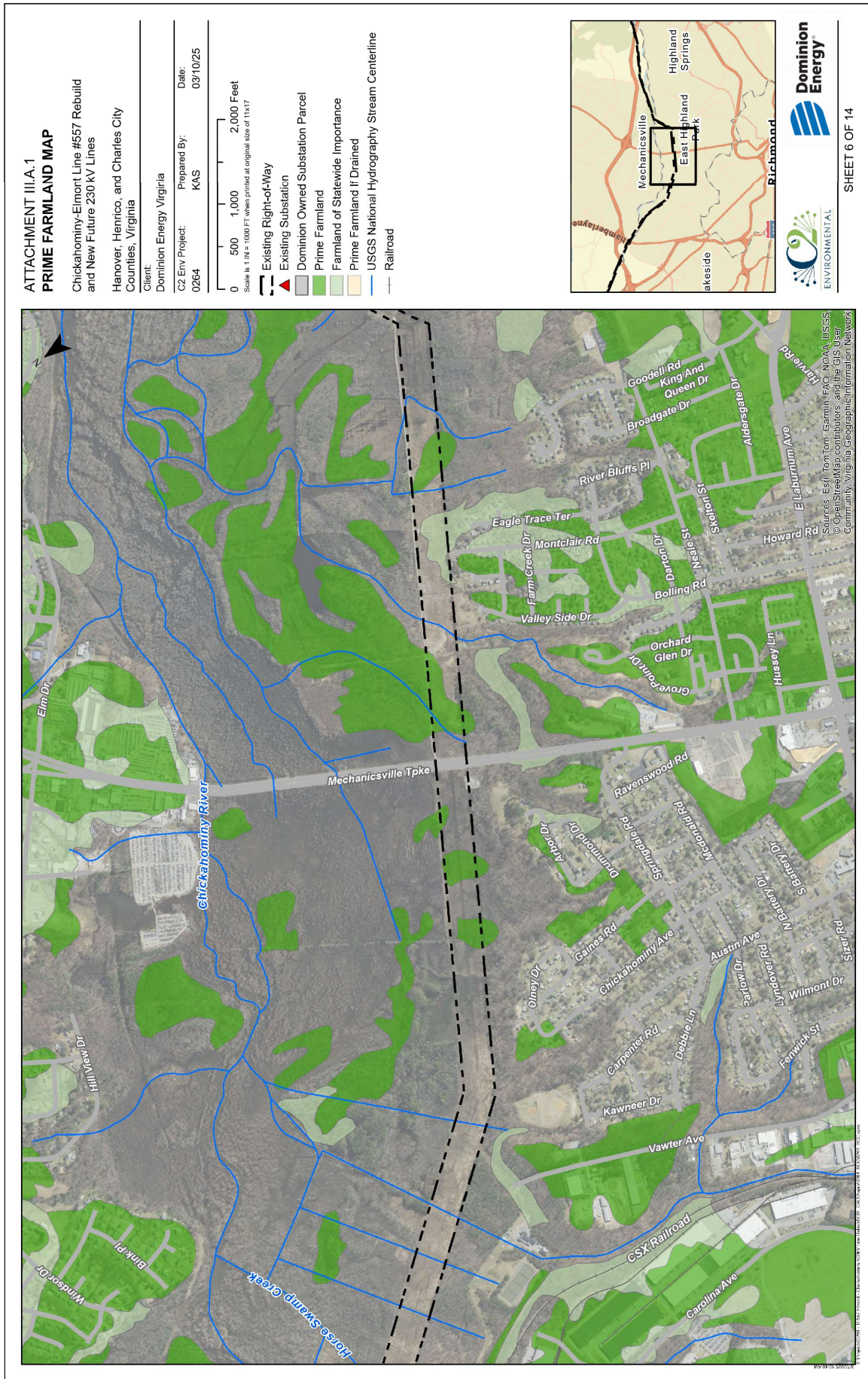


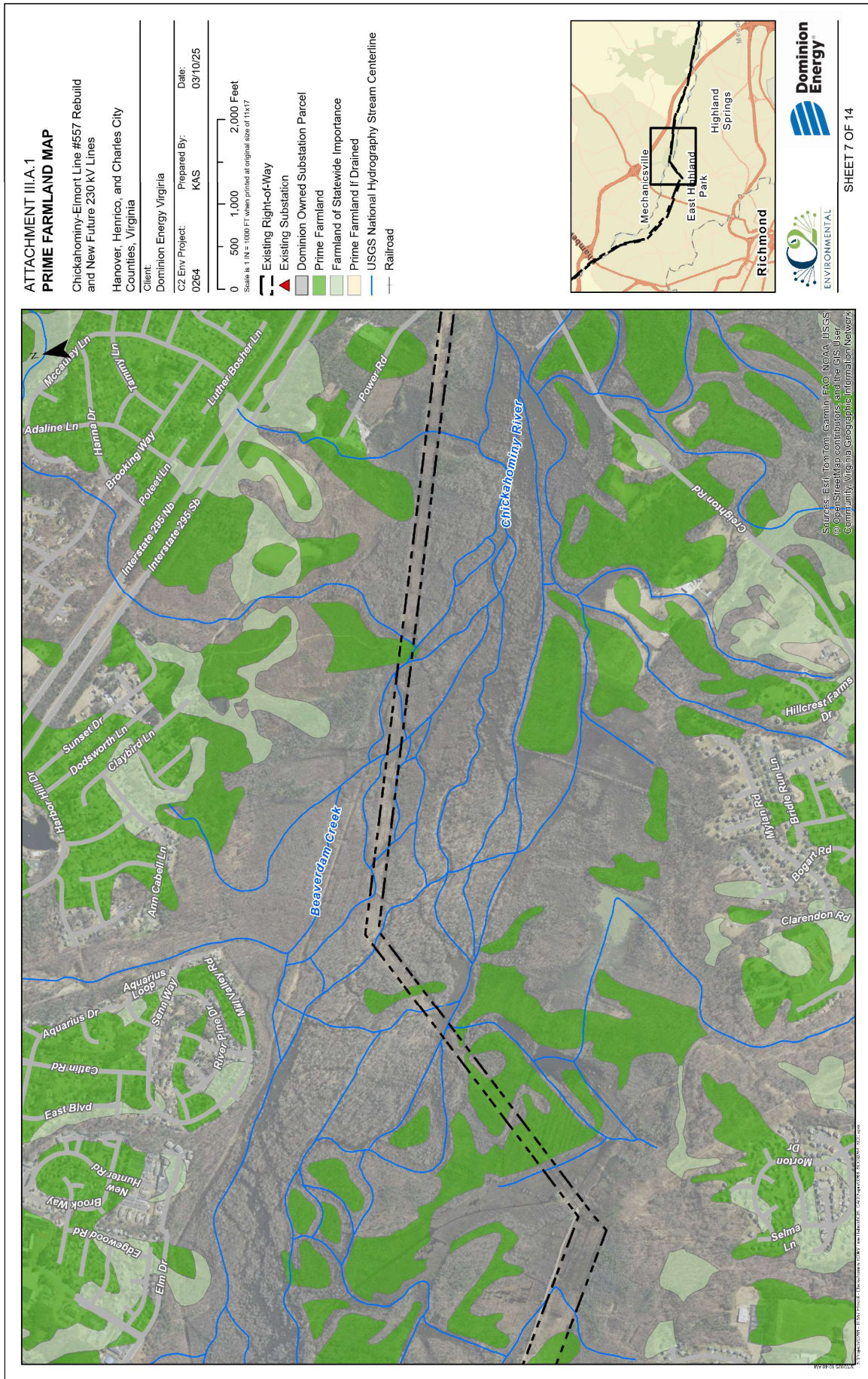


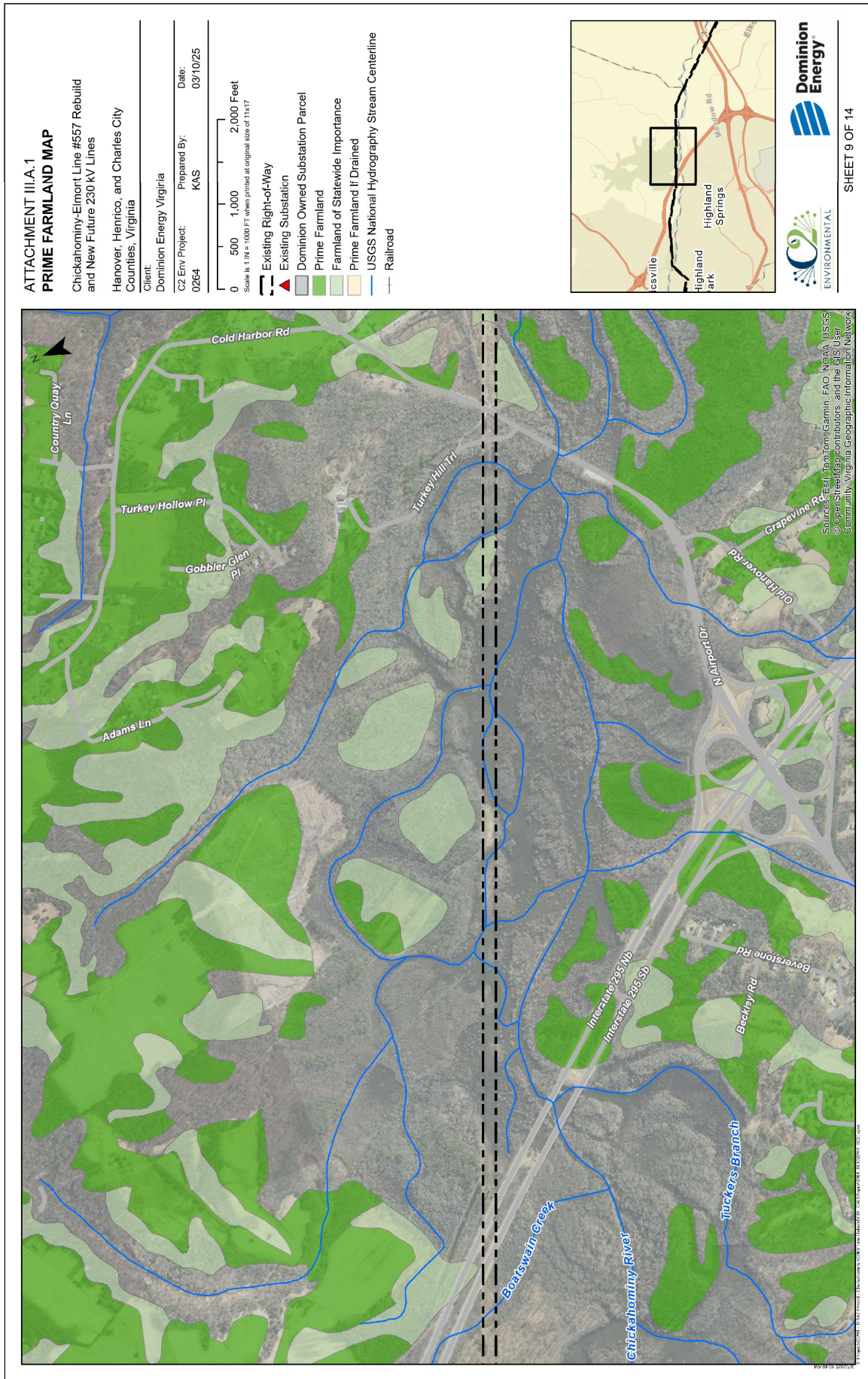


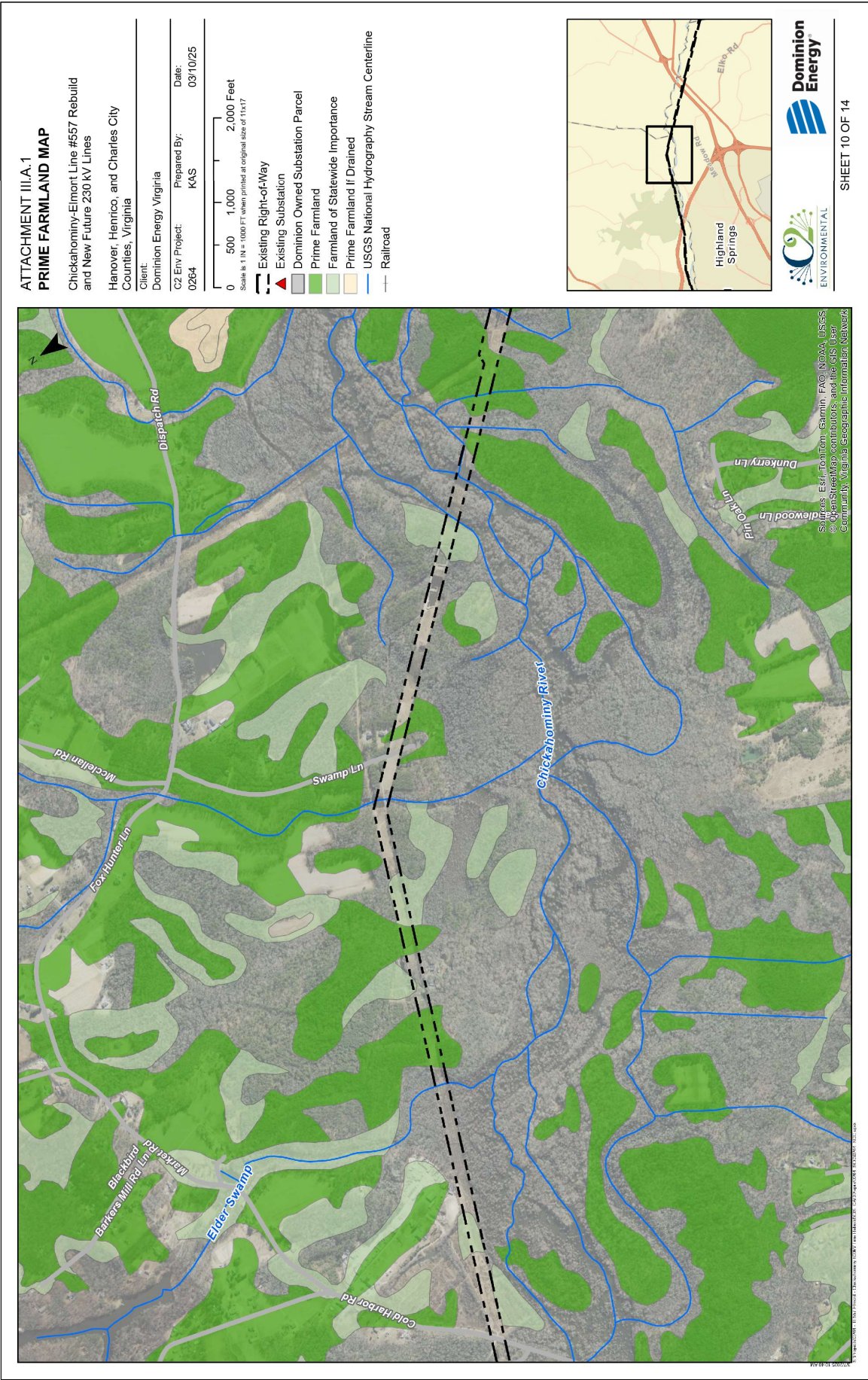


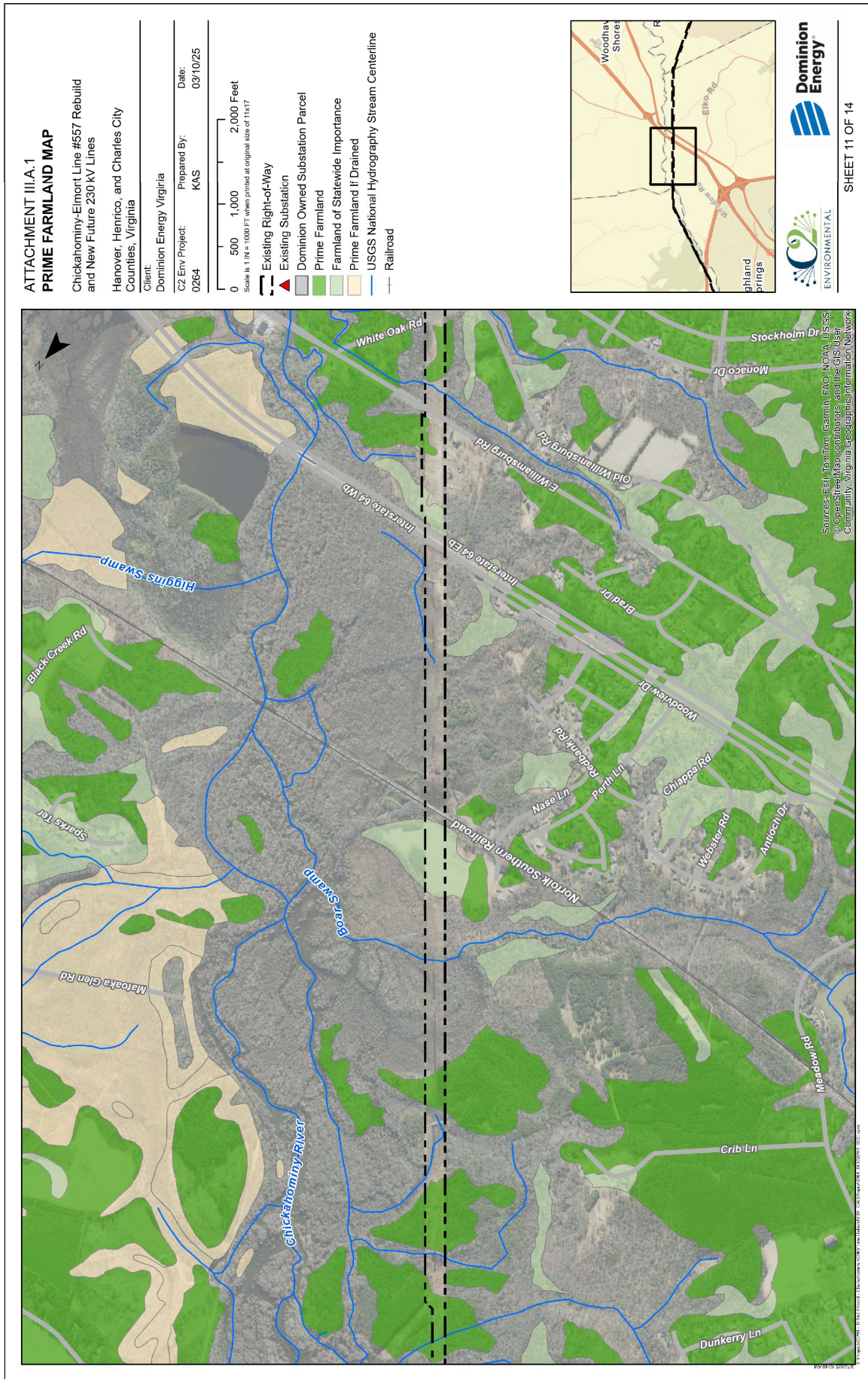




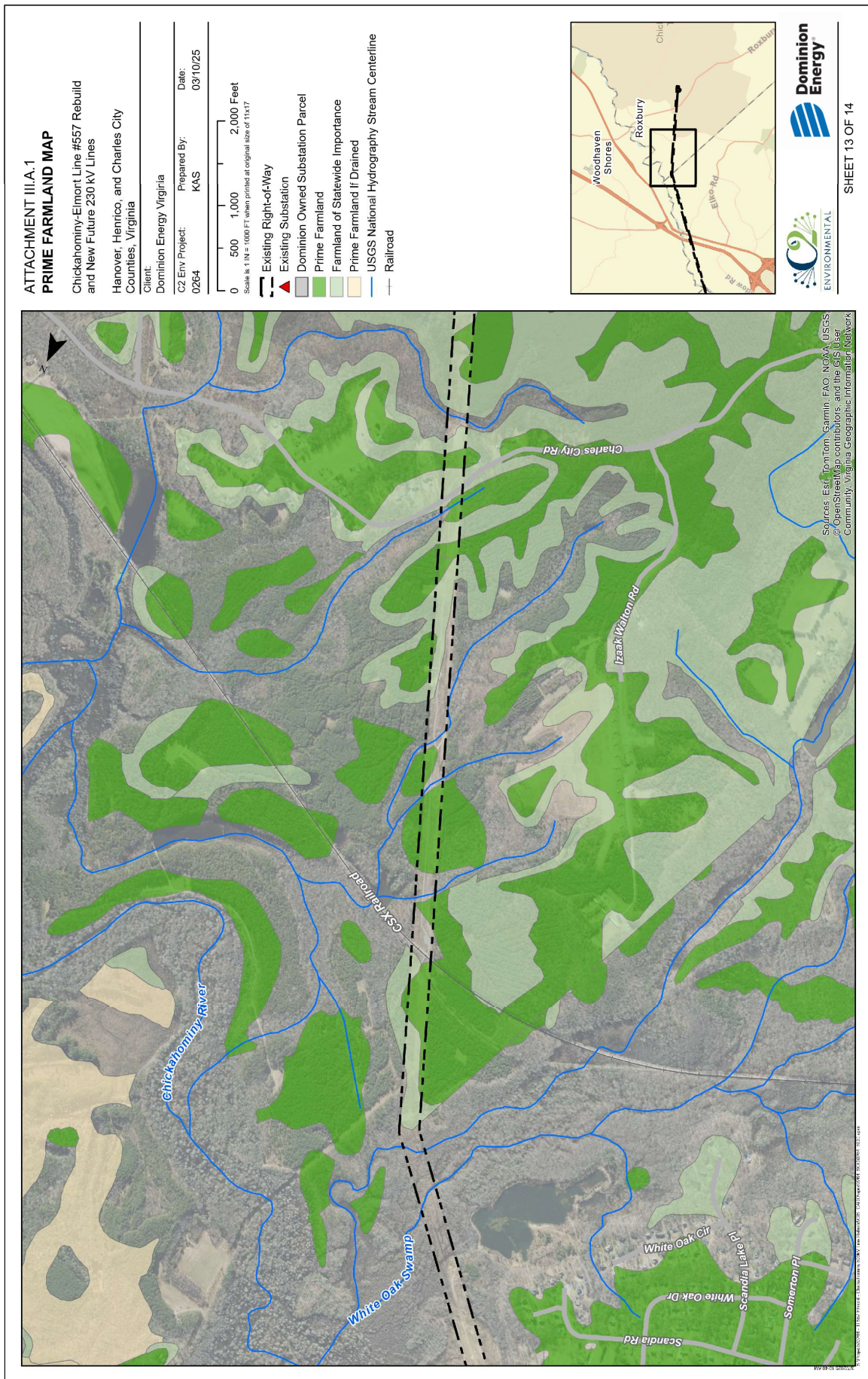


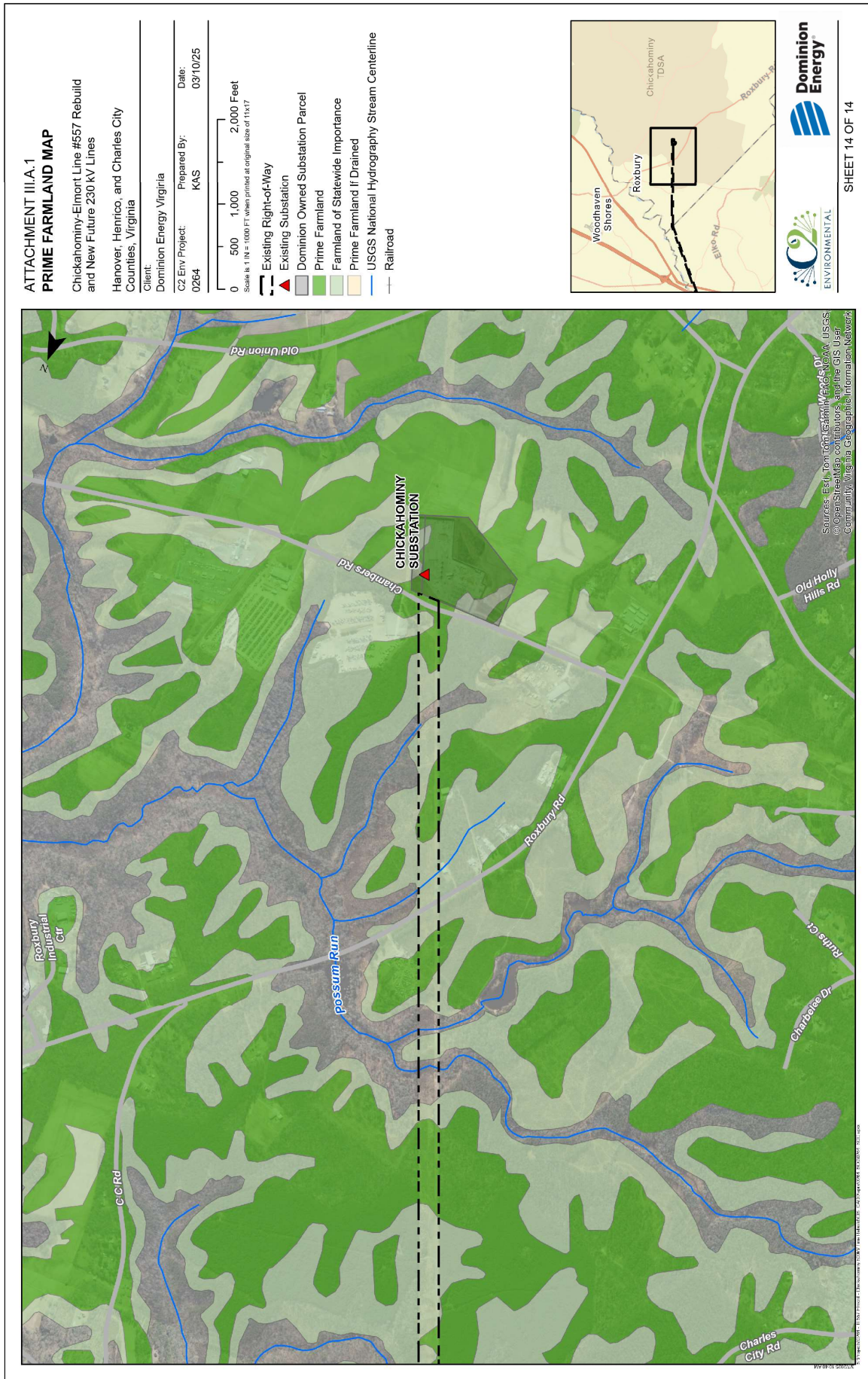












III. IMPACT OF LINE ON SCENIC, ENVIRONMENTAL, AND HISTORIC FEATURES

- 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 and meaningful public involvement is a critical component to the success of this Rebuild Project.

Feedback is critical as the Company considers all potential benefits and impacts of the Project. Dominion Energy Virginia has and will continue to engage with a broad range of stakeholders that have interests across the Rebuild 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.

