

**STATE OF NEW HAMPSHIRE**  
**SITE EVALUATION COMMITTEE**

**July 19, 2017 - 2:00 p.m.**  
49 Donovan Street  
Concord, New Hampshire

**DAY 22**  
**Afternoon Session ONLY**

*{Electronically filed with SEC 07-27-17}*

**IN RE:       SEC DOCKET NO. 2015-06**  
**NORTHERN PASS TRANSMISSION -**  
**EVERSOURCE; Joint Application of**  
**Northern Pass Transmission LLC and**  
**Public Service of New Hampshire d/b/a**  
**Eversource Energy for a**  
**Certificate of Site and Facility**  
**(Hearing on the Merits)**

**PRESENT FOR SUBCOMMITTEE/SITE EVALUATION COMMITTEE:**

<b>Chmn. Martin Honigberg</b> <i>(Presiding Officer)</i>	Public Utilities Comm.
<b>Cmsr. Kathryn M. Bailey</b>	Public Utilities Comm.
<b>Dir. Craig Wright, Designee</b>	Dept. of Environ.Serv.
<b>Christoper Way, Designee</b>	Dept. of Business & Economic Affairs
<b>William Oldenburg, Designee</b>	Dept. of Transportation
<b>Patricia Weathersby</b>	Public Member
<b>Rachel Dandeneau</b>	Alternate Public Member

**ALSO PRESENT FOR THE SEC:**

Michael J. Iacopino, Esq. Counsel for SEC  
*(Brennan, Caron, Lenehan & Iacopino)*

Pamela G. Monroe, SEC Administrator

*(No Appearances Taken)*

**COURT REPORTER: Cynthia Foster, LCR No. 14**

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**P R O C E E D I N G S**

**(Hearing resumed at 2:00 p.m.)**

PRESIDING OFFICER HONIGBERG: All right. I think we're ready to resume. Mr. Oldenburg. Are you ready to go?

MR. OLDENBURG: I am ready.

**QUESTIONS BY SUBCOMMITTEE MEMBER MR. OLDENBURG:**

Q Mr. Chairman, Mr. Nichols, good afternoon. My name is Bill Oldenburg, and I work for the Department of Transportation.

A Yes.

Q Not really a tourism expert even though I do travel.

So some of the questions I have is a lot of background questions, demographics, your understanding of what went into the study, how the studies were used, how the data was used and then general information of how you made conclusions based upon the construction project.

A Okay.

Q So let me begin with some of the demographics that I didn't really see in the study or any of the information. Do you know how many people live in New Hampshire?

1 A No. Not off the top of my head.

2 Q I didn't either. So Google says about 1.3  
3 million people. On a typical summer weekend,  
4 how many tourists visit New Hampshire?

5 A I'd have to do that math to come up with that  
6 number. I can't do it in my head.

7 Q So then we really don't know how many tourists  
8 visit the area that Northern Pass would occupy  
9 of the -- so folks come up for the weekend,  
10 there's a number. Do we have a percentage of  
11 how many people are going to the area in the  
12 vicinity of Northern Pass?

13 A In the regions?

14 Q In the regions.

15 A Yes. Um-hum.

16 Q There's a breakdown on how many visitors go to  
17 each region, but, granted, a lot of the areas  
18 within the region won't see Northern Pass.

19 A Correct.

20 Q So we really don't know how many, five percent  
21 or ten percent or 50 percent of the people that  
22 visit the state will actually see the towers.

23 A No. And there isn't a specific estimate. What  
24 you can do is look, Great North Woods where it

1 accounts for 1.7 percent of total annual  
2 visitation, and what percentage of that 1.7  
3 percent would actually be viewing or seeing,  
4 that's the number that we just don't have.

5 Q Right before the July 4th weekend, it was on the  
6 news that New Hampshire expected to see about  
7 650,000 people visit New Hampshire during the  
8 4th of July. Does that sound about right?  
9 Considering we have a 1.3 million person  
10 population?

11 A It's, in certain big weekends, that out-of-area  
12 visitor base can significantly add to the  
13 year-round resident base, and that might  
14 certainly be the number. I don't know exactly.

15 Q Because I've heard that number before that on  
16 like Memorial Day, Labor Day, July 4th, the big  
17 holidays that the population in the state can  
18 increase by 50 percent. Is that typical of all  
19 states or is that just --

20 A On certain dates and certain occasions, I think  
21 that kind of volume increase would be more  
22 typical on a smaller community, a smaller  
23 destination. We work in Sonoma County and  
24 Sedona, and sometimes the visitors in

1 relatively, I wouldn't quite characterize it as  
2 rural but less urban areas, that visitor base,  
3 because the resident base is relatively moderate  
4 in scale, it can oftentimes, 50, 60 percent of  
5 the resident base can be added to at any one  
6 point in time with the new visitors coming into  
7 the destination.

8 Q Because one of the telltale signs that I use  
9 around the Concord area is I-93 right out here.

10 A Sure.

11 Q Every Friday evening, northbound, it's stop and  
12 go traffic.

13 A Absolutely.

14 Q And everybody's heading north. Sunday,  
15 southbound, stop and go traffic. No one goes on  
16 the interstate Friday evening or Sunday evening,  
17 depending on the direction, and a lot of that, I  
18 have to believe, has to do with that weekend  
19 visitor's gas prices, how far they travel, et  
20 cetera, so the data that you have, that takes  
21 that into account, right?

22 A It does, and I think it does speak to one of the  
23 points that we've talked about frequently of  
24 that reality is part of today's traveling



1           experience. That many visitors, and whether  
2           it's in New Hampshire going up 93 or you're down  
3           in the Carolinas, that in busy weekend periods,  
4           congestion and traffic is part of the reality  
5           that a visitor faces.

6           Q     So from year to year, that number can fluctuate  
7           depending on how far you're willing to travel,  
8           how high the gas prices are, the cost of, say, a  
9           hotel or a campground or something like that.  
10          So that whole variable changes from year to  
11          year.

12          A     It does, and in our report and in the work that  
13          Plymouth State University has done it's  
14          demonstrated those relatively significant swings  
15          that can happen, and in addition to the points  
16          that you raised, weather is a significant one  
17          for you and your winter season and what's the  
18          extent of snow and what's the duration of that,  
19          what is the exchange rate with Canada, those  
20          kinds of factors can certainly influence that.

21          Q     In the tourism industry, is there a definition  
22          for a vacation? And what I'm getting at is how  
23          many vacations does an average family take in a  
24          year? There's two questions there so --

1 A Yes. The visitor, and I mentioned this, in our  
2 industry we typically talk about 50 miles, a  
3 minimum of 50 miles or an overnight. So if  
4 you're traveling 20 miles to some different  
5 location, it wouldn't be, but it's 50 miles or  
6 an overnight that typically we use as an  
7 industry standard in defining what is a visitor.

8 And then in terms of the number of  
9 vacations the typical family takes, that really  
10 varies in some of the discussions we were having  
11 earlier in terms of some of the demographic  
12 profiles and the millenials and the frequency of  
13 theirs and shorter duration, those kinds of  
14 things, it really runs the gamut. I don't have  
15 a one set number of what that annual average is  
16 right now in the US. I just don't know that off  
17 the top of my head.

18 Q So somebody coming up from Massachusetts and  
19 spending the weekend here, then going home on a  
20 Sunday, that's, if they come up on a Friday and  
21 they leave on a Sunday, that's a vacation?

22 A Absolutely. Sure.

23 Q So if a visitor comes up and they have a second  
24 home here, if they spend the weekend at their

1 second home, that's considered a vacation as  
2 well?

3 A Yeah. If this is not their home, whether  
4 they're staying at a hotel or a second home.

5 Q Doesn't matter?

6 A Yes.

7 Q So whether they own property in the state as a  
8 second home or whether they rent it or go to a  
9 hotel, it doesn't matter.

10 A You know, some of this is getting a little more  
11 involved today because of Airbnb and all of this  
12 and what's actually considered, but typically,  
13 you're viewed as a visitor if you're traveling  
14 away from your primary residence and you've got  
15 a less than 30 day duration of stay.

16 Q Okay. We've heard it a number of times. You  
17 relied a great deal on the Plymouth State data?

18 A I did.

19 Q Do you know who collects the data for the  
20 University?

21 A Primarily, I believe the University does a fair  
22 amount of the data collection themselves. I  
23 believe they use TNS is another national firm  
24 that does some visitor profile work. I believe

1           they use them as the source in some of their  
2           data as well, but much of it is primary research  
3           that they undertake themselves.

4       Q     So is it reasonable to assume that since the  
5           Institute of New Hampshire Studies is associated  
6           with certain degrees, you know, people, students  
7           that go to that institute to get a certain  
8           degree, a tourism or hotel management degree or  
9           something like that, that students working  
10          towards the degree that have no real life  
11          experience are working with this data and  
12          developing reports and stuff like that?

13       A     I would think the students would be involved in  
14           some of the, you know, everything from weather  
15           patterns and traffic flows and some of the hard  
16           data they would be involved in collecting and  
17           assembling some of that background research. I  
18           would assume the professor would be much more  
19           involved in some of the actual survey. The  
20           students might have some involvement in  
21           distribution or that type of thing, but the  
22           professor would be the one that would be more  
23           directly in control of the instruments and the  
24           development of the survey.

1 Q Okay. And why did you use their data? I know  
2 it was mentioned of data that you discounted or  
3 didn't use so why did you choose to use the  
4 Plymouth State data?

5 A Plymouth State is the entity that the Tourism  
6 Office partners with. They're the official  
7 group that develops the numbers and has the  
8 close working relationship with the Office of  
9 Tourism, and when we had dialogue and  
10 interaction with the Office of Tourism, they  
11 informed me that Plymouth State would be in  
12 their minds the best group who would have the  
13 most detail and the sort of that historical  
14 series.

15 Q Did you vet or check any of the data or did you  
16 just use what they had?

17 A You know, I didn't look at the specific survey  
18 instruments. They have been doing this for the  
19 State for an extended period of time. They were  
20 the group that, their numbers are the ones that  
21 are officially cited by the Tourism Office as  
22 well as many of the articles that I reviewed in  
23 the research, they would have been the one that  
24 was cited. And so with that historical series

1 and all that background, I believe they are the  
2 appropriate ones to consider in terms of actual  
3 visitation data.

4 Q In the White Mountain Region and the Great North  
5 Woods Region, the upper two regions in the  
6 state, why do tourists go to those regions? So  
7 what I did was -- I'll save time, little time  
8 here. So they would go to hike?

9 A Sure.

10 Q They'd go to bike?

11 A Yes.

12 Q Do you know which of the routes are designated  
13 bike routes in the state or in the region?

14 A I do not know the specific bike routes that have  
15 been designated by the State, no.

16 Q Because there's a map out there, and the State  
17 uses that to sort of draw in bikers and  
18 everything else. It's like the hiking maps but  
19 for bicyclists.

20 A Sure. Sure.

21 Q It shows you what roads are great to travel on,  
22 scenic roads, where there's loops and everything  
23 else. So another use besides biking, you know,  
24 ATV trails, kayaking, canoeing?

1 A I heard much about that when we were acting up  
2 in the Great North Woods.

3 Q Skiing and snowboarding?

4 A Certainly.

5 Q Leaf peeping?

6 A Yes. Huge.

7 Q Camping?

8 A Sure.

9 Q Do they go to sit in construction traffic?

10 A I think there's a pretty clear no to that  
11 answer.

12 Q And they probably don't go to see a horizon of  
13 cranes and towers. So that's sort of the  
14 disparity. In the overhead line there's a  
15 scenic view, and in the underground section,  
16 there's a construction issue. That's sort of  
17 the way I see it is it's not one project, it's  
18 two. You have a 190-mile Project, but 50 or 60  
19 miles of it is underground so the transmission  
20 line visual issue isn't an issue.

21 A Correct.

22 Q It's more the construction.

23 A Right.

24 Q So do you see, I think you basically mentioned

1           that the construction component could be a  
2           tourism, seen as a negative experience for a  
3           tourist depending and how long they sit and what  
4           their experience is during construction.

5       A     That's correct, and I think as I mentioned,  
6           attempting to take those steps to try and limit  
7           that disruption as much as possible to loop that  
8           in sequencing so it's not disturbing anyone set  
9           of businesses for any long duration. All those  
10          factors are very important.

11       Q     The study and the analysis really centered  
12           around the finished product, correct? I mean,  
13           you mentioned being able to see power lines.  
14           There's no real mention about construction  
15           though.

16       A     Correct. We didn't specifically study  
17           construction impacts. But as I noted, I don't  
18           believe that the visitor coming from  
19           Massachusetts or Vermont and knowing that they  
20           might face a 5-minute delay in certain areas,  
21           they're still going to come in my mind to New  
22           Hampshire. They're still going to come to the  
23           White Mountains Region in your example.

24                   There might be a situation for some of them



1           where the substitution effect that we talked  
2           about earlier, they might decide to go three  
3           blocks down from where the construction is  
4           occurring or three miles, but I believe they're  
5           still going to come. They're still going to  
6           expend their resources, and on a regional basis,  
7           there will be no impacts from that construction  
8           on a regional basis.

9           Q     I'm going to swing back around there.

10          A     All right. Very good.

11          Q     In a little bit. I mean, a lot of times what  
12                was mentioned was the effects of transmission  
13                lines on tourism, and the studies were limited  
14                on the transmission lines. Are there studies  
15                about the effects of construction on tourism?

16          A     You know, we did not investigate the  
17                construction so I did not do that literature  
18                search on -- I'm sure there's construction  
19                impact studies, whether it's on tourism or  
20                residents, but I did not undertake that study.

21          Q     Okay. So let's talk about a certain section.  
22                So in the underground route, from Bethlehem to  
23                Bridgewater, that's all underground so this  
24                whole transmission line view really doesn't

1 apply?

2 A Correct.

3 Q But the construction duration, as has been  
4 stated, it's two years, it's over 50 miles long  
5 and will require a lane closure up and down that  
6 route almost the entire time. So I don't know  
7 if you know that, but assume for the purpose of  
8 the question that that's the fact.

9 A Okay.

10 Q Because that's what basically the Construction  
11 Panel had previously testified to.

12 So let's take one of the sections, the  
13 underground section. There's an 11-mile section  
14 that starts in Franconia at Route 116. There's  
15 a signal up there right at the bridge of the  
16 Gale River, and you travel down 11 miles on  
17 Route 116 until you get to the intersection. I  
18 believe it's in Easton heading to Woodstock on  
19 Route 112. So there's an 11-mile section.  
20 There are no traffic control devices whatsoever.  
21 There's no signals, there's no stop signs,  
22 there's no yield signs, there's no roundabouts,  
23 no nothing.

24 A Um-hum.

1 Q So for 11 miles, it's basically free flow  
2 traffic.

3 A Okay.

4 Q And this is an area where the traffic volumes,  
5 it was relatively low. I think you probably saw  
6 some of the numbers earlier. So the expectation  
7 of people is not only am I not going to see  
8 construction, I'm not going to see a stop sign,  
9 not going to see a signal, I'm not going to see  
10 people. There's not a lot of cars on this road.  
11 But for these two years, basically the  
12 Construction Panel admitted that there's going  
13 to be a work zone at least every two miles, each  
14 of these work zones are going to be hundreds of  
15 feet, if not thousands of feet long, and the  
16 road is going to be limited to one lane. Do you  
17 think that's going to have an impact on the  
18 tourist experience along that section of road?

19 A I would agree that influences the experience,  
20 yes.

21 Q So if you are a bed and breakfast or a  
22 restaurant or anything that is on that route,  
23 you know, your website or whatever, you're not  
24 going to call and say hey, just so you know,

1           there's 50 miles of construction going on, and  
2           you're going to get delayed, and you're not  
3           going to be able to ride your bike down the  
4           road, they're not going to say that.

5           So folks are going to come with one set of  
6           expectations of what they're going to see and  
7           then they're going to be hit with this  
8           construction that they didn't expect.

9           One of the other things that we heard was,  
10          sort of leads up to my next question, is you go  
11          there and the one lane that is going to be open,  
12          the Construction Panel said they want to limit  
13          to 10 feet. If you go to bike on that road, 10  
14          feet isn't a big lane, and State of New  
15          Hampshire has a law that says a vehicle passing  
16          a bike has to give them at least three feet of  
17          distance. And at higher speeds it's supposed to  
18          be even more, but the minimum is three feet. So  
19          you couldn't, a vehicle can't pass a bike on  
20          that road if it's limited to ten feet, correct?

21          A    I would believe in your explanation that that's  
22          very likely the case.

23          Q    And I know that you didn't, you don't know this,  
24          but I will tell you that Route 116 is a

1 designated bike route on the bike path map in  
2 the state. And in fact, there's also  
3 recreational loops that are called out which  
4 means hey, if you really want to have fun,  
5 there's a local town road that you can loop  
6 around and you can make your, you can go see  
7 that, too, but they all loop back to 116.

8 A Sure.

9 Q So as a bicyclist during that construction, is  
10 that, do you think that's going to be a good  
11 tourist experience?

12 A I think as you're indicating, during that  
13 construction period, and with that configuration  
14 in that lane area, that would be very difficult  
15 for that bike experience to be maintained. And  
16 I would think that steps to try and identify  
17 other great biking opportunities for those  
18 visitors, those kinds of things, would be an  
19 important step. Because your example there  
20 during the construction period, that obviously  
21 would be very difficult to incorporate an  
22 attractive bike experience with that  
23 construction activity.

24 Q So I would take the bike experience and say if I

1 was a hiker, or a walker, I'd have the same  
2 issue walking down the road. I would also, I'd  
3 also think that even the person in a car is  
4 going to have that same sort of negative  
5 experience.

6 A Sure. I would agree if I was walking the road  
7 that would be negative. I think at least in my  
8 experience, more of those persons and visitors  
9 going for a hike would be looking at a trail or  
10 some other experience in the forest that was  
11 quite a ways away from the road proper, but the  
12 example of a bike trying to use an improved  
13 street system certainly would be a realistic  
14 example.

15 Q Do you know if there's alternate routes to Route  
16 116 from Franconia to Easton along that section?

17 A I would have to look at a map. No. I don't  
18 know off the top of my head.

19 Q I would just say that it's very limited.  
20 Especially from a State route standpoint.  
21 There's only four other routes. One of them is  
22 the interstate, one is along the Connecticut  
23 River and the other two are on the other side of  
24 the mountain. So from a north/south

1 perspective, when you get into the mountain  
2 region, there are limited State roads.