In January 2025, the Company launched an internet website dedicated to the proposed Rebuild Project: www.dominionenergy.com/ElmontChickahominy. The website includes a description and benefits of the proposed Rebuild Project, an explanation of need, route map, photo simulations, and information on the Commission review process.

On February 27, 2025, the Company sent Rebuild Project announcement letters to more than 1,827 property owners within 500 feet of the Rebuild Project centerline. Each letter included information about the proposed Rebuild Project, and a project area map showing the route and phases. A copy of the letter is available on the Rebuild Project website. On April 15, 2025, the Company sent a postcard mailer invitation to the open house in Hanover County. The postcard is in both English and Spanish. A copy of the postcard is available on the Rebuild Project website.

Newspaper print advertisements regarding the Rebuild Project and open houses were placed in the *Richmond Times Dispatch*, *Henrico Citizen*, *New Kent-Charles City Chronicles* and *Mechanicsville-Ashland Local*. A copy of the advertisement placed in the Charles City, Henrico, and Hanover newspapers is included as Attachment III.B.1.

Additionally, from April 11, 2025 to May 4, 2025, the Company used paid digital and social media campaigns to drive awareness and educate the public regarding the Company's Rebuild Project and open houses. Copies of those digital advertisements are included as Attachment III.B.2. The event campaigns ran on Facebook, Google, Responsive Display, and Nextdoor. All phases urged local

residents to visit the Rebuild Project website to learn more about Project, the community meeting, and to participate virtually. See Attachment III.B.3 for the campaign results.

A community meeting was held on Thursday, April 24, 2025, from 5-7 p.m. in Hanover County. There were 13 attendees. At the open house, the Company made available details about construction, project timing, and the Commission approval process. Traditional open house materials have been posted on the website for the proposed Rebuild Project, including simulations of the proposed Rebuild Project from key locations. The key location simulations are included as Attachment III.B.4.

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 51 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 51 CBGs within the Rebuild Project study area, 31 are crossed by the Rebuild Project centerline. Twenty-four of the CBGs crossed appear to contain populations of color and 11 meet low-income thresholds.

As set forth 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 minimizes 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 and others affected by the Rebuild Project 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.5 for a copy of the Company's Environmental Justice Policy.

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

We'd like your input on an upcoming electric transmission rebuild project in your area.

Join us for a Community Meeting:

Thursday, April 24, 5 to 7 p.m.

Fairmount Christian Church
6502 Creighton Road
Mechanicsville, VA 23111

Learn more at

DominionEnergy.com/ElmontChickahominy

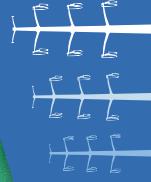


Use your phone's
camera or QR reader
app to visit the
project page directly.