3 A Sure.

4 Q There might be local roads, but from a statewide  
5 standpoint.

6 A I guess that's sort of where I was going in  
7 terms of other options. If this wasn't during  
8 the construction process, an appropriate area to  
9 have a biking activity, to try and think about  
10 whether it's -- and I know on this instance  
11 you're talking road biking and that segment, but  
12 are there other off-road or trail oriented  
13 opportunities that are more actively promoted.  
14 Are there some of the local roads with other  
15 local experiences where you're proactively  
16 trying to serve up some of those options and  
17 alternatives to the biker. That's what I was  
18 sort of thinking when I was meaning  
19 alternatives.

20 Q Do you know how many inns, hotels, motels,  
21 campgrounds are in New Hampshire?

22 A We have the number in the breakout of total  
23 rooms and not specifically to that segment, but  
24 I do know the total.

1 Q I'm sorry. Totally in New Hampshire. Just a  
2 ballpark number.

3 A You know, I don't have that in my report. It's  
4 in my backup materials, but I don't have that  
5 number off the top of my head.

6 Q Thousands?

7 A Sure.

8 Q Now, in the entire underground section, what I  
9 have is Applicant's Exhibit 164.

10 A Okay.

11 Q Which is the listing of all the properties, I  
12 should say all the businesses in the underground  
13 route. What I did was I simply went down and by  
14 their name said are they a hotel, are they an  
15 inn, are they a bed and breakfast. And in the  
16 underground section alone which is the 50-mile  
17 section from Bethlehem to Bridgewater.

18 A All right.

19 Q Excluding Pittsburg, there's about 25 inns,  
20 hotels, campgrounds, et cetera, that I could  
21 determine, ballpark. So for the other thing I  
22 looked at was restaurants, delis, cafes, diners;  
23 again, in New Hampshire, there's thousands.  
24 Along this 50-mile route there's about, from



1           what I could gather, about 27-ish.

2           A     Okay.  Sure.

3           Q     That sound about right?

4           A     Probably.

5           Q     And I would have to say that those  
6                establishments, especially the hotels, the inns,  
7                the bed and breakfast are tourist-based?

8           A     Sure.

9           Q     And just knowing the population density of that  
10                area, I'd have to say that the restaurant and  
11                diners and everything else are pretty  
12                tourist-based as well.

13          A     Certainly, and visitor reliant.

14          Q     With 27 restaurants in 50 miles or so, there's a  
15                pretty dense population of restaurants for the  
16                density of the people.

17          A     Sure.

18          Q     Do people normally travel, do you see a  
19                reoccurrence, so if you go to one place one year  
20                and you have a good experience you go to that  
21                place again, do you see more people going on  
22                vacation to the same place?

23          A     That's certainly a goal of many destinations.  
24                How do I build and maximize my repeat visitation

1 just because like any business the ability to  
2 and the cost to sort of stimulate that visit  
3 once they already know you and come is less  
4 costly. So most destinations are very envious  
5 of building that repeat visitation.

6 Q So they're not relying on the one time and done.  
7 They're relying on like a bed and breakfast or  
8 an inn who's more of a Mom and Pop. We're not  
9 talking about a Comfort Inn or a Hampton Inn.  
10 They're relying on reoccurring --

11 A You know, and certainly this varies  
12 significantly destination to destination, but I  
13 would still suggest that the bulk of visitation  
14 is still a first time, you know, 60 percent, and  
15 30, 40 percent repeat to the exact same area.  
16 So both are important and both require dedicated  
17 efforts.

18 Q So I've got to imagine a lot of what you do is  
19 sort of like human psychology, right? You've  
20 got to think the way people think and understand  
21 the way people think and sort of their  
22 attitudes.

23 A Um-hum.

24 Q So do you think a tourist, are they a fickle

1 group where, I sort of look at it as you go to a  
2 restaurant and you've never gone to that  
3 restaurant before. If you have a bad experience  
4 either with a meal or the waitstaff or something  
5 like that, you don't say well, I'm going to go  
6 there next week again. You sort of say, all  
7 right, you know, I'm not really going to go  
8 back.

9 A Sure. That experience is certainly important  
10 and plays into the interest to continue to  
11 experience or come back again.

12 Q So I'd have to think, you know, just like the  
13 bad meal experience, a tourist that goes to a  
14 hotel or a bed and breakfast or something like  
15 that is, they have a bad experience, whether  
16 it's related to the facility or not, you know, I  
17 couldn't get out of the driveway to go to where  
18 I wanted to go because of the construction or I  
19 had to, took me ten minutes to get back to the  
20 inn because of the construction or if it was so  
21 dusty and dirty and I couldn't just bike. I had  
22 to go drive somewhere to bike. You know, that  
23 directly relates to the quality of their stay at  
24 that establishment, whether it's the

1 establishment's fault or not, correct?

2 A That certainly is a component. I guess in my  
3 experience and that's sort of what the last  
4 section of our report tried to talk about, that  
5 broad range of factors, when you talk about what  
6 was that experience like. If that visitor  
7 experienced some construction delays because of  
8 construction activity, I believe they would  
9 weave that into the whole experience they had,  
10 the quality of the bed and breakfast, the great  
11 hike that they had in the White Mountains, the  
12 amusement attractions that they went to over the  
13 three or four-day period of time. And while as  
14 noted in our survey work and just sort of logic,  
15 no one desires traffic delays, that it's these  
16 other facets in my mind that are much more  
17 prominent in terms of how that visitor sees his  
18 New Hampshire experience. And while the full  
19 duration of the construction might be a two-year  
20 period of time, the construction, any one  
21 location in front of a B&B or whatever would be  
22 much, much shorter, and so yes, there would be  
23 that short time period that they would be  
24 influencing. And I certainly can't disagree

1           that for some those delays would play into that  
2           overall picture, but I think it's those other  
3           aspects that New Hampshire offers up in terms of  
4           the products, the experience, the value for the  
5           money, all of those other factors that we've  
6           talked about, that would be more prominent in  
7           that visitor's evaluation of what their New  
8           Hampshire experience was all about.

9           Q     So, and I could understand that, you know, sort  
10          of like okay, I went this year, I've gone to  
11          this place every year for five years, and I went  
12          there this year and all of a sudden there was  
13          this construction, okay, it's got to be done so  
14          I go again next year and the same construction's  
15          going on, sooner or later somebody's going to  
16          say I'm done, and you're going to lose business  
17          just because of that construction. I'd have to  
18          believe human nature is just that way.

19          A     Sure. Sure. And I think that visitor would  
20          distinguish, you've talked about the full 50  
21          miles, but in some periods of time, that  
22          construction is going on in this location,  
23          sometimes it's 30 miles away or 40 miles away,  
24          and the major disruption, I would think, for an

1 inn or any particular property would be more  
2 pronounced when that construction is occurring  
3 at that location. And that wouldn't be  
4 occurring the next year after they came back.  
5 There might still be construction going on 30  
6 miles or 40 miles away but not at that location.

7 Q I think the way the construction is phased, we  
8 heard a different story from the Construction  
9 Panel in that these big vaults have to be placed  
10 and the conduit has to be placed and the wires  
11 have to be pulled and these horizontal drilling  
12 has to be done, and it can't occur all at once,  
13 it occurs in phases over the two years. So it's  
14 repeated construction in the same area over that  
15 two-year period. So it's not I'm going to do  
16 this mile and I'm never coming back. It's sort  
17 of a repeated, I'm going to show up repeatedly  
18 in that mile to do work.

19 A Right, and certainly, your specific might be a  
20 clearer reality of that portion, that section.  
21 And I can't disagree that a two-year  
22 construction process, if that's what the visitor  
23 experiences, that that doesn't play into that  
24 overall experience. I don't think not

1 recognizing that that's a factor would be  
2 realistic at all. It is a factor.

3 The essence in my mind is where is that in  
4 that overall trip decision equation. And as  
5 we're thinking about, again, we had this amazing  
6 hike, we stayed at this great bed and breakfast.  
7 There were all these fantastic experiences we  
8 had, but there was some construction delays as  
9 we were going to the various levels, I believe  
10 that visitor is still going to come to the  
11 region because of the great offerings that the  
12 region provides. And that's not to say that  
13 that isn't a factor and one of the factors.

14 But, again, whether it's some of the survey  
15 work, and the example that you brought up with  
16 the racetrack or with leaf viewing, all kinds of  
17 other examples, where traffic congestion can get  
18 crazy, but those visitors come year after year  
19 because the experience is great and that is a  
20 much more prominent piece of their trip decision  
21 than traffic congestion or delays.

22 Q So we heard the economist, and I think you've  
23 used the term substitution or something like  
24 that?

1 A Uh-huh.

2 Q Where if people don't visit the area because of  
3 the construction but they go five miles away and  
4 stay in New Hampshire, that that's a wash. That  
5 there's no effect on either business or tourism  
6 because they went to spend money and they spent  
7 their money, but they didn't spend it in, you  
8 know, they spent it in New Hampshire so  
9 regionally, it doesn't matter whether they spent  
10 their money in Franconia or they spent their  
11 money in Lincoln. They spent their money in the  
12 region and so it's a wash. Do I understand that  
13 right?

14 A I'm sure I didn't quite use that language, but  
15 the bottom line is on a net basis, there would  
16 be no impacts to regional demand, that spending  
17 still occurs, the visitor still comes, still  
18 comes to that region. There's no net change on  
19 that. There could be some change in decisions  
20 of I'm going to a different option for lunch.

21 But as I also mentioned, there can also be  
22 some of the benefits from all of the  
23 construction activity, construction workers,  
24 their expenditures, as was mentioned yesterday



1 in the Maine example where the very vibrant and  
2 healthy experience in the regions in which the  
3 transmission lines were developed, it was  
4 referenced that some portion of that was a  
5 direct function of all the construction activity  
6 and the demand, the incremental demand that  
7 would be coming from those entities as well.

8 Q So let's talk about the Maine Power Reliability  
9 Project or the Phase II line. How much of that  
10 was underground construction?

11 A None.

12 Q And I think you said the Maine Power Project was  
13 in an existing right-of-way?

14 A It was.

15 Q Was the Phase II in an existing right-of-way?

16 A Yes.

17 Q So there was already a preestablished  
18 right-of-way so the construction was off the  
19 line and just like a lot of the construction  
20 that I think we're going to see with the  
21 overhead, it's not going to really impact  
22 traffic or access to a great degree.

23 A I think that's fair.

24 Q If all of these 25 inns and the 27 or whatever

1 restaurants or however many there are so these  
2 50 establishments that are in the underground  
3 section, if they all went out of business, would  
4 that have an effect on New Hampshire's tourism?

5 A Sure.

6 Q And that would affect the region, I believe?

7 A Sure.

8 Q Probably devastating to the communities.

9 Okay. In your Supplemental Testimony, I'm  
10 going to go back to some of the things you  
11 talked about about Estes Park and the North  
12 Cascades.

13 A Okay.

14 Q So in your testimony about the Estes Park, you  
15 stated that it was the Visitor Center, within a  
16 half mile or so was the substation and  
17 everything else we saw pictures of that. But it  
18 was also that the substation and the Visitor  
19 Center aren't in the park. They're in the town.  
20 Correct?

21 A That's correct. Sure.

22 Q So I've used Google a couple times. I used it  
23 again. So Google Earth is a great thing. So do  
24 people go to the Visitor Center for its scenic

1 beauty? I mean, there's Visitor Centers out  
2 there like you go to Yellowstone Lodge or I  
3 understand Zion, those Visitor Centers are  
4 tremendous, and people would actually take  
5 pictures of that. Is the Estes Park Visitor  
6 Center something people go to visit to see and  
7 take pictures of?

8 A They go to get oriented, what to do, to see it's  
9 on the edge of one of the large lakes in the  
10 community so there's the lake and the water, but  
11 the primary purpose that visitors would go to  
12 that Visitor Center would be to get oriented not  
13 only to the park but to the broader Estes Park  
14 region.

15 Q But they're really there for the Park. For the  
16 hiking the mountains, whatever. They're not  
17 there to -- the Visitor Center is where they go  
18 to get information. It's not I'm going to go  
19 see the scenic beauty of the Visitor Center and  
20 take pictures and wander around there for hours.  
21 I want my information. I want my trail  
22 information, and I'm gone.

23 A Sure. Not the Visitor Center itself. There are  
24 certainly a wide array of visitor experiences

1 that are outside of the park boundaries that  
2 Estes Park promotes aggressively, and it's not  
3 just the National Park experience. It's a wide  
4 range of other experiences that Estes Park  
5 provides. But the Visitor Center, you're  
6 correct, people are going there to get oriented  
7 to get information.

8 Q And the towers that, you showed a picture of  
9 towers running along the road with water on the  
10 side, those towers are heading towards town,  
11 towards the substation, towards the Visitor  
12 Center, and on the other side, so if you  
13 continue in the direction, the other side a half  
14 mile, is actually Estes Park, correct? So those  
15 towers that you show on the picture next to the  
16 water and along the road are even further away  
17 from the Visitor Center and the Park.

18 A Sure. It's a 2 or 3-mile stretch that those  
19 lines stretch. I think my main point was that a  
20 large percentage of those visitors coming for  
21 the natural beauty, that's a part of their  
22 experience. If they're going to the Visitor  
23 Center to get oriented, they've got the  
24 substation, got the transmission lines, if

1           they're recreating on the lake, if they're using  
2           one of the cabins or the facilities close to the  
3           lake there, the towers are visible. And the  
4           point is that is part of that visitor's  
5           experience as they go into the park.

6           This has been discussed a couple of times.  
7           I'm not saying that those transmission lines are  
8           in the park proper, but that is large scale  
9           transmission lines is part of the arrival  
10          experience, very front and center in Estes Park.  
11          I saw that as a, you know, one example of a  
12          destination that's viewed as very beautiful, has  
13          a very large percentage of outdoor recreation  
14          enthusiasts, and they're still very active, very  
15          vibrant.

16          And when I was working with the community,  
17          there wasn't discussions that the transmission  
18          lines were turning off large numbers of  
19          visitors, and they're not coming to Estes Park  
20          because there's transmission lines.

21          Q     That was, I think you just mentioned, my last  
22          point on Estes Park was once the line comes out  
23          of the substation, it takes a 90 degree straight  
24          south and doesn't go into the park. It goes

1 away from the park actually.

2 A Right, but that is the arrival highway, the  
3 arrival experience that a large number, a large  
4 percentage, yes, there's a couple of additional  
5 miles to get to the actual entry of the National  
6 Park, but many, many of the parks visitors would  
7 be progressing right by these transmission  
8 lines.

9 Q And that substation is right on the lake, too.

10 A Yes.

11 Q You had a question?

12 MR. WRIGHT: Thank you. He brought up  
13 Estes Park. If you don't mind, I'll chime in  
14 with a quick question because I wanted to go  
15 into this area. You've been to Estes Park.

16 A I have.

17 MR. WRIGHT: And the Rocky Mountain  
18 National Park as well?

19 A I have.

20 MR. WRIGHT: I've been there as well. I  
21 recall Estes Park as a relatively small  
22 community of like 7 to 10,000 people or  
23 something like that?

24 A I don't know the population. That sounds

1 reasonable, and certainly is a small  
2 tourism-oriented community.

3 MR. WRIGHT: It's kind of a gateway to the  
4 National Park is the way I kind of view Estes  
5 Park?

6 A The term they use is they are the base camp.

7 MR. WRIGHT: Base camp.

8 A Yes.

9 MR. WRIGHT: Now, US Route 34 runs through  
10 the Rocky Mountain National Park, correct?

11 A That's correct.

12 MR. WRIGHT: Similar to what we have here  
13 in New Hampshire with the Kancamagus Highway.

14 A Similar.

15 MR. WRIGHT: The question I have is I'm  
16 assuming, as you described, these large power  
17 lines are visible as you enter Estes Park. They  
18 are not visible when you're actually in the  
19 Rocky Mountain National Park, are they?

20 A That's correct. That's correct.

21 MR. WRIGHT: Okay. Thank you.

22 BY MR. OLDENBURG:

23 Q So on the North Cascades Park, the transmission  
24 line goes right through the park, correct? It

1 goes along the road through the park?

2 A In North Cascades?

3 Q Yes.

4 A Yes.

5 Q And I noticed that it follows the road pretty  
6 well, and I could see why you'd want that, one  
7 is access to the transmission line and  
8 everything else, but the roadway, probably the  
9 only person in this room that would look at a  
10 roadway and say ooh, I'm going to stop and take  
11 a picture of that roadway. Roadways aren't  
12 typically viewed as beautiful or postcard  
13 quality type of setting so if you were going to  
14 put towers next to something, you'd put it next  
15 to the ugly road, I would imagine, right?

16 A Sure. And you well know that in many states,  
17 there are areas even along the roadway, but the  
18 surrounding environment is so beautiful that  
19 they're designated as the handful of Scenic  
20 Byways in the state and that was one example in  
21 Washington that is one of their more coveted  
22 Scenic Byways.

23 Q So how much of the Northern Pass overhead line  
24 is adjacent to or runs along a roadway in the



1           overhead section?

2           A     I don't have that answer.

3           Q     I don't think any. I think it just runs  
4           cross-country for almost the entire route. So  
5           it's almost, I looked at the North Cascades  
6           picture as you're running the towers along a  
7           road, and it didn't take away from the scenic  
8           beauty of anything because the road isn't, I  
9           don't know, I've never been there, didn't look  
10          like people would go to that park to see the  
11          road. They're there to see the mountains and  
12          everything.

13          A     There's an awful lot of recreation at the lake.  
14          It's a dam, and it's the home of Seattle City  
15          Lights, the main power company, so the  
16          transmission lines run all the way down  
17          Washington State and serve the urban area of  
18          Seattle, but there's a significant amount of  
19          recreation that occurs on the lake itself there.

20                 As I say, even though it's a roadway, it's  
21          something the state is very proud of, and there  
22          is thousands and thousands of travelers that  
23          travel the scenic byway to see the vistas and  
24          the experiences along that line. And I think my

1 point there was that this was just another  
2 example of you can still have beauty, still have  
3 very strong attraction, yes, there's  
4 transmission lines, and I'm not arguing that  
5 that adds to the beauty, but in many instances,  
6 even though a visitor might see that line for a  
7 few seconds or a few minutes, it's that broader  
8 experience that is really attracting them.

9 Q Okay. The next questions have to do more with  
10 the study. Repeatedly you've stated that the  
11 Project, you looked at the Project from a  
12 regional basis. That you didn't study  
13 individual properties or businesses. But don't  
14 the specific impacts to those individual  
15 businesses collectively create an impact to the  
16 region? So I'm like -- I'm confused. It's  
17 almost like you did the other way around. If  
18 there's a regional impact, then it will have  
19 impacts on the individual business, but I sort  
20 of looked at it as if you have enough individual  
21 impacts, doesn't that create a regional impact?  
22 I don't understand the thought process.

23 A I think we needed to understand the diversity of  
24 products, the experiences, the kinds of visitors

1           that go to those areas, understand the  
2           positioning of the transmission lines,  
3           understand some of the construction realities  
4           that will be part of the process. But it was  
5           taking all of that and not needing to look  
6           individually by individual but recognizing that  
7           sort of collective mix of experiences,  
8           collective mix of products. In my mind that  
9           visitor is still going to come to New Hampshire,  
10          they're still going to come to that region.  
11          There might be some percentage that say I don't  
12          want to deal with this construction issue, and  
13          go down the road where there isn't the  
14          construction activity, but I don't believe on a  
15          regional basis that there's going to be an  
16          impact from the development of the Project.

17        Q       So basically just a few minutes ago you stated  
18                that if all the businesses went out, that would  
19                have an impact on state tourism and regional  
20                tourism. So somewhere in between of they all  
21                don't go out, half of them go out, a quarter of  
22                them go out, none of them go out, but they see a  
23                loss of percentage of their business. Somewhere  
24                in there it goes from those individual

1 businesses, losing something. Tourism, money,  
2 dollars, whatever. That then becomes a regional  
3 impact though, correct?

4 A Yes. In your example that you cited that you  
5 had all 50 and would that have an impact, and I  
6 would certainly agree. I don't believe at all  
7 that there would be anything remotely close to  
8 50 businesses shutting down because of this  
9 Project. There could be some impacts, and  
10 construction, I think in general, that is a  
11 shortened duration. There are steps that are  
12 being taken to try and minimize those impacts.  
13 And again, I just believe that the mix of  
14 attractions, of products, experiences and  
15 identity that New Hampshire has, those visitors  
16 are still going to come, even if they do face  
17 some traffic delays or traffic congestion.

18 MR. WAY: Mr. Oldenburg? May I have just a  
19 quick question?

20 MR. OLDENBERG: Sure.

21 MR. WAY: So I just heard you say I don't  
22 believe those businesses will shut down. How do  
23 you make that statement?

24 A Because again, in terms of my experience with

1 transmission lines, destinations that have  
2 transmission lines, I believe that that visitor  
3 is still coming, is still creating -- I'm sorry.  
4 I'm not answering your question.

5 MR. WAY: I guess I'm focusing more on the  
6 business itself. For example, we've heard from  
7 businesses that have said that there's a  
8 potential that they may either face shutdown,  
9 employee loss. Are you saying you don't think  
10 that will happen?

11 A I can't make that statement, no.

12 MR. WAY: Okay. Thank you.

13 A Yes.

14 BY MR. OLDENBURG:

15 Q Your study that you did, Appendix 45, in the  
16 study results, so one of the things that sort of  
17 caught me and a couple of these things I don't  
18 know a lot about this, but some of the things  
19 that caught my eye and I just have questions  
20 about.

21 A Sure.

22 Q Is you had stated that SSI has a panel of folks  
23 that they send surveys out to?

24 A Correct.

1 Q How many people did you say are in their panel?

2 A You know, it's thousands and thousands. I don't  
3 know the exact number.

4 Q It's nationwide.

5 A Yes.

6 Q Nationwide folks?

7 A Yes.

8 Q So the survey that was sent out, was that sent  
9 out nationwide?

10 A No. We went into the key feeder markets that  
11 generate, I think it was about 70 percent of New  
12 Hampshire's visitation. Those were the  
13 geographic markets that we went into, and we  
14 referred to them as essentially the key feeder  
15 markets for the state.

16 Q So it says, so you had 450 surveys that were  
17 completed. To me, sort of like the speaking  
18 sessions, that seems like a low number, being  
19 first in the nation, I will tag on to what  
20 Mr. Thompson said about the first in the nation  
21 primary getting phone calls every five minutes  
22 from political people and their polls were  
23 always like a thousand people were surveyed.  
24 And they would wait for certain demographics.

1 If they wanted to know how the Democrats were  
2 going to vote they would call until they got so  
3 many Democrats to respond or so many Republicans  
4 or so many independents, and you'd see a certain  
5 number that hit, and in New Hampshire, you see  
6 more than 456 so nationwide I would have thought  
7 or region-wide I would have thought a big survey  
8 sample.

9 But be that as it may, the survey  
10 respondents were active northeast travelers with  
11 90 percent traveling as a visitor to the region  
12 during the three years. So if someone hasn't  
13 come to the Northeast Region within three years,  
14 they were still considered an active, so ten  
15 percent of the people hadn't been to the  
16 northeast in three years but they were still  
17 considered an active traveler?

18 A No. I believe that what we were saying is --

19 Q It's on, it's on page 24. The very last  
20 paragraph. Survey respondents were active  
21 northeast travelers with 90 percent traveling as  
22 a visitor in the region during the past 3 years.

23 A Sure. We wanted the full random sample of  
24 respondents, and a small ten percent of those

1 respondents hadn't traveled up in the northeast  
2 in the last few years. They still lived in that  
3 area, but they hadn't taken a vacation, but the  
4 vast majority had vacationed in the region in  
5 the last 36 months.

6 Q So the ten percent that hadn't come to the  
7 region, you didn't throw those surveys out?

8 A No.

9 Q Those were used.

10 A Because we are asking about their attitudes,  
11 their impressions, of New Hampshire, of Maine,  
12 Vermont, how does that stack up. If they were  
13 to travel, what would be the factors influencing  
14 their decision.

15 Q I was just curious with the word active and over  
16 three years so I guess I can tell my doctor I  
17 now actively go to the gym.

18 A Okay. All right. You got that 36-month  
19 checkmark, right?

20 Q Right. So when you got down to the key  
21 destination attributes, and this is sort of,  
22 some of these were the possible traffic delays  
23 and things like that, but in the paragraph  
24 that's on the bottom of page 26, the importance



1 of convenience was also clearly noted as  
2 approximately one-third noted that good cell  
3 phone reception, easy access or close proximity  
4 to home, and access to broadband services were  
5 essential and very important benefits.

6 So those folks that are going hiking,  
7 biking, kayaking, all of that, in the Great  
8 North Woods or the White Mountain Region, I  
9 don't, I sort of look at that as saying, do they  
10 really care about cell phone service or  
11 broadband service? They're there for the scenic  
12 view. So they're out in the wilderness. And  
13 I'm probably dating myself because my 20-year  
14 old daughter would be on Facebook and doing  
15 selfies on top of the mountain, but it strikes  
16 me as the, if you're doing a survey, and your  
17 customer base is who is going to that region,  
18 that you would look at those as the most  
19 important convenience, is that really the focus  
20 group that you're looking at?

21 A You know, what was interesting when we talked to  
22 the folks up at the White Mountains and had some  
23 of their perspectives, they had a different  
24 take. They spoke quite extensively on the

1 demands of today's visitor and how cell phone  
2 reception was essential, and there was a period  
3 of time where they were not as good and so the  
4 broadband access. But even those visitors who  
5 are going for a great hike, going for a great  
6 experience, they're still expecting some of  
7 those elements that have become sort of part of  
8 today's life.

9 Q So some of the other ones that like great  
10 shopping and dining, 47 percent said great  
11 shopping and dining was important. I mean, if  
12 you're going shopping, and you're a visitor, I'm  
13 not picturing, living in the state I'm not  
14 picturing I'm going to Franconia to go shopping.  
15 I'm not going to that region. I mean, you're  
16 going to Merrimack Outlet Malls if you want to  
17 save money or you're going to some of the  
18 southern establishments.

19 So it seemed to me a lot of the answers to  
20 this were, demographically didn't apply. These  
21 were folks that were going to the southern part  
22 of New Hampshire if they were going to New  
23 Hampshire, but you didn't cull out any of those.  
24 You didn't say what region you're going to.

1           You're just going to New Hampshire. And some of  
2           that information wasn't culled out to best fit  
3           what the responses were for people that were  
4           going to the area of the Northern Pass.

5       A    A couple of points. One, that shopping and  
6           dining, we find that in destinations small and  
7           large, and the character, the orientation of  
8           that shopping can be different. It could be in  
9           a small downtown with a unique mix of  
10          independent retailers. It's not just an outlet  
11          mall.

12                 The same thing with dining. That factor is  
13                 always a very important element in a traveler's  
14                 decision mix so I think that that does have an  
15                 important element whether it's in the White  
16                 Mountains, whether it's further north or whether  
17                 it's down in the Lake Region or in Concord here.

18                 We did ask a series of questions in the  
19                 survey about the kind of activities those  
20                 visitors would experience, and it was similar to  
21                 the kinds of findings that Plymouth State  
22                 University talked about in terms of the  
23                 activities, the experiences, that they would  
24                 undertake, and certainly those activities varied

1 if you're in the Lakes Regions versus the White  
2 Mountains versus Great North Woods. But we did  
3 ask a series of questions to understand the kind  
4 of activities these prospective visitors would  
5 undertake if they made the trip to New  
6 Hampshire.

7 Q So there's no really way of knowing of the 480  
8 some-odd people that completed the survey where  
9 they planned to go in New Hampshire if they  
10 planned to go at all. It could have been  
11 they're going to Portsmouth or they're going to  
12 Hampton Beach to the ocean or something like  
13 that. There wasn't a specific question that  
14 said I am going to the North Country.

15 A No. We did not show the different regions and  
16 see if they were familiar, and I would imagine  
17 for quite a number of the respondents, unless  
18 there was clear explanation of the regions and  
19 the experiences and activities they would have a  
20 hard time saying this would be the location that  
21 we would -- I think you could get to that answer  
22 using some of the responses in terms of the  
23 kinds of activities and make statements in terms  
24 of where within the state given their interest

1 areas where they would likely go, but we didn't  
2 undertake that in the survey.

3 Q I guess my point is is that July 4th we had  
4 650,000 tourists that came to this state, and we  
5 only asked 480 people countrywide what their  
6 interests were. Seems like it would be a great  
7 thing to set up at the Welcome Center at  
8 Hooksett and ask them where they're going and  
9 why, and you could have gotten a thousand  
10 responses in an hour instead of --

11 A I might just speak to that methodology. I  
12 disagree with you, and I believe the 450 is an  
13 appropriate sample size that, we've done this,  
14 and as I mentioned Dr. Fesenmaier is one of most  
15 published academics. He's done this for more  
16 than 40 years, and I understand that that issue  
17 from a statistical level and it doesn't seem  
18 like an overly big number, but we believe  
19 absolutely that was an appropriate sample size  
20 to give us a reasonable margin of error to make  
21 conclusions about.

22 And I made this point earlier. I just want  
23 to reinforce. The bulk of the survey responses  
24 were really consistent with what we anticipated

1 in terms of what were the key factors that were  
2 driving that visit. They're the same factors  
3 that were cited in the Draft EIS, the same  
4 factors that were outlined by Plymouth State  
5 University. So not only is the sample size -- I  
6 understand some the outliers with it seems a  
7 little strange that some of these folks would  
8 look at some of this commercial issues as a  
9 benefit, but I believe the vast majority of the  
10 findings of the survey are very consistent with  
11 what's actually happening when you compare it  
12 back to the Plymouth State University work, and  
13 is very consistent in what we heard time and  
14 time again of what drives visitors to choose New  
15 Hampshire. Whether it was in the listening  
16 process, whether it was in some of the academic  
17 work that Plymouth State University did or from  
18 our survey. So I think there's a lot of  
19 validity in terms of the consistency of many of  
20 the findings to other actual experience in the  
21 state.

22 Q That's all my questions.

23 PRESIDING OFFICER HONIGBERG: Commissioner  
24 Bailey, why don't we segue right to you since

1           you have a followup on that?

2                   COMMISSIONER BAILEY: Thank you.

3           **QUESTIONS BY COMMISSIONER BAILEY:**

4           Q     Would you say that the number of respondents was  
5                   statistically significant?

6           A     Yes.

7           Q     And how, can you define that for me?

8           A     Yes. Plus or minus, so any of the answers plus  
9                   or minus 5 percent with a 95 percent confidence  
10                  interval. And that is, we talked about sort of  
11                  the standard survey protocol, a 5 percent margin  
12                  of error at a 95 percent confidence level is  
13                  very frequently sort of a target that is looked  
14                  to in survey result.

15          Q     How do you determine that it's a 95 percent  
16                  confidence level?

17          A     That's all a mathematical statistical, so the  
18                  population, what's the sample size that's  
19                  required to give a 7 percent margin or a 5  
20                  percent margin so that's all a math statistical  
21                  process.

22          Q     And that's what Dr. Fesenmaier figures out?

23          A     Sure. Right.

24          Q     So the major or one of the major conclusions

1           that you've drawn is that visitors come to New  
2           Hampshire because of the diversity of visitor  
3           experiences, and the presence or absence of  
4           transmission lines does not drive their  
5           fundamental decision to choose New Hampshire.

6           A     Yes.  That's correct.

7           Q     Okay.  And are the facts that back that up in  
8           the results of the survey?

9           A     Yes, I believe, and not just the survey itself.  
10          That was one piece that formed our collective  
11          decision, but I believe the findings showing the  
12          value for money, the broad range of things to  
13          do, the recreational amenities, the shopping,  
14          the dining, the cell phone, these are the  
15          factors that rise to the top.  That's what  
16          really drives the visitor's decision, and as I  
17          mentioned earlier, when we talked to the various  
18          folks in the listening process, these were very  
19          similar to what they cited as to what they  
20          thought were the key drivers that influenced  
21          demand to New Hampshire.  This is very similar  
22          to what the Draft EIS cites as the more macro  
23          factors that they believed drive visitor  
24          activity and visitor experiences.



1           So it's the survey, it's the listening  
2           tours, it's the Plymouth State University, and,  
3           frankly, it's also consistent with my actual  
4           experience over the last 20 years in working  
5           with all kinds of different destinations of what  
6           rises to the top, what really stimulates, what  
7           motivates that visitor's decision.

8       Q     Do you have the survey in front of you, Joint  
9           Muni 227?

10      A     No. I don't.

11      Q     Can somebody bring that up maybe? When it comes  
12           up on the screen, I'd like you to show me the  
13           question that answers the question that we all  
14           have in our mind that transmission lines aren't  
15           going to affect tourism or adversely affect or  
16           unreasonably adversely affect.

17      A     Sure, and I can without having it in front of  
18           me. We asked a question with a whole series of  
19           destination attributes, and we asked the  
20           respondents to rate those on, I believe it was a  
21           five point scale. Is this a critical barrier,  
22           is it somewhat of a barrier, is it indifference,  
23           is it a strong attribute or is it a critical  
24           attribute. And yes. And if you can scroll

1 down.

2 Q Is it Question 2.6? So the first series of  
3 questions just sort of find out where people are  
4 from and where they travel and that the kind of  
5 thing.

6 A Correct.

7 Q So wait a second. 2.5. All right. So in  
8 addition to specific activities available in a  
9 destination, travelers often consider a range of  
10 other factors in making their fundamental  
11 decision regarding the destination to visit.  
12 Again, if you were to consider traveling to  
13 various destinations in New Hampshire, how  
14 important are the following attributes.

15 And so the question really is how important  
16 are power lines to whether you're going to visit  
17 or not?

18 A Correct. How much of a barrier or an attribute  
19 would any of these factors or attributes play in  
20 your decision to choose New Hampshire as a  
21 visitor destination.

22 Q Okay. And can you scroll down to the next  
23 question?

24 So there, if somebody were really bothered

1 by transmission lines they might say it's a very  
2 critical barrier to traveling?

3 A Correct.

4 Q Okay. And in this question, the question is how  
5 often have you made your decision to visit a  
6 destination based primarily on each of the  
7 following factors?

8 A Correct.

9 Q And so would anybody ever decide to visit some  
10 place based on power lines? I mean, that's the  
11 odd number of responses that you got, 9 percent  
12 or something, that said yes.

13 A Well, it was a key factor. But the other piece  
14 that I think is so important to consider in that  
15 interpretation is not only that they said that  
16 power lines might be a barrier, but you also  
17 have to understand that these other factors and  
18 variables were cited 3, 6 times more frequently,  
19 and it's that combination. If it had easy  
20 access, you provide great value for the money,  
21 there's this great diversity of product and  
22 experiences in the White Mountains, it's all of  
23 those collective factors that yes, I also  
24 answered that I think that power lines could be

1 a barrier, but you've got to recognize it's this  
2 collective package that is being offered up.  
3 And you have to, you can't just look at the  
4 response of power lines in a vacuum. You have  
5 to understand all of these other factors that  
6 play into that visitor's mind when he's deciding  
7 to choose New Hampshire.

8 Q But if you ask me if I like apple pie or ice  
9 cream or hot dogs or poison, then I answered I  
10 liked apple pie and hot dogs more than poison,  
11 wouldn't that be expected?

12 A I'm not quite sure --

13 Q I mean, I'm not drawing an analogy between  
14 Northern Pass and poison. I'm just trying to --  
15 I really am not. But it seems like the question  
16 was loaded to me.

17 A We attempted to very intentionally not make it  
18 loaded. We wanted to understand how factors  
19 like traffic congestion, like cell phone towers,  
20 like power lines, how do those factor into the  
21 broad travel decision. This is what my  
22 experience has been. It's these other factors  
23 that we've outlined that really drive that  
24 fundamental decision. And again, my experience,

1 the survey, it's what the Draft EIS is seeing.  
2 It's the kind the factors that were pointed out  
3 but Plymouth State University in the little  
4 piece that we reviewed yesterday on the Maine  
5 Reliability Project. It was those macro that  
6 the marketing efforts, the weather, all of these  
7 great factors that influenced their very healthy  
8 and very vibrant tourism economy. So even  
9 though there was construction, even though there  
10 were transmission lines, it's these broader  
11 factors that really drove the vibrant and active  
12 environment.

13 Q So then why did you need to do the survey?

14 A We thought it was important to go and question  
15 those likely prospective visitors to go directly  
16 to them and see what they were saying. That was  
17 our belief. But it was one additional step to  
18 understand how New Hampshire was positioned  
19 relative to other New England alternatives and  
20 the kinds of factors that would lead a visitor  
21 to choose New Hampshire. I thought that was  
22 another important step, another important  
23 element that would provide us additional insight  
24 in terms of where that power lines or these

1 other infrastructure elements would be  
2 positioned relative to the range of factors that  
3 influenced that visitor's choice.