**Dominion
Energy®**

Powering Your Every Day.™





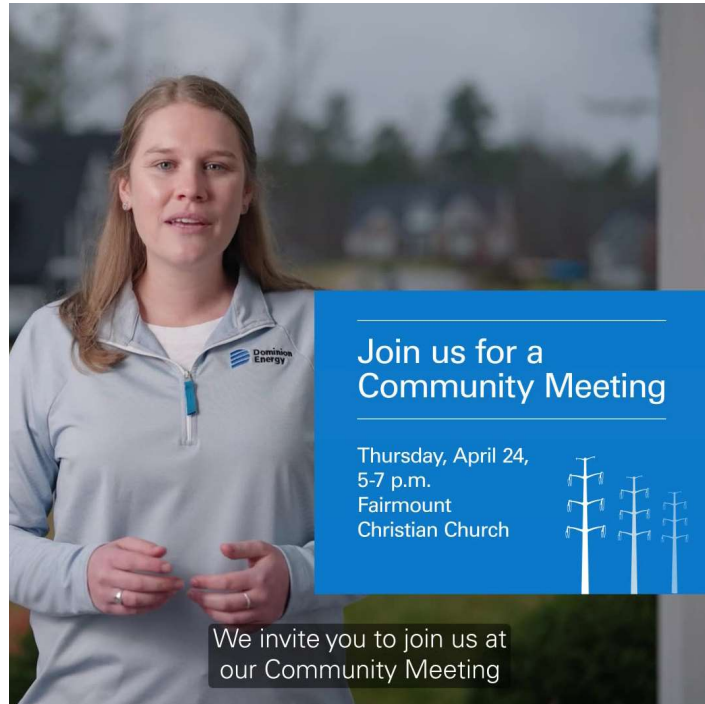
Dominion Energy Electric Transmission Contact:
Janae Johnson, janae.p.johnson@dominionenergy.com

**Dominion Energy
Electric Transmission**

Elmont-Chickahominy

Social Videos

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



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



**Dominion Energy
Electric Transmission**

Elmont-Chickahominy

Social Videos

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



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



**Dominion Energy
Electric Transmission**

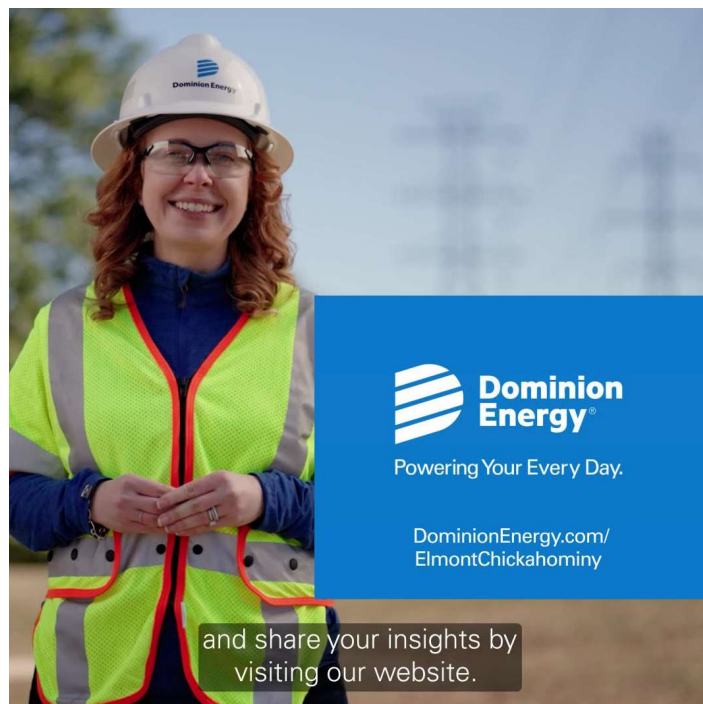
Elmont-Chickahominy

Social Videos

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



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

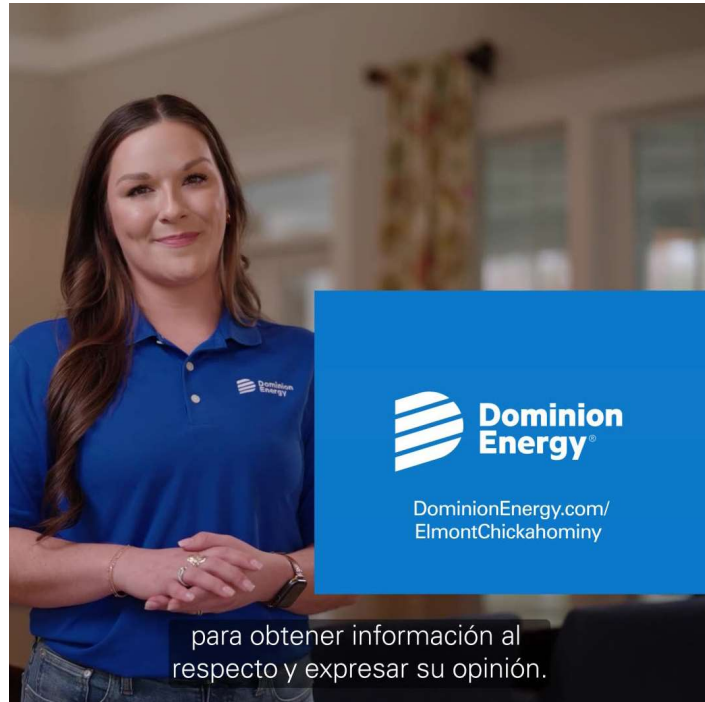


**Dominion Energy
Electric Transmission**

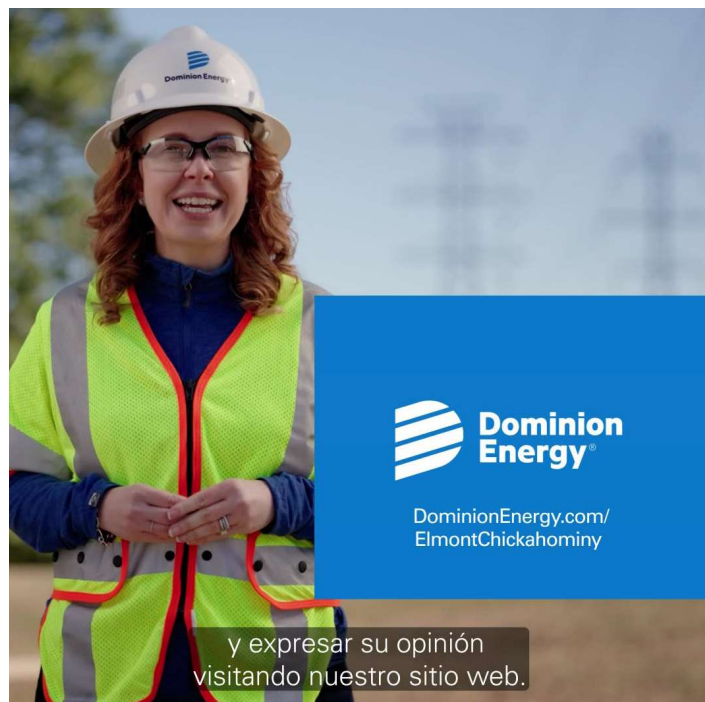
Elmont-Chickahominy

Social Videos

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



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



**Dominion Energy
Electric Transmission**

Elmont-Chickahominy
Pre-Event

Responsive and
Nextdoor

Responsive 1200x627



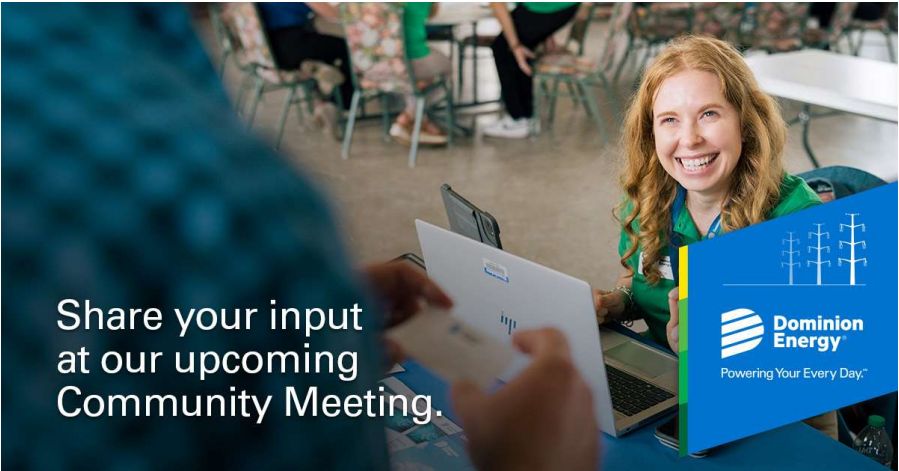
Responsive 1200x1200



Responsive 900x1600



Nextdoor 1200x628



**Dominion Energy
Electric Transmission**

Elmont-Chickahominy
Post-Event

Responsive and
Nextdoor

Responsive 1200x627



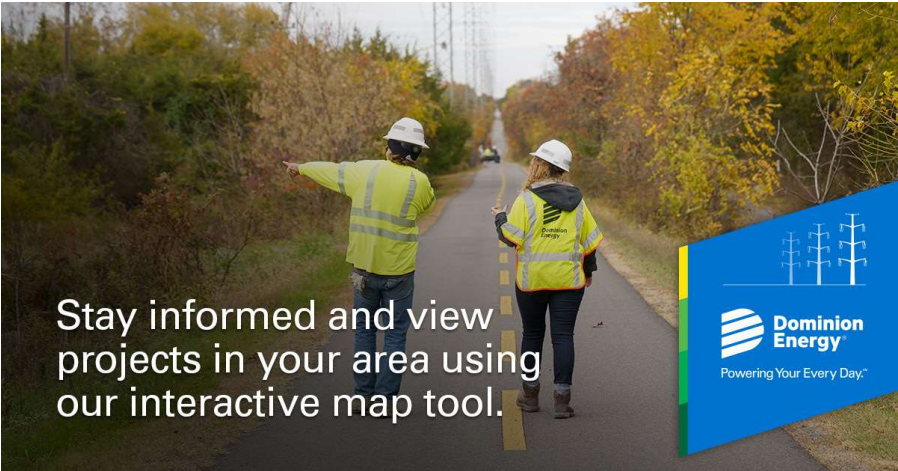
Responsive 1200x1200



Responsive 900x1600



Nextdoor 1200x628



Stay informed and view
projects in your area using
our interactive map tool.





**Dominion Energy
Electric Transmission**

Elmont-Chickahominy
Pre-Event

Print Ad

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

We'd like your input on an upcoming electric
transmission rebuild project in your area.

Join us for a Community Meeting:

Thursday, April 24, 5 to 7 p.m.

Fairmount Christian Church
6502 Creighton Road
Mechanicsville, VA 23111

Learn more at
DominionEnergy.com/ElmontChickahominy



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



**Dominion
Energy**

Powering Your Every Day.™



**Dominion Energy
Electric Transmission**

Elmont-Chickahominy
Pre-Event

Digital News Ads

Animated Ad 1200x280



Animated Ad 300x400



Animated Ad 550x300



DE Transmission

Elmont-Chickahominy

Report Date: April 11, 2025 – May 4, 2025

1

May 8, 2025



DET | Elmont-Chickahominy | 4/11/25 – 5/4/25 | Overall Report

The Elmont-Chickahominy campaign ran on Facebook, Google and Nextdoor through 5/4/25. These campaigns were targeted at customers over the age of 25 who resided in and around the project area around Hanover, Henrico and Charles City.

2,472,135 impressions
of ads were delivered to target audiences.

33,418 clicks
have taken audiences to the landing pages.

85,254 video views with an average 53.31% VCR.

1.35% CTR

Most CTRs near or above benchmarks.

94,519 ad engagements

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

Notable Creative

The DET Elmont-Chickahominy Facebook Cortne Pre-Event ad had the highest CTR at 5.25%, which is 483% higher than the 0.90% Facebook benchmark.