4 Q Okay. In your report, I think it's paragraph 4  
5 point -- page 16. I have to flip between two  
6 files here.

7 Well, there's a paragraph that says, "Some  
8 participants noted that hunters, snowmobilers  
9 and ATV enthusiasts believe the transmission  
10 line rights-of-way can enhance their  
11 recreational experiences, particularly if the  
12 associated trails are effectively maintained and  
13 well-marked." It's paragraph 4.2. Do you see  
14 that?

15 A Yes, I do see that.

16 Q Do you agree that additional access for ATV and  
17 snowmobiles might increase tourism activities?

18 A That's what some of the respondents up in the  
19 Great North Woods, that was their belief, their  
20 thought that one of the issues is just the  
21 trails that they had to recreate on, and if  
22 there were additional trails, particularly if  
23 they were maintained and groomed, that would be  
24 an attractive addition that could attract

1 additional interest.

2 Q And as a tourism expert, would you agree with  
3 them?

4 A Sure. Yes.

5 Q Do you know if the Project plans to maintain and  
6 mark new trails under the transmission lines?

7 A I know there have been discussions. I don't  
8 know if there's been any formal position taken  
9 in terms of access and maintenance.

10 Q Were you ever asked what could be done to maybe  
11 offset some of the negative effects on tourism  
12 by adding some positive things?

13 A That was one of the questions we posed in the  
14 input process here and got different responses.  
15 Some suggested to assist in marketing and  
16 promotional types of activities in some of the  
17 regions that they had limited resources and  
18 funds, and additional resources that could be  
19 directed towards marketing and promotional  
20 activities could play in an important role.

21 Others talked about potential visitor  
22 centers and different destination elements that  
23 might be undertaken in conjunction with the  
24 Project and maybe done something along the lines

1 of the role of water and power in the state and  
2 tell that story more extensively.

3 We heard from some, placing it underground  
4 was an important element, and some talked about  
5 the construction activity to ensure and try and  
6 feature and promote their communities' food and  
7 beverage operations, retail operations to try  
8 and stimulate as much spending and expenditure  
9 from the construction operations while they were  
10 in any particular area of the state.

11 Q I was asking if you were asked how the Applicant  
12 maybe could offset some of the possible negative  
13 effects on tourism with some potentially  
14 beneficial things. Were you asked that advice?

15 A I think we had some of those discussions, yes.

16 Q Was anything added to the Project to address  
17 that?

18 A Well, I think, and I have not been involved in  
19 the Forward NH program and sort of the resources  
20 and the direction, in my experience many of the  
21 smaller regions can benefit most significantly  
22 with assistance, as I mentioned, in the  
23 marketing, the promotional kind of activities to  
24 sort of raise awareness in many of the



1 instances. Some of the resources they have are  
2 limited. And I believe just like the State  
3 Tourism Office, the role that can be played in  
4 some of the cooperative marketing efforts could  
5 be an important addition that could help  
6 stimulate interest and demand throughout the  
7 state.

8 Q Okay. Thank you.

9 A Sure.

10 PRESIDING OFFICER HONIGBERG: Mr. Wright?

11 **QUESTIONS BY SUBCOMMITTEE MEMBER MR. WRIGHT:**

12 Q Good afternoon again.

13 A Good afternoon.

14 Q I assume you have your report in front of you?

15 A I do.

16 Q Okay. I wanted to spend just a couple minutes  
17 looking at some of your graphs and make sure I  
18 understand the data and how it's being  
19 presented.

20 A Okay.

21 Q In terms of geographic spending, Table 3-1 and  
22 Figure 3-5, they're essentially the same data,  
23 right?

24 A That's correct.

1 Q One is just how much hard dollars were spent per  
2 region --

3 A Just to give an idea of that percentage.

4 Q I was, and I know this is not your data but  
5 you've relied on this data. I was kind of  
6 surprised to see Merrimack Valley as the highest  
7 percentage region. I'm not a tourism expert,  
8 but I don't generally picture the Merrimack  
9 Valley as being the mecca of where people are  
10 traveling to in New Hampshire. So could you  
11 explain that to me?

12 A Sure. I think it's not just that leisure  
13 visitor but the urban areas in Merrimack that  
14 bring in the business travelers as well. It's  
15 all their spending that would occur in business  
16 and conference and conventions, all those other  
17 areas. So it's not just the leisure aspects of  
18 the region, but they also benefit from,  
19 obviously, being the most likely source of  
20 attraction of those business expenditures, and  
21 in many instances, those business expenditures  
22 can be at or above what that typical leisure  
23 visitor would spend on a daily basis.

24 Q Okay. So that information doesn't surprise you.

1           When you look at the data that seems to be  
2           normal to you?

3           A     Yes.

4           Q     When you look at the Great North Woods, 1.7  
5           percent, doesn't sound like a big percentage,  
6           but would you have an opinion or agree that this  
7           is very important to the Great North Woods, that  
8           amount of expenditures?

9           A     I would certainly agree.  It's important, and as  
10          we talked to individuals up in that area, we  
11          understand the economy and the importance of  
12          tourism is a critically important piece of their  
13          economic base.

14          Q     I think you would probably agree, I assume you  
15          know that we've lost a lot of major industry up  
16          north so that tourism dollars are becoming even  
17          more and more valuable to the northern part of  
18          the state, would you agree with that?

19          A     I do.

20          Q     Just to clarify.  In Figure 3-5 you have two  
21          dates in the chart.  I'm assuming it's really  
22          2014 data and not 2012 data?

23          A     I'm sorry.  That's correct.

24          Q     I thought that was the case, but I just wanted

1 to clarify. Because 2014 was the most recent  
2 data that was available.

3 A At the time we were doing the report, yes.

4 Q When you look at Table 3-2 on the next page,  
5 this is the purpose of a visit to New Hampshire,  
6 and, again, some people have talked about this.  
7 It's on page 14. And visiting friends and  
8 relatives. This is, where did this data come  
9 from?

10 A TNS is one of the more prominent national  
11 tourism survey firms. They did the visitor  
12 profile work here that the state uses of TNS was  
13 the generator of this finding.

14 Q Is it fair to say that that would be a composite  
15 data of New Hampshire?

16 A Yes. Uh-huh.

17 Q So if I were to look at this data on a region by  
18 region basis, would you expect to see  
19 differences in the response here?

20 A I certainly would. Yes.

21 Q Okay. So would I. I would not expect that  
22 people who travel to the Great North Woods or  
23 the White Mountains are really going up there to  
24 visit friends and family and relatives, given

1 the sparse population up there.

2 A I would tend to agree and probably wouldn't have  
3 an overly large Business and Other segment  
4 either, yes.

5 Q Okay. Thank you. In general, we know that  
6 people are creatures of habit. Are tourists  
7 creatures of habit? Do they tend to go to the  
8 same place year after year?

9 A You know, in reality it's a broad spectrum.  
10 There's a large segment of the visiting public  
11 that is exactly the opposite. We want  
12 something, and we want something fresh, and I  
13 think even if they're going to the same area, if  
14 it's, one word we use in our industry very  
15 frequently, it's all about discovery and  
16 engagement. And so even if I'm going back to  
17 the same, I'm still looking for that new  
18 experience, that new discovery, and so while  
19 some -- and I threw out a number of 30, 40  
20 percent, and, again, that can vary depending on  
21 the destination, can be repeat visitation but  
22 for most destinations, there's a large  
23 percentage of that visiting demand that is a  
24 first-time visitor to the area.

1 Q Okay. I mean, I get the concept of there's  
2 probably some sort of base level of people who  
3 go year after year. I am really interested in  
4 that first-time visitor. And Mr. Oldenburg kind  
5 of went down this road a little bit. First  
6 impressions have got to be the most important  
7 thing for a first-time visitor in my opinion.

8 A They are.

9 Q And it can be some little things that turn me  
10 off of going back or repeating my visit to a  
11 region. Would you agree with that?

12 A I think it's sort of the collective experience.  
13 But I can't disagree for some, I had a bad  
14 experience at a restaurant and that colored my  
15 entire trip. But I think the more typical  
16 situation is it's the collective experience.  
17 It's what was the lodge or the room that I  
18 stayed at, what was the mix of great  
19 experiences, what was the great hike. We had a  
20 great dinner at this location. It's that  
21 collective mix of experiences that form that  
22 first impression.

23 Q I'll use myself as an example. My family's  
24 vacationed in Lincoln for 25 straight years. If

1 I was traveling in that region and I ran into an  
2 unexpected traffic situation due to  
3 construction, I've been up there 25 years in a  
4 row. It probably wouldn't bother me. But if I  
5 was a first-time visitor, I may give pause and  
6 think about whether I would return.

7 A There might be some of that position. I don't  
8 believe that that's the factor that drives that  
9 fundamental decision to say, you know,  
10 everything else about my White Mountains  
11 experience was fantastic. I had great  
12 accommodations, we had great culinary  
13 opportunities, we went to these great  
14 attractions, we did all of these great hikes.  
15 But I had a five-minute delay or whatever that  
16 might be or we were narrowed down to a single  
17 lane on some of the roadway, I believe the vast  
18 majority of visitors would look to that broader  
19 experience and not focus on the delay that was  
20 experienced with the traffic congestion or the  
21 construction.

22 I'm not saying that that doesn't play in  
23 and it doesn't have an influence, but I think  
24 it's these other factors that are much more

1 prominent in that decision to return.

2 Q Okay. I want to follow up on a question  
3 regarding SSI's survey information.

4 A Okay.

5 Q I'm not a statistician.

6 A Sure.

7 Q But you've mentioned a 95 percent confidence  
8 level plus or minus 5 percent?

9 A Correct.

10 Q Your survey team decided to shut down the survey  
11 at a certain point after you had X number of  
12 responses.

13 A Correct.

14 Q Why did you pick that number of responses? Was  
15 there a target going into your survey?

16 A Yes.

17 Q You wanted to get a minimum number.

18 A 450, and that provides, actually it's a little  
19 better than a plus or minus five percent, but we  
20 were shooting for the 450, and once we achieved  
21 that level of responses, that's when we said  
22 that that's the level of responses we need to  
23 draw the conclusions that we need to draw.

24 Q And was that so that, was picking that number to



1 get to the 95-5 or was picking the number to be  
2 you wanted the survey to be representative of an  
3 X-size population?

4 A It's both. The basic, we had the sampling in  
5 these various geographic areas, and we needed a  
6 sample size in that 450 that was our target  
7 sample to provide again that roughly five  
8 percent margin of error. So it was the  
9 combination of saying here's the geographic  
10 areas, here's the sample size that we're  
11 wanting, and that that would provide us with  
12 that plus or minus five percent margin of error.

13 Q And, again, I know you're not an statistician.  
14 Do you know how big of a population 450  
15 respondents supposedly represents?

16 A That's a very large population base that would  
17 provide a plus or minus five percent. It would  
18 certainly be representative of the population of  
19 prospective visitors that we were going after,  
20 that sample size would provide us that five  
21 percent margin of error.

22 Q In my mind, I agree with Mr. Oldenburg. It just  
23 doesn't just sound like a big number, and what  
24 it's supposed to be is representative of a very

1 large population base.

2 A I've heard that response many, many times over  
3 my career. I studied stats as part of my  
4 business education, but that's not my area of  
5 focus. And I do believe that's sort of a  
6 typical how can this relatively small -- but  
7 the, this has been studied extensively and if  
8 the -- there are couple of caveats. The sample  
9 has to be random, there can't be bias in the  
10 sampling. The instrument can't be biased. But  
11 that scale, that size of respondents can provide  
12 a very accurate representation. So understand,  
13 and I've heard that concern, but again, Dr.  
14 Fesenmaier is one of the top of the top. He's  
15 done thousands and thousands of surveys, and we  
16 believe strongly that this provides an accurate  
17 representation.

18 Q Do you have your Supplemental Testimony with  
19 you?

20 A I do.

21 Q I think it's on page 6 of your Supplemental  
22 Testimony. Lines 22 to 26. Could you just read  
23 them for me?

24 A I'm sorry. On page 6?

1 Q Page 6 of your Supplemental Testimony.

2 A Okay.

3 Q Lines 22 to 26. Could you just read that for  
4 me?

5 A Okay. "As I stated in my Prefiled Direct  
6 Testimony dated October 16, 2015, while  
7 transmission lines can be a factor for some  
8 visitors, other factors influencing travel  
9 demand are much more influential. It is this  
10 combination of many factors including the range  
11 of tourism products, the ease of access, the  
12 value for money, the overall image and identity  
13 of a destination that drive visitors to a  
14 destination."

15 Q Okay. I think we've heard you many times  
16 reiterate that idea of the combination of  
17 factors. You really feel that that's what  
18 drives the decision.

19 A It's what I feel, it's what the Draft EIS cited,  
20 it's the factors that Plymouth State University  
21 outlines, it's the factors that the Maine  
22 Reliability Project cited when they noted the  
23 active and healthy experience that they were  
24 experiencing.

1 Q I want to focus just a little bit on the part in  
2 there where you say the overall image and  
3 identity of a destination.

4 A Sure.

5 Q I want to explore that a little bit.

6 You would agree that the Great North Woods  
7 currently has an image and an identity to  
8 itself.

9 A It does.

10 Q Very remote, very rural?

11 A Correct.

12 Q Not a lot of infrastructure?

13 A Correct.

14 Q Do you believe that a new transmission line  
15 would have a potential negative impact on the  
16 overall image and identity of a destination?

17 A I think for a large percentage of the visitors  
18 up there that they wouldn't be experiencing the  
19 transmission lines. My understanding is much of  
20 the location of the transmission lines are  
21 working forest environment, and so I'm not  
22 arguing or suggesting that it adds to the image,  
23 but I believe the Great North Woods would still  
24 be a very remote, a very open, a very beautiful

1 natural environment that many of those outdoor  
2 enthusiasts would do much of the same, and as we  
3 mentioned earlier, for some segments like the  
4 snow machine or a hunter, some of the trails,  
5 some of the access points to some of the areas  
6 might actually be a benefit.

7 Q I'll follow up on that in one second.

8 Do you share that same opinion in an area  
9 where there currently does not exist a  
10 right-of-way? Part of this in the North Country  
11 will go through a new right-of-way. I'm just  
12 trying to figure out how you can't say that  
13 would have some negative impact in terms of the  
14 identity and the overall image of the area.

15 A Because I don't believe that, a large percentage  
16 of the visitors aren't going to be directly  
17 experiencing those transmission lines. There  
18 are still going to be an amazing array of  
19 recreational opportunities that are available in  
20 the Great North Woods.

21 And again, I would just go back to some of  
22 the examples that we've talked about, whether  
23 Estes Park, whether Washington State, and,  
24 frankly, there are a wide range of others where

1           they're viewed as beautiful areas. I mentioned  
2           we were in Colorado much of last year, and all  
3           of the folks going up to the mountains to ski,  
4           they're going and bypassing significant  
5           transmission lines that's part of the experience  
6           but they still believe Colorado is beautiful,  
7           they still come and they still recreate, they  
8           still experience the destination. And I just  
9           haven't been able to find any examples of where  
10          the presence of transmission lines, if these  
11          other powerful factors are present, that there's  
12          a negative impact.

13        Q     In my mind, you brought up Estes Park again. I  
14           still have a hard time in my mind during the  
15           parallels between Estes Park and this Project in  
16           particular because what this Project is is 32  
17           miles of new right-of-way, it is raising towers,  
18           poles, in existing right-of-ways to greater  
19           heights. So I'm not quite drawing the same  
20           parallels that you are, I think, with Estes  
21           Park.

22        A     And maybe we just disagree on this, but in my  
23           mind, the Estes Park example is more directly in  
24           that visitor, they travel along that entry

1 highway, and mile upon mile upon mile they see  
2 the large transmission lines, there's the large  
3 substation. Yes, it's not directly in the  
4 National Park. I don't know the exact distance,  
5 but it's only 2 or 3 miles to get to the main  
6 entry of the National Park, and many, many of  
7 the visitors of the four million visitors who go  
8 to the park are staying in Estes Park. So that  
9 is much more of the area that they're  
10 overnighting, that they're shopping, dining, and  
11 experiencing. So I think that example, in my  
12 mind at least, is much more prominent and much  
13 more directly in a visitor's experience than  
14 much of what Northern Pass would be.

15 MR. IACOPINO: Mr. Wright, can I ask him a  
16 question about that?

17 MR. WRIGHT: Sure.

18 MR. IACOPINO: Are you aware as to whether  
19 or not the transmission line that you've just  
20 been speaking about is visible from vantage  
21 points within the park? So that if you are rock  
22 climbing or you are hiking, you come up to a  
23 peak, are you aware as to whether or not that  
24 particular transmission line is visible to the

1 user of the park?

2 A I don't have an answer to that question.  
3 Obviously, there's some very high elevations in  
4 the park, and there could be view areas where  
5 you could look down on the town and see the  
6 lines, but I don't know the specific answer to  
7 that question.

8 MR. IACOPINO: Thank you.

9 MR. WRIGHT: Actually, I think I was done  
10 anyways.

11 PRESIDING OFFICER HONIGBERG: Ms.  
12 Dandeneau?

13 MS. DANDENEAU: I have some questions. Do  
14 you want to take a break?

15 PRESIDING OFFICER HONIGBERG: Yes. Maybe  
16 it makes sense to take a 10-minute break.

17 (Recess taken 3:40 -3:56 p.m.)

18 PRESIDING OFFICER HONIGBERG: Ms.  
19 Dandeneau?

20 **QUESTIONS BY SUBCOMMITTEE MEMBER MS. DANDENEAU:**

21 Q Hello. How are you today?

22 A Good afternoon.

23 Q End of the day. I get it. Several of my  
24 questions have been answered so I apologize if



1 the questions that I ask seem like I'm all over  
2 the place but here we go.

3 You've mentioned that you did your analysis  
4 on a regional level. You've talked about that a  
5 lot throughout yesterday and today. Not on a  
6 specific business by business or specific  
7 tourism industry or smaller scale level. And  
8 I'm just curious as to why you didn't do it at  
9 that finer scale level.

10 A I understood the question the Applicant was  
11 looking to was the Orderly Regional Development  
12 aspect of the Project and the effect on an  
13 Orderly Regional Development, and that really  
14 was driving and that we needed to look at the  
15 potential impacts on a regional kind of context.

16 Q Okay. So then you also talked about driving a  
17 large proportion of the route and scoping out  
18 places like Bear Brook State Park and there was  
19 maybe half a dozen specific locations or parks  
20 or businesses that you mentioned earlier today.  
21 What would have been the point of you taking the  
22 time to do that if really you were at more of a  
23 bird's-eye level for your analysis?

24 A I thought it was essential that I understood the

1 Projects, the positioning of the transmission  
2 lines to the key Projects, understanding the  
3 range and diversity, as I was talking earlier  
4 about substitution. If there was a construction  
5 issue or what have you, what other options and  
6 alternatives would that visitor have within that  
7 region. So I believe that understanding those  
8 individual and particularly the larger key  
9 products was very important in making a  
10 conclusion.

11 Q But you didn't collect discrete data from those  
12 places that you visited?

13 A No. Well, a number of them I walked and spent  
14 time in, but I did not study visitation trends  
15 or occupancy levels or those on a business by  
16 business basis, no.

17 Q So how did you, from an analysis perspective,  
18 incorporate the information that you had  
19 gathered? Sounds like it was mostly qualitative  
20 information that you gathered from those  
21 locations. How did you incorporate that into  
22 your analysis if there wasn't actual data to  
23 process?

24 A Sure. It was qualitative, I guess, is a

1 reasonable characterization, but it was, I  
2 thought, really important like in the White  
3 Mountains and the Great North Woods to  
4 understand sort of the range of products, the  
5 kinds of experiences in the area. As I  
6 mentioned, the proximity and the positioning of  
7 the Project relative to some of those key  
8 projects. If a visitor was potentially  
9 concerned with power lines or the construction,  
10 what other options or alternatives might they  
11 have within the region and and all of those  
12 facets together were sort of collectively  
13 considered in my ultimate conclusion.

14 Q Okay. In your report, let me see if I can find  
15 it real quick. In Figure 3-4 where you have the  
16 state broken up into the 7 different regions, my  
17 understanding was that this is the same breakup  
18 as the State's Division of Travel & Tourism?

19 A That's correct.

20 Q And why, what was the basis of how, I'll start  
21 with this. What was the basis of how they've  
22 broken the state up into these regions because  
23 from my point of view it's not by county. Is it  
24 by different townships?

1 A You know, that's a good question, and I don't  
2 know originally what the rationale or the  
3 thought. I have worked with many states where  
4 they change the ways they featured. The example  
5 I gave earlier in working with Colorado, they're  
6 right in the process of redefining regions and  
7 using different approaches to define. I think  
8 in general, though, it's an attempt that  
9 experiences in a particular region would be  
10 somewhat similar.

11 The Lakes Region has a mix of products and  
12 experiences that were somewhat consistent and  
13 similar as is White Mountains as is Great North  
14 Woods. So if that prospective visitor is coming  
15 in and thinking about here's the kind of things  
16 that I would like to do that the state is  
17 grouped in ways that would help them understand  
18 the general kind of geographic region and the  
19 kinds of experiences that might be offered in  
20 these regions.

21 Q So is that why you chose to use those defined  
22 regions for your report also?

23 A That is. It was also that that's the regional  
24 orientation that much of Plymouth State

1 University's historical research uses and  
2 incorporates those regions in much of their  
3 analysis.

4 Q Okay.

5 MR. WAY: I did have one question on the  
6 followup, the regions, and as we were looking or  
7 as I'm looking through Exhibit 45, as we talk,  
8 as we look at Figure 3.5, Figure 3.4, New  
9 Hampshire Travel Spending, 3.1, but then the  
10 other charts we're looking at or at least some  
11 of the other charts we get to in the other parts  
12 of the report. They are looking at it  
13 statewide, correct?

14 A Yes. Correct.

15 MR. WAY: So bear with me here because I'm  
16 just going down. Wasn't quite ready to --  
17 that's okay. So when we look at, for example,  
18 visitor trip volume percentage charge, that's  
19 the state as a whole.

20 A That's correct.

21 MR. WAY: Annual total visitor trips,  
22 Figure 3.3, that's the state as a whole.

23 A That's correct.

24 MR. WAY: New Hampshire Visitor Industry,

1 3-1, state as a whole?

2 A That's correct.

3 MR. WAY: So there is an element of when we  
4 were saying at sort of the 10,000 foot  
5 statewide, it isn't just regional. It's  
6 statewide in a lot of cases.

7 A Particularly in some of the tables that you  
8 pointed out, but as you're probably aware,  
9 there's a wide range of the data that we would  
10 have reviewed from Plymouth State University  
11 that goes down into a regional basis and has  
12 that information over the last number of years  
13 which we would have also considered and analyzed  
14 and did not specifically have tables included  
15 here but there's a variety of the Plymouth State  
16 University information that would also be  
17 provided on a regional basis.

18 MR. WAY: So I'm just trying to get a  
19 sense. If this was supposed to be, if this is a  
20 regional approach, there's a lot here that isn't  
21 regional. So when I look at direct and indirect  
22 spending, I don't have an appreciation from a  
23 regional perspective.

24 A Well, the spending is shown there in Table 3-1

1 within the various regions.

2 MR. WAY: In 3-1?

3 A Yes. That's the traveler spending in the  
4 different regions of the state. It's not, it  
5 doesn't identify the indirect and the induced  
6 numbers. I don't believe Plymouth State breaks  
7 those associated expenditures down on a regional  
8 level. They just have the direct spending  
9 estimate there. But the spending, while on  
10 Table 3-1 it's statewide, Table 3-1 is the  
11 spending on a regional basis.

12 MR. WAY: I don't understand. Oh, so we  
13 have Figure 3-1 and then Table 3-1. All right.

14 A Yes.

15 MR. WAY: Very good. All right. Thank  
16 you.

17 A Okay.

18 **QUESTIONING RESUMED BY MS. DANDENEAU:**

19 Q During Ms. Manzelli's questioning she had  
20 highlighted that you cited traffic delays as a  
21 number one barrier to tourism, and yet you said  
22 that you haven't done any specific analysis on  
23 this. And I'm curious as to why that is.

24 A No. I said I hadn't done any specific

1 construction impact analysis and traffic  
2 congestion, traffic delays, would have been part  
3 of the element as it related to the construction  
4 process. That that was an area that we didn't  
5 focus on in construction impacts.

6 I know I've noted this a number of times,  
7 but I believe that there is a mix of mitigation  
8 steps the Applicant plans to take that there  
9 certainly will still be construction-related  
10 factors and facets that occur, but, again, as  
11 we've discussed quite a bit here this afternoon,  
12 I believe that it's that broader range of  
13 experiences and understand that a five or  
14 ten-minute delay is not attractive to anyone,  
15 but I think it's put in the much broader context  
16 of the experience I have in the Lakes Region,  
17 Winnepesaukee or White Mountains or what have  
18 you, and it's that collective experience that  
19 really drives that visitor's experience.

20 One other point, and I know I've mentioned  
21 this numerous times, but in my work all around  
22 the country, there are construction activity  
23 going on at just about every destination I've  
24 ever worked in.



1 Q Sure.

2 A That's just part of the visitor experience, and  
3 you work to try and limit that disruption, you  
4 try and limit the delays, but I don't know of  
5 any destination I've ever worked with where  
6 construction and road improvements weren't at  
7 some part a facet and a factor that the  
8 destination had to work around.

9 Q Sure. I would agree with you from what  
10 traveling I've done recently also. However,  
11 there seems to be quite a bit of concern from  
12 both Intervenors and the Subcommittee about this  
13 sort of finer scale impact on tourism on  
14 specific businesses or specific areas of  
15 tourism, and so I'm curious and maybe this is a  
16 silly question, but I'm curious as to what level  
17 of effort it would require to do that finer  
18 scale analysis in terms of time frame, in terms  
19 of effort. Have you done that sort of analysis  
20 before?

21 A I have not. I would anticipate that would be a  
22 very extensive, if you're trying 192 miles and  
23 hundreds and thousands of businesses and trying  
24 to develop estimates for each one of them that

1           would be quite an understanding.

2           Q     All right. Thank you. I have a question about  
3           the survey.

4           A     Okay.

5           Q     We've heard, several people have talked about  
6           the questions about power lines of which, I  
7           think, if I recall correctly there was two. A  
8           single question in two different areas of the  
9           survey. Why did you choose the term or phrase  
10          "power lines." I think either earlier today or  
11          yesterday, you had said something about not  
12          wanting that term to be misleading or loaded.  
13          So I'm curious as to why you chose that term,  
14          "power lines."

15          A     I think most respondents, that's what they  
16          relate to, and certainly it can have varying  
17          scales and sizes, but that's the terminology  
18          that most general persons would understand.  
19          It's helping them understand the general issue  
20          of power lines and the presence of power lines.  
21          We thought that was the best terminology, the  
22          best characterization for that user or that  
23          respondent to understand the general orientation  
24          that we were talking about.

1 Q So do you think when a general member of the  
2 public reads the word "power lines" they're  
3 thinking about an 80 to 100-foot lattice  
4 structure or monopole or do you think they're  
5 thinking about the 30 to 40-foot wooden  
6 structures that are along most highways?

7 A I believe it could be both. And again, we  
8 didn't get into you're going to see this for  
9 five seconds as you go under on the freeway  
10 versus there's going to be 7 miles linearly  
11 along this small local highway. We just didn't  
12 get into that.

13 And, again, I believe what we were after  
14 here was the, in our minds, a really important  
15 issue of understanding how power lines, cell  
16 towers, traffic delays, how are those thought  
17 of. These, you know, areas that the majority of  
18 travelers would not desire and would say no, I  
19 don't like it, but it's putting those in context  
20 with, again, these other ones and that was the  
21 real focus of the survey and trying to  
22 understand those dynamics and those comparisons,  
23 and that's why we approached in the way that we  
24 did.

1 Q So can you say that again, the real focus of the  
2 survey was to what?

3 A Understand how the presence of power lines or  
4 traffic delays or cell towers were considered by  
5 prospective visitors in their decision to  
6 potentially choose New Hampshire and have a  
7 better understanding of how those issues  
8 compared or related to some of these broader  
9 issues of the diversity of products and the ease  
10 of access and all of those kinds of facets.

11 As I mentioned earlier, that has been my  
12 experience in 20 years. That's what the Draft  
13 EIS, that's what I've seen and we undertook this  
14 survey to look more specifically at prospective  
15 New Hampshire visitors and see what that  
16 correlation or that representation between  
17 factors like power lines, visible power lines,  
18 to some of these other factors, how that related  
19 to these other factors.

20 Q It seems to me that the use of that term and in  
21 the context that you just described could  
22 actually be a little bit misleading, and I'll  
23 explain why I'm thinking that.

24 Just a little bit before the break, in

1 fact, immediately before the brake, Mr. Iacopino  
2 had asked if in Estes Park if you could see any  
3 of the larger transmission structures in the  
4 Estes Park area from the Rocky Mountain Park.  
5 And you had said you weren't sure but that there  
6 were some pretty high areas, perhaps looking  
7 down onto the park they could see those  
8 transmission structures.

9 And when I think of that, if you're up at a  
10 high level looking down on to a developed area,  
11 any one of those particular individual  
12 structures, the substation included, probably  
13 doesn't stick out very much because it's part of  
14 this larger landscape from a high, sort of  
15 bird's-eye point of view, none of that is going  
16 to, not one particular feature is going to be  
17 very distinct.

18 Versus, for example, I'm from Coos County.  
19 One of my favorite fishing spots is Dummer Pond,  
20 and part of the new right-of-way is going to be  
21 coming right down by Dummer Pond and you're  
22 going to be able to see several transmission  
23 structures from Dummer Pond. They're both power  
24 lines, but the impact of the location of those

1 power lines to me is vastly different, even  
2 though you can see them both from the two  
3 examples that I just described.

4 So how are you really getting at people's  
5 view of power lines as part of the larger fabric  
6 by the two questions that you asked as part of  
7 the survey?

8 A I think the survey and the survey questions  
9 position that visitor's perspective of power  
10 lines, and I think in many instances, that  
11 visitor, is it a 40-foot or a 50-foot or  
12 60-foot, they're not differentiating. They see  
13 that. To some visitors having the smaller  
14 transmission and power line directly adjacent  
15 mile after mile after mile is much more  
16 intrusive and negative than a long viewshed. We  
17 didn't try and differentiate between all of  
18 those different perspectives. We were trying to  
19 understand how power lines were generally  
20 thought of and considered in that decision  
21 process and help us better understand what would  
22 that relate to in terms of some of the other  
23 elements that they might experience and whether  
24 it was traffic delays, whether it was cell

1 towers and how does the presence of power lines  
2 relate to these other factors.

3 Q Not to beat a dead horse, but do you think that  
4 if you had chosen a phrase like "transmission  
5 line" or "lattice structures" that the responses  
6 would have been different?

7 A Frankly, I think for many respondents they  
8 wouldn't know what lattice structure, what we're  
9 referring to or what we're talking about. So I  
10 think, again, part of the goal here was language  
11 that a typical respondent would understand and  
12 certainly there could be variations in terms of  
13 what would come to their mind with that term,  
14 but it was a term that we believed most  
15 respondents would understand.

16 Q Excellent. Thank you. Actually, that's all I  
17 have. Thank you very much.

18 PRESIDING OFFICER HONIGBERG: Ms.  
19 Weathersby?

20 **QUESTIONS BY SUBCOMMITTEE MEMBER MS. WEATHERSBY:**

21 Q Good afternoon.

22 A Good afternoon.

23 Q Thank you for so patiently going through all of  
24 our questions.

1 A Sure.

2 Q I have a very sophisticated sticky note system  
3 for trying to organize these topically.

4 A Okay.

5 Q So I'm not sure how successful it's going to be.

6 Concerning traffic, you've said a number of  
7 times that you don't believe that the  
8 construction delays as a result of this Project  
9 will really influence the visitor's decision to  
10 come to New Hampshire because there's a whole  
11 mix of other factors and other things are more  
12 important. Did I summarize that generally  
13 correctly?

14 A Yes, I think it's a fair characterization.

15 Q I'm wondering how that reconciles with your  
16 section in your report where I think it's Table  
17 6-4 that indicates the possible traffic delays  
18 or the number one barrier for I think it was 19  
19 percent of visitors.

20 A Certainly. Yes. That's a barrier, and as I've  
21 noted, I don't think it's appropriate to look at  
22 that number in a vacuum. You also have to look  
23 at how those respondents would have responded to  
24 what are the positive factors, how important are



1           they, how significant are they. And certainly  
2           understand that traffic delays, power lines,  
3           wind turbines, commercialization. For some  
4           percentages, that could be a barrier.

5           But our point is that we don't believe it's  
6           appropriate to look at that response solely  
7           individually. You have to recognize that that's  
8           one piece in a very involved decision process  
9           that that typical visitor would have, and they'd  
10          be considering all of these other factors and  
11          variables as well, and as I've mentioned  
12          numerous times here now, but I believe it's that  
13          collective mix of much more powerful variables,  
14          the same variables that are pointed out time and  
15          time again in other documents and other  
16          experiences. That I believe that while that's a  
17          barrier, while it's an issue, it's put in  
18          context with all of the other aspects that New  
19          Hampshire offers and that that visitor would  
20          still come to the state. They certainly might  
21          try and choose a different route or go to a  
22          different location, but I believe they'd still  
23          come, they'd still recreate, they'll still spend  
24          their money, and it's these broader destination

1 attributes that try the fundamental decision.

2 Q Okay. So even though almost 20 percent of the  
3 folks that would come here say that a critical  
4 and very important barrier to going to a  
5 destination is the traffic delay, that they  
6 would still come because of these other factors.  
7 That's your position.

8 A Yes.

9 Q Okay. And is that also about one-third of the  
10 respondents in your survey also indicated that  
11 ease of access was a very important attribute to  
12 them. So I'm guessing that your answer is  
13 basically similar, that even though ease of  
14 access may not be so easy because of various  
15 delays, that they still will come because of the  
16 combination of factors. Is that your view?

17 A Ease of access I think for many of the  
18 respondents, it's that I can get to New  
19 Hampshire easy from many of these surrounding  
20 feeder market states, and that it's easy to get  
21 up to that. They're not talking so much about  
22 the last few miles to get to their hotel or  
23 whatever. It's that I live in Massachusetts or  
24 one of the other surrounding states, and I can

1 get up to New Hampshire. It's convenient, it's  
2 easy, there's a broad range of things to do.  
3 And even though traffic delays was a barrier,  
4 two thirds saying it's the great value for the  
5 money, the broad range of things that I can do  
6 in New Hampshire, the great recreational, the  
7 cell phone, the ease of access. Those three,  
8 four times some of these barriers, and, again,  
9 it's that collective mix of offerings.

10 Q So it's ease of access to the state generally  
11 rather than ease of access to a particular  
12 destination.

13 A I think that's what most of the respondents  
14 would have been thinking when they answered that  
15 question.

16 Q Quick thought to share with you here concerning  
17 the Cascades area?

18 A Okay.

19 Q You indicated that you had no example of how  
20 power lines have affected a visitor's experience  
21 in that region, and I just decided to Google the  
22 area and see what it looked like. And one of  
23 the very first things that popped up on my  
24 screen here was this review I'm going to read to

1           you. It's a Trip Advisor Review from someone  
2           who visited November 2013. Her name was Ann F  
3           from Sioux Falls, South Dakota. It's a review  
4           of the North Cascades Highway. That's the area  
5           that you indicated --

6       A     Yes. That's correct.

7       Q     So this is her review. I'll try to read it  
8           slowly. It's titled "Beautiful view, marred by  
9           power lines." It's reviewed November 9, 2013.  
10          "This would have been an absolutely spectacular  
11          drive if it hadn't been for Seattle City Light.  
12          The National Park actually is split in half with  
13          a narrow corridor along the highway for  
14          industrial and commercial operations. There's a  
15          big dam on the Skagit River that belongs to  
16          Seattle City Light. There are transmission  
17          lines everywhere. In addition, there's a small  
18          town that has sprouted up along the highway to  
19          support the power company. It is very much  
20          ruined by the untouched beauty of the region.  
21          The park is free, but you have to pay for a  
22          trail pass if you want to hike in the wilderness  
23          areas."

24                   Do you agree that the power lines have had

1 no effect on that visitor's experience?