Notable Insights

- Facebook ads had a CTR of 4.13% and 45,450 completed video views for a 53.31% VCR.
- Nextdoor ads performed well with a CTR of 0.66%, which is 340% above benchmark.
- Google Responsive Display ads had a CTR of 1.02%, which is 122% higher than the 0.46% benchmark.
- Ads are engaging with females aged 55-65+ on English campaigns and Males 25-34 on Spanish campaigns.



Facebook CTR Benchmark: 0.90% | Google Responsive Display CTR Benchmark: 0.46% | Nextdoor CTR Benchmark: 0.15%

DET | Elmont-Chickahominy | 4/11/25 – 4/24/25 | English Pre-Event

The Elmont-Chickahominy Pre-Event campaign ran on Facebook, Google and Nextdoor through 4/24/25. These campaigns were targeted at customers over the age of 25 who resided in and around the project area around Hanover, Henrico and Charles City.

1,216,760 impressions

of ads were delivered to target audiences.

16,567 clicks

have taken audiences to the landing pages.

34,908 video views with an average 50.60% VCR.

1.36% CTR

Most CTRs near or above benchmarks.

38,746 ad engagements

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



Notable Creative

The DET Elmont-Chickahominy Facebook Cortne Pre-Event ad had the highest CTR at 5.25%, which is 483% higher than the 0.90% Facebook benchmark.

Notable Insights

- Facebook ads had a CTR of 5.09% and 17,664 completed video views for a 50.60% VCR.
- Nextdoor ads performed well with a CTR of 0.63%, which is 320% above the 0.15% benchmark.
- Google Responsive Display ads had a CTR of 1.06%, which is 130% higher than the 0.46% benchmark.

Facebook CTR Benchmark: 0.90% | Google Responsive Display CTR Benchmark: 0.46% | Nextdoor CTR Benchmark: 0.15%

DET | Elmont-Chickahominy | 4/11/25 – 4/24/25 | Spanish Pre-Event

The Elmont-Chickahominy Pre-Event campaign ran on Facebook and Google through 4/24/25. These campaigns were targeted at customers over the age of 25 who resided in and around the project area around Hanover, Henrico and Charles City.

629,431 impressions
of ads were delivered to target audiences.

6,885 clicks
have taken audiences to the landing pages.

15,119 video views with an average 61.41% VCR.

1.09% CTR

Most CTRs near or above benchmarks.

16,647 ad engagements

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

Notable Creative

The DET Spanish Elmont-Chickahominy Facebook Cortne Pre-Event ad had the highest CTR at 3.87%, which is 330% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 3.21% and 9,285 completed video views for a 61.41% VCR.
- Google Responsive Display ads had a CTR of 0.90%, which is 96% higher than the 0.46% benchmark.

Facebook CTR Benchmark: 0.90% | Google Responsive Display CTR Benchmark: 0.46% | Nextdoor CTR Benchmark: 0.15%

DET | Elmont-Chickahominy | 4/25/25 – 5/4/25 | English Post-Event

The Elmont-Chickahominy Post-Event campaign ran on Facebook, Google and Nextdoor through 5/4/25. These campaigns were targeted at customers over the age of 25 who resided in and around the project area around Hanover, Henrico and Charles City.

210,855 impressions
of ads were delivered to target audiences.

6,063 clicks
have taken audiences to the landing pages.

24,787 video views with an average 50.18% VCR.

2.88% CTR
Most CTRs near or above benchmarks.

27,525 ad engagements
such as reactions, likes, comments, shares and saves have been made on the ads.

Notable Creative

The DET Elmont-Chickahominy Facebook Carrie Post-Event ad had the highest CTR at 4.72%, which is 424% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 4.51% and 12,438 completed video views for a 50.18% VCR.
- Nextdoor ads performed well with a CTR of 0.69%, which is 360% above the 0.15% benchmark.
- Google Responsive Display ads had a CTR of 2.22%, which is 383% higher than the 0.46% benchmark.

Facebook CTR Benchmark: 0.90% | Google Responsive Display CTR Benchmark: 0.46% | Nextdoor CTR Benchmark: 0.15%

DET | Elmont-Chickahominy | 4/25/25 – 5/4/25 | Spanish Post-Event

The Elmont-Chickahominy Post-Event campaign ran on Facebook and Google through 5/4/25. These campaigns were targeted at customers over the age of 25 who resided in and around the project area around Hanover, Henrico and Charles City.

415,089 impressions
of ads were delivered to target audiences.

3,903 clicks
have taken audiences to the landing pages.

10,440 video views with an average 58.07% VCR.

0.94% CTR

Most CTRs near or above benchmarks.

11,601 ad engagements

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

Notable Creative

The Spanish DET Elmont-Chickahominy Facebook Blair Post-Event ad had the highest CTR at 3.41%, which is 279% higher than the 0.90% Facebook benchmark.



Notable Insights

- Facebook ads had a CTR of 2.64% and 6,063 completed video views for a 58.07% VCR.
- Google Responsive Display ads had a CTR of 0.72%, which is 57% higher than the 0.46% benchmark.

Facebook CTR Benchmark: 0.90% | Google Responsive Display CTR Benchmark: 0.46% | Nextdoor CTR Benchmark: 0.15%

Summary:

- The Elmont-Chickahominy campaigns were targeted at both English-speaking and Spanish-speaking customers that reside in Hanover, Henrico and Charles City counties from April 11 through May 4.
- Females 55-65+ were the top engagers within the English campaigns while men aged 25-34 were most likely to engage with the Spanish campaigns.
- The campaigns ran on Facebook, Google Responsive Display and Nextdoor. All ads were over the platform benchmarks.
- The Cortne ad performed best overall and was a top performer in both the English and Spanish Pre-Event campaigns. Different creative performed best within the Post-Event campaigns.
- The video ads performed exceptionally well this campaign on Facebook. The overall VCR between the English and Spanish campaigns was 53.31% with 45,450 video completions. Over half of viewers completed the videos.
- Because of the strong performance of the Facebook videos, we recommend running a video campaign on Google rather than Responsive Display if multiple high-quality videos are available.

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