2 A I don't believe I made that statement. I said  
3 that there was a very successful Scenic Byway,  
4 the Cascade Highway, which is one of the most  
5 popular and prominent Byways in the state, and  
6 it had prominent power lines. I certainly am  
7 not making a representation that some  
8 individuals might not be attracted or have a  
9 negative perception to the transmission lines.  
10 What I'm saying is in general it's that much  
11 broader and my point here is on that scenic  
12 byway. The state very heavily promotes that as  
13 one of its key Byways. It attracts hundreds of  
14 thousands of travelers each year. There's a  
15 significant amount of recreation that occurs at  
16 that lake. And I'm certainly not saying that  
17 there aren't individual responses of such as  
18 just what you read.

19 But my point is that it's a beautiful  
20 state, it's a beautiful Scenic Byway where there  
21 are hundreds of thousands of Washington visitors  
22 that take advantage of that experience and that  
23 while the transmission lines are a part of that  
24 experience and parts of the Byways, there's

1 significant beauty and for the vast majority of  
2 those travelers they travel that Scenic Byway  
3 because of that broader array of experiences  
4 that it provides even though there are  
5 transmission lines.

6 Q Do you think this tourist from South Dakota is  
7 likely to travel to that area again?

8 A I would anticipate not from the reading and the  
9 characterization that you provided.

10 Q Do you expect that maybe tourists that come to  
11 New Hampshire that are hoping to experience  
12 natural beauty that see the power lines and also  
13 may not come again?

14 A Sure. But there are power lines all around  
15 Colorado. The example that I provided earlier  
16 as you're traveling up to the ski area in a wide  
17 variety of other destinations, again, in my  
18 experience many of these have the large  
19 transmission lines. They're still viewed as  
20 very attractive, very positive destinations.  
21 But again, I'm not trying to make a  
22 representation that there aren't individuals who  
23 might be turned off by that, but I think the  
24 vast majority of visitors look to that broader

1           experience, and that's why there's hundreds of  
2           thousands of people that experience the Scenic  
3           Byway there.

4           MR. IACOPINO: Just before you ask the next  
5           question, for the parties, Ms. Weathersby is  
6           referring to a Trip Advisor on the North  
7           Cascades National Park website. I have the URL  
8           here, it's extremely long, but we'll email it to  
9           everybody so that you have it so you can see the  
10          exact spot that she's drawing from here. Thank  
11          you.

12          MR. REIMERS: Mike, will that become a  
13          Committee Exhibit?

14          MR. IACOPINO: I guess so. I mean, I guess  
15          so. It's in the record.

16          **BY MS. WEATHERSBY:**

17          Q       Your primary work, as I understand it, is  
18          advising clients how to increase tourism to an  
19          area, maximize their marketing budgets, that  
20          sort of thing, is that correct?

21          A       Yes. Maximize the industry power and that can  
22          be defined in lots of different ways. Sometimes  
23          it's on a pure volume kind of basis, but as I  
24          mentioned yesterday, sometimes it's trying to

1 attract visitors who reinforce other economic  
2 clusters that they're trying to attract or  
3 certain visitor segments they're trying to, so  
4 it's not purely a volume number. It can take a  
5 variety of different areas.

6 Q Sure. And I think I've heard you say you've  
7 represented municipalities, convention bureaus,  
8 states, a variety of types of clients.

9 A Sure.

10 Q Have you ever advised a client to bury power  
11 lines? Particularly, say, downtown Concord has  
12 just buried their power lines to improve the  
13 visitor experience. Is that something you've  
14 advised a client to do?

15 A I have not, no.

16 Q Concerning your survey, it's part of your  
17 analysis in your report, do you have demographic  
18 information for the survey participants? I know  
19 you've asked questions about it, but are you  
20 able to share with us today, say, the income  
21 groups, the 450-odd participants, what  
22 categories they are. How many between 18 and  
23 30. Do you have any demographic information?

24 A Those questions, demographic questions were



1           asked. I don't have them in front of me now.

2           Q     Is that part of the information you'll be  
3           providing us with the results?

4           A     Yes. Correct.

5           Q     When a participant was given the survey, this  
6           was all done electronically or were they given  
7           paper?

8           A     Electronically.

9           Q     And when it came to their screen, was it like a  
10          page-by-page basis or how did it appear to them?  
11          The participants?

12          A     Sure. On the panels, so they would have agreed  
13          to participate in the survey and then depending  
14          on the question and the question length, they  
15          might answer one or two of the questions on a  
16          page and would click a next button, and it would  
17          go to the next set of questions.

18          Q     So were the pages that they would see the same  
19          pages that we're seeing?

20          A     Essentially. This is a Word document but it's  
21          essentially that in electronic form.

22          Q     There seem to be two key questions concerning  
23          the whole purpose of what you've said is the  
24          purpose of the survey. How power lines may

1           affect a visitor's decision to come to the  
2           region, that being question 2.5 and 2.6. Given  
3           that that question is so important, I'm curious  
4           why Question 2.5, if a page pops up, the  
5           question concerning power lines is split between  
6           pages. I mean, it makes it even more, if you  
7           look at Question 2.5, the page ends, the  
8           destination has visible power, and they have to  
9           answer. And then the next question goes on  
10          lines in certain areas with no dots. It's just  
11          seems like it's confusing.

12        A    The Word version of the survey is not how the  
13           survey is seen on screen so you're not going to  
14           another page. That's fully on a single page on  
15           the electronic version, and in the situation  
16           that you noted on that particular question,  
17           those elements would vary so they wouldn't  
18           always be in the same sequence to ensure there  
19           wasn't bias introduced by the consistent  
20           listing, and so it would have all been on one  
21           page and those examples would vary depending on  
22           the respondent to ensure there wasn't, as I say,  
23           bias in the sequencing.

24        Q    Okay. Great. And I'm curious, for all of these

1 questions, there's a number attached to the  
2 benefit or the barrier, the horizontal bar, and  
3 then there's numbers listed for each of the  
4 factors. Can you tell me about what those  
5 numbers are used for?

6 A That's in the frequency report so when you see  
7 the various answers, you can see here's the  
8 element with this number and here's the response  
9 of how many answered. 3 or 2 or 1. So each of  
10 the words are given a numerical designation as  
11 well so on the frequency report, you can  
12 interpret the answers using the numbers that  
13 you're seeing there.

14 Q And would the survey participant have had those  
15 numbers on their survey as well?

16 A I don't believe so.

17 Q Okay.

18 PRESIDING OFFICER HONIGBERG: Can I follow  
19 up on that survey?

20 MS. WEATHERSBY: Yes.

21 PRESIDING OFFICER HONIGBERG: I have a  
22 question about Question 2.5 and the survey and  
23 probably similarly about 2.6. When you look at  
24 the question, the intro to 2.5, it asks about

1 the factors and how important are they regarding  
2 whether or not to visit these places. Putting  
3 aside the grammar issue of putting whether or  
4 not, the implication is you've got positive and  
5 negative attributes here, and when I get faced  
6 with surveys like this and we've all seen things  
7 like this, I can't tell whether you're looking  
8 for me to identify the ones that are good or  
9 bad. So you've got a potential confusion in the  
10 way the question is worded, and then potential  
11 confusion in identifying positives and  
12 negatives. There's something like 15  
13 attributes, and three of them are probably  
14 objectively negative to most people. A couple  
15 are maybe ambiguous because the one about being  
16 close to home, that might be a positive or  
17 negative for some people. And you've got some  
18 that are clearly positive. You've got words  
19 like great in there. Very qualitative word.  
20 Identifying something that's a really important  
21 good thing. So this whole thing strikes me as  
22 confounding on many levels. Is this a typical  
23 way of putting something like this together?  
24 A Sure. A five point scale.

1           PRESIDING OFFICER HONIGBERG: We've all  
2           seen five point scales. We're been dealing with  
3           those since we started taking standardized tests  
4           in second grade. So that's not an issue. But  
5           I'm talking about having positives and negatives  
6           with an ambiguously worded introduction.

7           A     Well --

8           PRESIDING OFFICER HONIGBERG: You don't  
9           have to agree with me that it's ambiguous.

10          A     The point of trying to understand the power of a  
11          particular attribute and the way we characterize  
12          it there in that question is that a barrier and  
13          what level of a barrier would it be. Is it sort  
14          of indifferent. Is it an important attribute.  
15          We felt it provided very good insights in terms  
16          of what drives that visitor's perspective, what  
17          would drive their decision to choose the State  
18          of New Hampshire.

19          PRESIDING OFFICER HONIGBERG: So something  
20          that's, for example, place that offers good  
21          value for money, that's clearly a positive  
22          attribute. That's not going to be a barrier,  
23          but you're looking for people's reactions to the  
24          positives and people's reactions to the

1 negatives, hoping that they'll be able to sort  
2 the two out as they go?

3 A But how strong is that positive. Is it, yeah,  
4 it's important, but when I put it in relation to  
5 great things to do or great food and retail,  
6 it's understanding not just that it's good but  
7 how does that factor relate in terms of  
8 prioritization with these other factors. So  
9 it's not just is it positive or negative. It's  
10 what's the power of using that five point scale  
11 to either understand how negative or how sort of  
12 middle of the road or how positive.

13 And again, I would sort of come back to  
14 that point that what comes up as these very  
15 powerful drivers are that the same things that  
16 we see are the same things that are referenced  
17 in many of the other areas that I cited, and the  
18 point that yes, we recognize and acknowledge  
19 that some of these other factors are seen as  
20 barriers, but through this process, we're able  
21 to get a better understanding of the scale of  
22 that power of that factor in relation to these  
23 other broader destination factors that, again,  
24 we believe are much more prominent and much more

1           powerful in that visitor's decision to choose  
2           New Hampshire.

3       **BY MS. WEATHERSBY:**

4       Q     Similarly, first let me ask a general question.

5           As people are going through this survey, do  
6           they have a chance if they after reading the  
7           next question they realize oh, maybe I answered  
8           incorrectly on the question above, can they go  
9           back or is it just a linear process?

10      A     I think they can go back.

11      Q     They can go back and change their answers.

12           Okay. Similarly, a little bit of confusion with  
13           Question 2.6. How often have you made your  
14           decision to visit a destination based primarily  
15           on each of the following factors.

16           So this is asking for the primary reason  
17           for actually deciding to visit. And of course  
18           one of the options is the destination has power  
19           lines in certain areas. So even if they choose  
20           "never" which would be the response of someone  
21           who, I would think most people would choose  
22           never because that would, you know, why would  
23           someone choose anything other than never unless  
24           they're power plant aficionados. They have to,

1 the destination is chosen based primarily on the  
2 presence of power lines. And if your purpose  
3 was to determine whether power lines had a  
4 detrimental effect on their decision, why didn't  
5 the question read or why wasn't there a followup  
6 question concerning decisions not to visit the  
7 area.

8 So there's a lot of things in there. Do  
9 you agree with me that very few people would  
10 choose anything other than never when the  
11 question asks destination based primarily on the  
12 destination has visible power lines in certain  
13 areas.

14 A I think I might just answer in a little broader.  
15 The first 2.5 was to try and understand that on  
16 a scale of barriers or middle of the road or a  
17 strong, and then asking that question in a  
18 slightly different way, saying just how much of  
19 this was a primary factor in your decision to  
20 travel. So it was just another attempt at  
21 trying to understand the level of significance,  
22 the level of importance of that. So we knew it  
23 was a barrier or a strong attribute, and then  
24 that question was more to try and understand was



1 this a primary factor in your travel decision.

2 Q But if someone in 2.5 had said it was a barrier,  
3 where do they have an opportunity to tell you  
4 that it's a primary decision for me not visiting  
5 the area?

6 A That's in that Question 2.6.

7 Q Well, 2.6 says, they would just choose never.  
8 The choices are, again, the question is how  
9 often had you made your decision to visit a  
10 destination based primarily on each of the  
11 following factors. And it's visible power  
12 lines. So they can choose never, sometimes,  
13 quite often or almost all the time. So if they  
14 were going to visit the destination, this is not  
15 "not visit" so if someone didn't like power  
16 lines, their only choice is never, and you never  
17 get to answer the flip question of how often  
18 have you made your decision not to visit a  
19 destination based on visible power lines. Do  
20 you see what I'm saying? It seems to be not an  
21 opportunity for the followup which was really  
22 part of the key reason for the survey.

23 A I don't have the wording of the question on my  
24 screen. Maybe if I could get that pulled up.

1           PRESIDING OFFICER HONIGBERG: I think it's  
2 Exhibit 227.

3           MR. IACOPINO: Joint Muni 227.

4           PRESIDING OFFICER HONIGBERG: I think the  
5 wording of 2.6 is on page 9 or 10. 9, I think.

6 A I think how often have you made your decision to  
7 visit a destination based primarily on each of  
8 the following. So the presence of power lines,  
9 how significant, how important was that. And,  
10 you know, they could say it's never been a  
11 primary factor in my decision on choosing a  
12 destination, sometimes, quite often or almost  
13 all the times. So it allowed us to get a better  
14 understanding of the level of importance as a  
15 priority that they would make their decision of  
16 where to travel based on if there was the  
17 presence of power lines.

18 Q So you're saying that someone who would not,  
19 assuming they didn't like power lines, they  
20 would choose almost all of the time? How would  
21 you know whether that was something they were  
22 choosing to visit or not to visit the way it was  
23 worded?

24 A I would take it that typically it would

1 influence my decision to travel and would play a  
2 very important role. My expectation, strong  
3 expectation, is that I would not choose that  
4 location if that was a primary factor or facet.

5 Q Do you agree with me that this would have been  
6 more clear if there was a question about  
7 choosing to visit an area and a question or  
8 choosing not to visit an area?

9 A Possibly. I think this presents it in a broad  
10 kind of context. Wording it the way you're  
11 suggesting could have clarified it.

12 Q If the primary driver of this survey was to get  
13 people's opinions or to find out how the  
14 presence of transmission lines impacted a  
15 person's decision whether or not to visit an  
16 area, we've already discussed why you chose the  
17 word power lines over transmission lines, but  
18 why are there only two places that power lines  
19 even comes out? Why aren't there more  
20 questions? Why isn't it, why don't you talk  
21 about the presence of towers or show a picture?  
22 Before and after. Would this influence your  
23 decision to stay in this locality. Little more  
24 meat there.

1       A     I understand what you're saying.  The reason we  
2       did not use simulations or visual, we were  
3       looking to try and understand where those power  
4       lines are positioned relative to the much  
5       broader range of factors.  So it wasn't just an  
6       issue of is this more visual or do you like it  
7       or don't like it.  The issue for us was to  
8       understand how power lines are seen by today's  
9       travelers, by New Hampshire travelers, as either  
10      a barrier, an attribute, indifferent and how  
11      does the presence of, and, again, I know we're  
12      talking about power lines, but we also wanted to  
13      try and relate how that visitor would perceive  
14      power lines relative to cell towers, relative to  
15      commercialization, relative to traffic delays,  
16      and again, to understand not just I like this  
17      view better than that view.  It's understanding  
18      how transmission lines play into that  
19      fundamental travel decision to choose New  
20      Hampshire as a destination, and that was a key  
21      goal we had in the survey, and that's the reason  
22      we approached it in this fashion.

23               MR. WAY:  So you're saying you really  
24      didn't want to lead the witness in the survey.

1           You wanted to find out what their impressions  
2           were of power lines and how that would affect  
3           their tourism decisions?

4           A     Correct.

5                     MR. WAY:   But as you take them through the  
6           process and you have your questioning, and I  
7           agree with Ms. Weathersby that there's ways that  
8           this could have been done in a different form.  
9           As you're taking them through that process and  
10          getting that data, then you could have  
11          introduced the idea of transmission towers and  
12          given them a little bit more of an idea of what  
13          was being proposed.   And then you would have  
14          gotten a second view of how they might have  
15          reacted to that.

16                    So you have their general impression of  
17          power lines, not transmission lines, but now  
18          we're taking them to a process where you say  
19          okay, and now this is what is being considered.  
20          How would this affect your decision now.   Does  
21          it change.   Because then if they say well, it's  
22          not going to affect my decision in any way,  
23          shape or form, I think that's pretty powerful,  
24          but it doesn't do that.

1       A     That could have been an approach that was  
2            considered.  Again, we were focused on trying to  
3            understand the general orientation of power  
4            lines, and again, I think that point of asking a  
5            question purely on that one single facet is not  
6            appropriate.  You have to understand that in the  
7            context of all of these other facets and  
8            factors, and that's what we were really after in  
9            this survey.

10           MS. WEATHERSBY:  Okay.

11           MR. OLDENBURG:  Can I butt in?

12           MS. WEATHERSBY:  Sure.  Please do.

13           MR. OLDENBURG:  I'm going to pile on.

14           Dawn, could we go up to Question 2.4 which is on  
15           page 6 of the PDF?

16           So this is the question where you ask  
17           what's important to people, and it's just a  
18           list.  So these are all things that people could  
19           choose from as a positive.  I want to go  
20           boating.  I want to go bird watching.  And it's  
21           pretty simple to understand what the intent is.

22           But when you go back to the other page,  
23           whatever it was, on page 9, Question 2.5 or  
24           Question 2.6, I look at that and I say a place

1 that offers easy access. Well, to me, living  
2 here in Concord, Plymouth has easy access. I  
3 hop on Interstate 93 and I go for 45 minutes and  
4 I'm in Plymouth. It's easy access. Or it's  
5 close to my home. It's not close to my home.  
6 So I have in one question, I have a yes and a no  
7 answer.

8 And it seems to me like there's others like  
9 that. Like I see a large commercial or  
10 industrial development from the highway, well,  
11 if my trip is two hours long, from what highway,  
12 what's my perspective of seeing that, is it two  
13 miles from my home and I don't really care. But  
14 the very next question is the destination has  
15 little commercialization. So I'm like, I read  
16 those, and I'm like I'm confused. I don't know,  
17 I don't know what the first question is asking,  
18 and I know what the second question is asking,  
19 but I don't know if they're related.

20 A I think the first question where you've talked  
21 about ease of access or close to home, in our  
22 experience that's a very frequent factor that  
23 visitors use in terms of just how easy is it to  
24 get there. We did not try and narrow that down

1 in terms of number of miles or exact proximity.  
2 It's a general statement. And how important is  
3 that factor that New Hampshire, I can get there,  
4 it's close, I live in Massachusetts, I live in  
5 wherever that might be, and I can get there  
6 easy, and that's an important attribute and how  
7 important and how does that factor relate to the  
8 amount of products and experiences or the value  
9 for the money. And for us it helped us  
10 understand the power and importance of these  
11 attributes relative to the other attributes.

12 MR. OLDENBURG: It just seemed like the 2.4  
13 has a very easy list to understand of what's  
14 important. It could have been just as easy to  
15 create a list of the negatives and then see how  
16 power lines rate in the negative. So if you had  
17 a list of lack of shopping, lack of dining,  
18 visibility of cell towers, visibility of high  
19 voltage transmission towers, lack of outdoor  
20 recreational activities, lack of cell phone  
21 service, traffic delays due to congestion. You  
22 list all the negatives and see how that rates.

23 I would think that would be a better  
24 indication of how high voltage transmission



1 towers or lines would rate in the negatives  
2 instead of mixing up positives, negatives.

3 A It's certainly a different approach. I believe  
4 the question we were trying to understand is  
5 what are the factors, both positive and  
6 negative, that would influence that decision.  
7 And asking the question in that question format  
8 we felt provided us an understanding of the  
9 scale of either positive or negative than just  
10 how powerful those either barriers or attractive  
11 elements were.

12 MR. OLDENBURG: I just think the questions  
13 were confusing, and that's why you had people  
14 say one of the benefits is traffic congestion.  
15 I think there's a percentage of people that  
16 misunderstood the questions and answered them  
17 probably not the way they really intended.

18 A Okay.

19 BY MS. WEATHERSBY:

20 Q Okay. I think I'm going to leave the survey  
21 you'll be happy to know. Just some more general  
22 questions I guess about your analysis.

23 It seems to me that different types of  
24 tourists to New Hampshire may have different

1 opinions about the presence or absence of the  
2 Northern Pass Transmission Project. If I'm  
3 coming to North Conway to go shopping at the  
4 outlet mall, I care about what's on sale and  
5 does Nike have my size. But if I'm coming to  
6 North Conway, North Conway is probably the wrong  
7 example. If I'm coming to the White Mountains,  
8 and I am hiking, and I want a wilderness view  
9 from the top of the mountain, and there's going  
10 to be towers there, do you agree with me that  
11 different types of visitors may have different  
12 feelings towards the presence or absence of  
13 transmission towers.

14 A Sure. That's possible.

15 Q And did you do any analysis concerning the  
16 different tourism industries in the State of New  
17 Hampshire as far as like how many are coming  
18 here to hike, how many are coming to fish, how  
19 many for shopping?

20 A Yes. That was part of the Plymouth State  
21 historic data, and, again, in our survey here  
22 we're asking the kinds of activities and  
23 interests that that visitor might have.

24 Q In the survey data, do you have that analysis of

1 everyone who said they are coming to hunt, you  
2 know, how all of the hunters, how do all of the  
3 people who answered that question answer the  
4 rest. Do you have the data able to be  
5 manipulated in that way?

6 A It's possible to do it. We didn't do a whole  
7 range of cross tabs. We were looking at it in a  
8 more aggregate basis and believe that the random  
9 nature of the survey provided a broad mix of  
10 interest and activity levels and presented it in  
11 an aggregate that there is the potential of  
12 doing cross tabs and looking at it in a more  
13 fine level. We haven't done that at this point.

14 Q Okay. I share some of the concerns I guess that  
15 have been raised concerning the kind of macro  
16 level of the analysis. It seems to me if we're  
17 trying to determine the impact of the Project on  
18 tourism and tourism businesses, not give you my  
19 opinion, but do you have information concerning  
20 the top 100, top businesses, tourist  
21 destinations in the State of New Hampshire? Is  
22 that information available to you?

23 A Yes. In the major attractions, yes.

24 Q Did you go through that list and see which ones

1 will have visibility of the Project and how the  
2 Project might affect them?

3 A Yes. We looked at the proximity of key  
4 attraction, key products and the proximity to  
5 the line.

6 Q And other than at the listening session, did you  
7 visit with the businesses, did you talk to them  
8 about their concerns, did you do any kind of  
9 economic analysis of how they might be affected?

10 A Sure.

11 Q Was there anything beyond looking at it and then  
12 the listening sessions?

13 A There was a wide range of responses and  
14 materials that were received by the Applicant  
15 that we reviewed. There was a wide range of  
16 newspaper articles and letters to the editor  
17 that we reviewed. I believe we got a very broad  
18 understanding of the range of concerns, how  
19 those concerns were being presented, and that  
20 the listening sessions again, while they were  
21 limited in terms of the numbers, they were  
22 senior level persons who represented a broad  
23 array of the industry and we felt could give us  
24 a good understanding of some of the diversity of

1 thoughts and ideas.

2 Q Would your analysis have been more complete if  
3 you had met with representatives from more top  
4 tourist destinations?

5 A I don't think we would have revealed concerns or  
6 issues that we haven't heard or that we didn't  
7 take into account. I believe the steps that we  
8 undertook, the range of processes to understand  
9 factors and concerns that we had a very strong  
10 understanding of sort of the diversity of  
11 perspectives and the rationale behind them.

12 Q I also understand other than the New Hampshire  
13 Tourism Council and a brief meeting with the  
14 State, you didn't meet with Chambers of Commerce  
15 or other tourism agencies in the state. Is the  
16 reason for that the same answer you just gave?

17 A Yes. I believe there was one or two other  
18 Convention to Visitor Bureau folks that we had  
19 discussions and dialogue with. The  
20 communications from other towns, other  
21 communities, would have been the written  
22 responses that they provided to the Applicant  
23 and reviewing those materials but not meeting  
24 one-on-one.

1 Q Which of those other councils or entities did  
2 you have discussions with?

3 A I was talking about Convention and Visitor  
4 Bureaus in Manchester, and I believe like up in  
5 the White Mountains, the White Mountains  
6 Association is the marketing arm and the entity  
7 that coordinates those kinds of effort and  
8 activities. So it would have been the White  
9 Mountains and the Manchester Convention Visitor  
10 Bureau.

11 Q And you met with them, the Manchester Bureau,  
12 even though the Project doesn't go through  
13 Manchester?

14 A Understanding the perspectives and attitudes of  
15 the tourism industry in this region we felt that  
16 that person could provide another perspective  
17 and thought in terms of how the industry  
18 perceived it.

19 MR. WAY: Quick question. I just wanted to  
20 go back to that last point you made about, and I  
21 think it's always good to have other voices in  
22 there. But reaching out to Manchester, I mean,  
23 I can certainly understand them weighing in on a  
24 lot of the aspects that we've talked about to

1 date. How much value did they have with regards  
2 to offering their input on tourism?

3 A They're one of the more prominent communities,  
4 and cities have significant tourism and business  
5 activity in the city, and it was just one  
6 additional voice that we heard and got a  
7 perspectives from.

8 Q And I didn't want to, I didn't mean to imply  
9 that they didn't have a major tourism component.  
10 I'm wondering how much they had to offer about  
11 the pathway of Northern Pass, the tourism  
12 impact.

13 A No. They talked more about how the industry in  
14 the southern parts of the state viewed the  
15 Project and general perspectives and talked  
16 about it more from the businesses down in the  
17 southern portions of the state.

18 Q Certainly. Were they part of the listening  
19 sessions?

20 A It would have been in the Concord -- there  
21 weren't many, and it was representatives from  
22 one of the theaters in Manchester, the  
23 representative from the Hotel and Lodging  
24 Association, and then the CVB Director.

1 Q Was there anyone from Concord in that meeting?

2 A I don't believe so.

3 MS. WEATHERSBY: I don't think I have  
4 anything further.

5 PRESIDING OFFICER HONIGBERG: I don't have  
6 much.

7 **QUESTIONS BY PRESIDING OFFICER HONIGBERG:**

8 Q Much of what you have relied on, it seems, both  
9 from the written report and from answers to  
10 questions is your experience. You've been doing  
11 this for a lot of years, you've looked at a lot  
12 of places, you've seen a lot of projects. I'm  
13 not wrong about that, am I?

14 A I believe there's much more than just my  
15 experience that we took into consideration.

16 Q Would you say it's half your experience and half  
17 more objective data?

18 A No. I would say, you know, maybe 20 percent  
19 that's the literature and the experience around  
20 the country, around the world, and not being  
21 able to identify any other examples anywhere  
22 that demonstrated this effect was not my own  
23 experience. It was looking to see if there were  
24 experience in other areas.



1 Q So it was really the lack of experience with the  
2 comparable that allowed you to move in this  
3 direction?

4 A That no one else that we could find was able to  
5 demonstrate this correlation that transmission  
6 lines directly influenced demand of tourism  
7 destinations. That transmission lines have been  
8 developed all around the country in sensitive  
9 areas as well as around the world, and in all of  
10 those instances, there was no research, there  
11 was no studies that documented that  
12 relationship.

13 Q So that lack of documentation for relationship  
14 is part of the basis for your conclusion?

15 A That I could find no other example anywhere in  
16 the world that could show that relationship.  
17 That was one piece that was certainly beyond  
18 looking at the actual experience with the old  
19 Phase II line 30 years ago, but even more  
20 relevant in today was the vibrancy and the  
21 health of the Maine Tourism Industry after five  
22 years of construction in the Maine Reliability  
23 Program. This general understanding of visitors  
24 and how they decide and what factors they use to

1 decide. Well, part of that had been my  
2 experience.

3 It was also looking at what the Draft EIS  
4 found and cited in a very similar fashion.  
5 Again, the example that we talked about  
6 yesterday with Maine citing those same kind of  
7 factors, and then undertaking this kind of  
8 survey where we better understood how power  
9 lines were related to the broader range of  
10 facets and factors that would influence.

11 So while my actual experience was a piece  
12 of my, it was the collective mix of initiatives  
13 and processes that we undertook to try and  
14 answer that question.

15 Q So in the art versus science spectrum or  
16 continuum, where does this fall? This type of  
17 analysis. Is it more towards the science end of  
18 things, more towards the art end of things or  
19 somewhere close to the middle?

20 A Probably in the middle. The lack of actual  
21 research demonstrating the ability to show the  
22 frequency that that's the conclusion in many of  
23 these where they don't believe it will have an  
24 effect on it is not measurable. Again, the

1           experience directly adjacent to us here with  
2           Maine and a very comparable state, very  
3           comparable orientation of beauty and  
4           attractiveness, attracting many of the same  
5           visitors and their extremely strong performance  
6           after they've experienced a very similar project  
7           with construction going on for five years and  
8           their ability to maintain a very healthy and  
9           vibrant, all of those combined, again, a mix of  
10          science and art.

11        Q    Is there more you would have done had you had an  
12            unlimited budget and unlimited time to answer  
13            the questions you were asked?

14        A    Well, as we've talked about today, there's all  
15            kinds of steps. I don't know of anyone who has  
16            taken this approach where you're going down  
17            business by business, but --

18        Q    That's a question. Do you think that would have  
19            been valuable? Really what I want to know is  
20            you're been asked about a lot of things you  
21            didn't do.

22        A    Yes.

23        Q    Do you think any of those things would have been  
24            valuable?

1 A I don't think it would have added any additions  
2 to our fundamental conclusion about impacts on a  
3 regional basis. It would allow us to speak more  
4 specifically to the impacts on any particular  
5 business, but I don't think undertaking that  
6 much more extensive process would have related  
7 in a different fundamental conclusion that we  
8 came to as it related to regional demand.

9 Q Setting aside the things that you were heard and  
10 were asked about specifically, in thinking about  
11 the work that you were asked to do and the work  
12 that you did, is there anything you wish you  
13 could have done that you didn't do?

14 A I guess in terms of some of the discussions  
15 we've had, just having potentially some  
16 additional perspectives. If we could have  
17 gotten a better turnout at some of the listening  
18 sessions, that would have been a plus, but,  
19 again, even with that, I believe that it  
20 wouldn't have identified issues or concerns that  
21 we weren't aware of, but having a broader range  
22 of participants in some of those sessions would  
23 have been an attractive addition.

24 Q Circling all the way back to some early

1 questions from Mr. Pappas, you and he had some  
2 difficulty with the hypothetical nature of some  
3 of his questions, but I just want to make sure I  
4 close the loop on a concept that the two of you  
5 talked about, but I want to make sure I  
6 understand your answer.

7 A Okay.

8 Q You are generally of the view that most people  
9 wouldn't consider the presence of the power  
10 lines, transmission lines, relevant to their  
11 decision making, correct?

12 A To their fundamental decision to choose their  
13 destination.

14 Q For those that do and there is a percentage, you  
15 would agree, correct?

16 A Yes.

17 Q Overwhelmingly in that cohort, that's a  
18 negative, right? There may be a few electricity  
19 transmission nerds who want to see things like  
20 that, but, generally, the overwhelming  
21 percentage of that cohort, however small it is,  
22 it's a negative. Right?

23 A Sure. It's either indifferent or negative.

24 Q We've put aside the people who don't care.

1 A Okay.

2 Q Just cutting those people out.

3 A Okay.

4 Q Maybe we're talking about a 10th of one percent  
5 of the population, maybe we're talking about 20  
6 percent of the population, maybe we're talking  
7 about 80 percent of the population, but however  
8 big that cohort is, the people who care, it's a  
9 negative, right?

10 A I'd agree with that. Yes.

11 Q Okay. That's all I had.

12 PRESIDING OFFICER HONIGBERG: Does anyone  
13 else on the Committee have any questions before  
14 Mr. Iacopino goes? Mr. Iacopino.

15 **QUESTIONS BY MR. IACOPINO:**

16 Q I just have two questions for you, Mr. Nichols.

17 The first is all the way yesterday, many  
18 moons ago, you discussed, I believe it was with  
19 Mr. Pappas, you were talking in terms of studies  
20 that tried to determine what the impact of  
21 transmission lines or infrastructure, large  
22 infrastructure, the effects of that. And in  
23 2011, the Granite Reliability Wind Farm was  
24 built up in Coos County with I believe 33

1 three-megawatt wind turbines, and in 2012 the  
2 Groton Wind Project was built in Groton, New  
3 Hampshire, which is right next door to Plymouth  
4 with 24, I believe, two-megawatt wind turbines.

5 Did you at any time try to determine  
6 whether or not either of those two large  
7 infrastructure installations affected the  
8 tourism in either of those areas or in the  
9 region generally?

10 A Those came up in some of our discussions with  
11 some of the individuals up in the North Country,  
12 and there was sort of a diversity that they  
13 didn't believe that it impacted fundamental  
14 demand. Some were actually intrigued by them.  
15 There were some comments, but no one cited them  
16 as a significant barrier that had negatively  
17 influenced travel up in the region.

18 Q Did you undertake any research to determine, for  
19 instance, if tourist spending increased or  
20 decreased with the installation of those two  
21 facilities?

22 A No. We did not do that analysis.

23 Q Okay. The other thing is the experts for  
24 Counsel for the Public, Kavet & Rockler, they

1           were pretty critical of your methodology and  
2           your report, and I know that you filed  
3           Supplemental Testimony in response to that. Is  
4           there anything that you wanted to add to that  
5           that's not already in your Supplemental  
6           Testimony?

7           A    Yes. Many of the items that they identified, I  
8           believe, were minor that did not change  
9           fundamental conclusions in any regards. I  
10          believe they mischaracterized the listening  
11          process and characterized it that we were trying  
12          to present or promote the Project, and that was  
13          completely inaccurate. It was all about trying  
14          to try to connect with a limited number of more  
15          senior level and have the opportunity to go in  
16          greater depth.

17                They talk about the lack of actual  
18          secondary research demonstrating those impacts  
19          was not because there is not that relationship  
20          but just that no attractive destinations would  
21          ever have transmission lines develop near them.  
22          That's an area that I have a strong fundamental  
23          disagreement that the lack of actual research  
24          demonstrating that is that no one's been able to



1 find an example or demonstrate that example  
2 where that actually exists.

3 The Maine and the SIC code analysis,  
4 whether it's a simple average or a compound  
5 average, the fundamental conclusion was still  
6 the same. The counties in which the Project,  
7 the Phase II line was developed, the number of  
8 establishments grew at rates above those that  
9 didn't have any of that construction. And while  
10 there were a variety of other factors, national  
11 economic trends or other things that would have  
12 impacted that was one of the things that they  
13 raised by benchmarking a set of counties with  
14 the transmission lines and without, we  
15 controlled for those broader macro differences.

16 And we believe that the Maine Reliability  
17 Program is an important example of a very  
18 similar experience with large transmission  
19 project and extended construction time that  
20 shows a very real world example directly next  
21 door.

22 And their final element was on some of the  
23 survey, some of the issues that we've discussed  
24 here today and, again, as a final point, I

1 believe it provides support for the same  
2 fundamental conclusion that is presented time  
3 and time again that it's these broad significant  
4 macro factors that drive that fundamental travel  
5 decision, and we believe that this survey and  
6 it's findings helped support that understanding  
7 and particularly supported that understanding  
8 with prospective New Hampshire visitors.

9 Q Let me take you back to the first point that  
10 they, their first criticism, and that is they  
11 say that you relied too heavily on the absence  
12 of evidence of an effect because there's no  
13 studies out there. And they say Kavet & Rockler  
14 say in their testimony that it's more likely  
15 than the lack of academic studies is basically  
16 due to sort of, I think they call it common  
17 sense avoidance of sensitive areas when  
18 constructing transmission lines. And if I  
19 understand your criticism of that approach is  
20 that that's not supported by anything empirical?

21 A Right. In my 20 years, there's a wide range of  
22 destinations that have significant transmission  
23 lines, and I just don't see that contention to  
24 be my experience.

1 Q And so they say your experience is not  
2 empirically based. You say that their criticism  
3 of your experience is not empirically based. Is  
4 there any examples of power lines transmission  
5 lines, high voltage transmission lines, that  
6 have been built in highly sensitive tourist  
7 areas recently? I mean, I don't know when those  
8 ones in Estes Park were built, but they didn't  
9 look brand-new, at least in the pictures you've  
10 provided, and I've not been there so --

11 A I guess the most recent one was the example that  
12 was brought up just the other day, the one  
13 that's being planned in the Historic Triangle  
14 Region.

15 Q And, of course, you've got the Maine Reliability  
16 Project as well.

17 A And again, I certainly see that as an important  
18 comparable, a important consideration where the  
19 power lines were developed in a region of the  
20 state where much of the tourism activity occurs.  
21 It was an extended five-year construction  
22 process that attracts many of the same types of  
23 visitors that are attracted to New Hampshire,  
24 and the very positive health and vibrancy and

1 growth of the state's visitor industry, I  
2 believe, is an important example that supports  
3 our fundamental conclusion.

4 Q In their criticism of your study element number  
5 2, they claim that various numbers were  
6 mislabeled, and I know that you did file  
7 Supplemental with a correction. Was that  
8 correction meant to address that criticism or  
9 was that correction separate? I couldn't quite  
10 see the connection between what you wrote in  
11 your Supplemental and their criticism.

12 A No. That issue is in one of the tables we  
13 mislabeled. Instead of just induced, we said  
14 induced indirect, and it should have just been  
15 induced. All the numbers are correct. All the  
16 characterizations. It's just that one label  
17 should not have also included indirect and  
18 direct in that table.

19 Q So you agree that it was mislabeled.

20 A Correct.

21 Q Okay. They also criticized, some of the  
22 information you obtained at the listening  
23 sessions about the availability of ATV and I  
24 suppose snowmobile use of the areas within the

1 resources' right-of-ways, and they basically, I  
2 think they put in a picture that indicated that  
3 it's up to the owner of the property whether to  
4 allow folks. Did you have any response to that  
5 type of criticism?

6 A All I can say is that was a perspective that we  
7 heard in the listening sessions. We heard a  
8 number of times that that segment, the snow  
9 machine segment is one segment that could see  
10 benefits of additional trails and areas that  
11 they could recreate in and particularly if there  
12 was maintenance of those areas and that could be  
13 a plus, that's what we, that's what we heard.  
14 And we believe that, again, this isn't  
15 universal. Some didn't share that perspective.  
16 But some of the individuals that we spoke to  
17 absolutely had that view, had that perspective  
18 and they're very close to that industry in the  
19 North Country.

20 Q Would I be correct in interpreting sort of on a  
21 holistic basis your report and your testimony  
22 with respect to visitors that the greater, the  
23 more quality of the product, the more tolerant  
24 visitors will be of things like traffic delays

1 or maybe a visual impact?

2 A I would say. Again, I would sort of go back to  
3 our survey and what others have cited. It's the  
4 range, the diversity of product. It's how that  
5 product is priced, the value for money that the  
6 visitor gets, the ease of access the visitor has  
7 to getting there and returning home. It is  
8 those factors that, again, in our minds are the  
9 powerful factors that drive that fundamental  
10 travel decision.

11 Q So the more beautiful, the better priced, all of  
12 that together, the better all those qualities  
13 are, the more tolerant you expect the visitor to  
14 be of some of the things that you cite as  
15 barriers, traffic jams or visual impacts?

16 A Yes. I think that's a fair statement.

17 Q I don't have any further questions.

18 PRESIDING OFFICER HONIGBERG: Mr.  
19 Needleman? Do you have any further questions  
20 for your witness?

21 MR. NEEDLEMAN: Yes. I wanted to speak for  
22 a moment to the North Cascades Highway exhibit  
23 that Ms. Weathersby mentioned. I saw that it  
24 was circulated but only the particular page that

1 Ms. Weathersby referenced, and I naturally  
2 looked at the whole webpage as soon as she made  
3 mention of it, and I would ask that the whole  
4 link be included because of all the reviews, I  
5 noted that 98 percent were excellent or very  
6 good, and it was still considered the number one  
7 thing to do in the North Cascades Park. So I'd  
8 like to have a complete reference if the  
9 Committee is willing. If not, I can put it in  
10 as an exhibit.

11 PRESIDING OFFICER HONIGBERG: I think the  
12 entire webpage with all the reviews should  
13 probably be part of the exhibit.

14 MR. NEEDLEMAN: Thank you.

15 PRESIDING OFFICER HONIGBERG: Can I  
16 disagree with that? I didn't think so.

17 MR. IACOPINO: Can I just ask, can you  
18 provide it because you may have a better ability  
19 to get the whole webpage than I do.

20 MR. NEEDLEMAN: Sure. We'll do that.

21 MR. IACOPINO: Thank you.

22 MR. NEEDLEMAN: Thank you.

23 **REDIRECT EXAMINATION**

24 **BY MR. NEEDLEMAN:**

1 Q Mr. Nichols, a moment ago Mr. Iacopino asked you  
2 about wind farms, and I'm not sure, but at some  
3 point did you look at visitation at Rumney  
4 Rocks, the popular rock climbing area across  
5 from Groton, and assess what visitation looked  
6 like at that tourist destination before and  
7 after the wind project was built?

8 A I think there was some analysis that was done.  
9 To be honest, I don't recall specifics of that  
10 off the top of my head, but I believe there was  
11 some analysis that had been done on that.

12 Q Okay. We'll try to dig that out in other  
13 context.

14 I want to start with traffic impacts  
15 because we spent so much time on that. And I'll  
16 start with something that Ms. Manzelli asked you  
17 yesterday. She was making reference to Ms.  
18 Farrington's testimony, our traffic engineer in  
19 this case, and specifically asked about the  
20 Traffic Management Plans as they relate to  
21 tourism, and she pointed out that they had not  
22 yet been developed, and I think suggested as a  
23 consequence that you really couldn't reach  
24 conclusions about traffic impacts.



1           We also heard from Ms. Fillmore today about  
2           traffic volumes in the EIS in the areas of  
3           Easton.

4           So I wanted to call up a portion of the  
5           transcript where Ms. Farrington was examined  
6           about this issue. It's Applicant's Exhibit 184.  
7           And Ms. Farrington was asked specifically about  
8           whether she had relevant information in her  
9           testimony and in the work she did pertaining to  
10          traffic and tourism impacts, and she testified  
11          that she did, if we could go to the next page.

12          I won't go through all the highlighted  
13          material in the interest of time, but you've had  
14          an opportunity to review this, I understand, and  
15          I believe that with respect to Ms. Farrington's  
16          testimony, she indicated that despite not having  
17          the Traffic Management Plans, based on the work  
18          she did, she thought that the interruptions to  
19          the traveling public including tourists would be  
20          minimal. I'm paraphrasing, but the testimony is  
21          there. You've had chance to review this?

22          A     I have.

23          Q     In light of your review of it, does this in any  
24          way inform your opinions or is it relevant to

1 your opinions about this issue?

2 A It is.

3 Q Could you explain how?

4 A I believe her characterization of those delays  
5 being intermittent, temporary, and minimal to  
6 the traveling public is our general  
7 understanding of that's the kinds of steps,  
8 work, and efforts that the Applicant is working  
9 towards to ensure that those are the kinds of  
10 experiences, and as I have testified on a number  
11 of occasions here, I believe those short  
12 duration impacts are something that today's  
13 traveling public has come to understand is part  
14 of the experience. And her characterization of  
15 what she would anticipate reinforces our  
16 beliefs.

17 Q Let me go to that. That was my next question.

18 You've said that a great deal. The  
19 traveling public considers that part of their  
20 experience. So I want to call up Exhibit 185,  
21 which is, again, some of Ms. Farrington's  
22 testimony, and I don't want to go through it in  
23 detail, but this was where Ms. Farrington, and  
24 picking up on something Mr. Oldenburg mentioned

1 earlier, went through her calculation of the  
2 delays that might be expected between the  
3 112/116 intersection going all the way to the  
4 Rocks Estate in Bethlehem, and using the numbers  
5 that Mr. Oldenburg used and was talking about  
6 earlier, she said that worst case with six  
7 construction locations over that 16 and a half  
8 miles, it would be a six-minute delay. Did you  
9 have the opportunity to look at that?

10 A I did.

11 Q So I want to --

12 MR. PAPPAS: Mr. Chairman, I have an  
13 objection.

14 PRESIDING OFFICER HONIGBERG: And it would  
15 be?

16 MR. PAPPAS: This seems to me to be  
17 post-opinion testimony. This is, Ms. Farrington  
18 testified long after he submitted his report and  
19 after he submitted his Prefiled Testimony and  
20 the Supplemental Prefiled Testimony. So what we  
21 seem to be doing is going through the record  
22 well after he rendered his opinion to try to  
23 find ways to corroborate his opinion as opposed  
24 to things he based his opinion on.

1                   PRESIDING OFFICER HONIGBERG: Mr.  
2 Needleman?

3                   MR. NEEDLEMAN: I disagree completely. He  
4 was specifically asked about the absence of  
5 Traffic Management Plans by Ms. Manzelli, and  
6 Ms. Farrington specifically spoke to that in her  
7 testimony. It's directly on point.

8                   PRESIDING OFFICER HONIGBERG: And I do  
9 recall he was asked about Ms. Farrington's  
10 testimony during Ms. Manzelli's questioning.  
11 Any other arguments on this?

12                   MR. PAPPAS: I wasn't here for that. But  
13 he may have been asked about her testimony, and  
14 that seems to me he had the opportunity to  
15 respond. What they're asking him now is to,  
16 you've now read things in her testimony. It  
17 seems to me it's not relevant to his opinion  
18 when he rendered it.

19                   PRESIDING OFFICER HONIGBERG: This is  
20 rebuttal, and he was asked about these types of  
21 comments from her testimony. Selective ones.  
22 The objection is overruled. You may continue,  
23 Mr. Needleman.

24 BY MR. NEEDLEMAN:

1 Q So having in mind that other piece of Ms.  
2 Farrington's testimony, I want to talk to you  
3 now about that in relation to some of the  
4 tourist-related events that we've already talked  
5 about here. Ms. Weathersby, when she was  
6 questioning you, pointed to the survey that you  
7 conducted which showed traffic delays were  
8 something that some segment might consider an  
9 important impediment. And in response to that,  
10 you said that people would still come to  
11 depending on the events' other attributes, and  
12 so I want to ask you about a couple of those  
13 events and ask you to comment on this.

14 Ms. Manzelli was questioning you about and  
15 mentioned delays of many miles in Woodstock and  
16 Lincoln during Columbus Day with the leaf  
17 season. Do you recall that?

18 A I do.

19 Q Do you have any sense of how those sorts of  
20 delays related to that tourist event would  
21 compare to the delays that one might expect with  
22 regard to Northern Pass?

23 A Well, I've read on a number of occasions, but  
24 we've heard today that in some of those periods

1 of time traffic and congestion can get very  
2 extensive. I had a chance just to take a look  
3 last night as we were talking more about this,  
4 but there were characterizations of that fall  
5 leaf period of traffic being immense and that I  
6 think is a frequent characterization of the  
7 intensity and the volume of visitors that goes  
8 to see that fall foliage.

9 But that speaks directly to my point, that  
10 those visitors are still going. The beauty, the  
11 experience, the overall offering that New  
12 Hampshire provides, even though they would much  
13 prefer there to be no traffic delays, no traffic  
14 congestion, that's part of the experience and  
15 the product, the holistic mix of what is offered  
16 in those fall seasons are powerful and  
17 significant enough that that far overcomes the  
18 traffic challenges, the traffic congestion that  
19 that experience brings with it.

20 Q Let me discuss about a couple of other examples.  
21 Could you pull up 186, please? Applicant's 186?

22 This is from Laconia Bike Week. It's a  
23 campground description of managing traffic  
24 during Laconia Bike Week. I take it you're

1 familiar with that event and the large crowds it  
2 draws?

3 A I am, and I understand it's upwards of 400,000  
4 that are attracted.

5 Q And this talks about, quote, the horrors of  
6 moving around during certain period of time with  
7 respect to traffic.

8 Is this another example of what you were  
9 talking about a moment ago?

10 A I think this is similar to other important  
11 events and festivals and experiences in many  
12 destinations that I've worked with. And the  
13 attraction power of the particular event is such  
14 that it brings with us traffic challenges and  
15 traffic issues.

16 Q And the next one is Exhibit 187, and I think  
17 Mr. Way and even Mr. Oldenburg mentioned this as  
18 well. It's an article about Loudon and the  
19 races, and this talks not only about the traffic  
20 measures we heard about earlier to manage that,  
21 but this also talks about the crowds.

22 Is this another example of what you were  
23 talking about?

24 A It is. And I believe both in the motorcycle

1 event, the raceway activities, one of the things  
2 that struck me was the additional steps that  
3 those destinations undertook to try and educate  
4 visitors on alternate routes and other ways to  
5 minimize some of the disruption or some of the  
6 challenges that they might find. So proactive  
7 steps were taken to try and recognize some of  
8 those issues and challenges and minimize the  
9 reality that the popularity of those events  
10 brought with it.

11 Q And one other Exhibit, 188. This is an article  
12 from Boston.com which I take to be a Boston  
13 tourism site that talks about various tourism  
14 destinations, and this one is extolling the  
15 virtues of it looks like the Deerfield Fair  
16 which Ms. Bradbury talked about earlier.

17 Thank you. Mr. Roth points out that it's  
18 the Boston Globe.

19 And in number one, while it's talking about  
20 all of the various ways to access the fair and  
21 what to take advantage of, it makes note about  
22 be going early because there will be miles and  
23 miles of backed up traffic to get to the fair.  
24 Do you see that?



1 A I do.

2 Q And so I take it that people attending that fair  
3 might potentially experience very significant  
4 delays; is that fair to say?

5 A It certainly is the characterization that this  
6 article presents.

7 Q And that's another example of what you were  
8 talking about earlier?

9 A All of these examples are what I've seen; that  
10 there are popular periods, there are popular  
11 festivals, popular events, and part of the  
12 result is crowds and traffic congestion, and  
13 that's, again, something that a typical visitor  
14 is hoping to moderate as much as possible, but  
15 that's part of the experience because the  
16 attraction, the event, the destination is  
17 attractive enough that some of these challenges  
18 are just recognized, are part of the experience  
19 to get and ultimately experience the festival,  
20 the event, or the something like fall foliage.

21 Q When Ms. Manzelli was questioning you yesterday  
22 she put SPNHF Exhibit 205 in front of you which  
23 was testimony from somebody named Mr. Schreiber  
24 in a siting procedure in Virginia regarding the

1 construction of a transmission line across the  
2 James River. Do you recall that.

3 A I do.

4 Q In fact, you spoke about it a moment ago with  
5 Mr. Iacopino.

6 Were you aware at the time that Ms.  
7 Manzelli was questioning you that the Siting  
8 Commission in Virginia had actually rendered a  
9 decision on that Project?

10 A I was not aware.

11 Q I want to call up Exhibit 189. This is the  
12 first page of the Commonwealth of Virginia's  
13 November 2013 decision on the Project, and if we  
14 could jump to page 53, please? And could you  
15 read that highlighted text?

16 A "Given the benefits and the modern development  
17 existing along the route of the Proposed  
18 Project, the Commission cannot conclude that  
19 tourism in the Historic Triangle or economic  
20 development in the Commonwealth will be  
21 negatively impacted by the Proposed Project."

22 Q And when she was questioning, were you aware  
23 that the Supreme Court of Virginia also reviewed  
24 this decision that we just referenced?

1 A I was not.

2 Q Could I call up Exhibit 190, please?

3 PRESIDING OFFICER HONIGBERG: Before you do  
4 that, would you please go back to the previous  
5 exhibit that you had up? I want to see what the  
6 next paragraph said because the word however was  
7 in it. I'm kind of interested in what the court  
8 or what the decision said however.

9 Okay. We need to get into the details of  
10 this decision to understand what that's about so  
11 thank you very much.

12 MR. NEEDLEMAN: Sure. And it's our  
13 intention to put the whole decision in.

14 BY MR. NEEDLEMAN:

15 Q Jumping to the Supreme Court article, Exhibit  
16 190, and I think it's on page 2. Could you blow  
17 up that highlighted --

18 This is an article which is commentary on  
19 the Supreme Court's decision. Could you read  
20 that highlighted provision, please?

21 A "The court said it disagrees, concluding that  
22 the record is not without evidence to support  
23 the SEC's determination that the selected route  
24 reasonably minimizes the adverse impacts to

1 certain resources in the Historic Triangle."

2 Q Thank you. Actually, I don't think you need to  
3 read the rest. People can read it. Just in the  
4 interest of time I wanted to move on.

5 MR. IACOPINO: Do you have a reporter  
6 citation for that Virginia case?

7 MR. NEEDLEMAN: If it's not in the article,  
8 we'll get it.

9 MR. IACOPINO: Thank you.

10 Q Finally, Exhibit 191. Separately, the Army  
11 Corps of Engineers was also required to render a  
12 decision on this Project, is that correct?

13 A That's correct.

14 Q And so I want to jump to the Corps's response to  
15 comments about impacts on historic resources and  
16 tourism. And I'm not going to ask you to read  
17 this whole provision on this page, but I believe  
18 this is the portion where the Corps is  
19 responding to concerns about tourism. Is that  
20 correct?

21 A That's correct.

22 Q Did you have an opportunity to review the  
23 Corps's response to those comments?

24 A I did.

1 Q And what's your recollection, what's your  
2 summary of that? Did the Corps accept the  
3 notion that there would be adverse impacts on  
4 the historic area and tourism?

5 A That there would not be adverse impacts and  
6 agreed with the conclusion and the support of  
7 the Project.

8 Q And we'll put that into the record, too.

9 Let me move on. Just briefly on the Phase  
10 II line. Mr. Pappas was questioning you  
11 yesterday, he suggested that the height of the  
12 line, I think, was generally not above the  
13 trees, and if that was the case, asked you if  
14 that would affect your analysis and comparison  
15 to NPT. Do you recall that.

16 A I do.

17 Q NPT meaning Northern Pass. If it turns out that  
18 the Northern Pass structure heights are actually  
19 slightly lower than the heights of the Phase II  
20 structures, how would that affect your analysis?

21 A It would be a good indication that the lack of  
22 impacts with the Phase II line and the lack of  
23 concern by visitors of that would likely be very  
24 similar to the new transmission lines.

1 Q We talked a lot about municipal events and  
2 festivals. I want to speak about that for a  
3 moment. Mr. Pappas introduced Counsel for the  
4 Public Exhibit 368 which was a listing of  
5 various festivals and events in New Hampshire.  
6 Do you recall that?

7 A I do.

8 Q And he asked you if you thought it was important  
9 to accommodate these kinds of events, and if  
10 they weren't accommodated, could it have an  
11 effect on business. Do you remember that?

12 A I do.

13 Q And I think you said that you thought it was  
14 important, and that if they weren't accommodated  
15 in some way, it could affect businesses. Do you  
16 remember that?

17 A I believe that was my response.

18 Q So I want to call up Exhibit 155 which has  
19 already been submitted in this case.

20 Is it your understanding that the Project  
21 is working on a variety of Memorandums of  
22 Understanding with various towns right now?

23 A Yes. That's my understanding.

24 Q And this was a previously submitted exhibit

1           which summarizes the Project's efforts right now  
2           to engage in those MOUs. Have you had a chance  
3           to look at this?

4           A     I have.

5           Q     Is it also your understanding that some of those  
6           MOUs are specifically addressing limitations on  
7           construction in light of important tourist  
8           events in certain towns?

9           A     That is my understanding.

10          Q     And in your opinion, would such effort help to  
11          address the tourist issues that Mr. Pappas  
12          raised regarding effects on businesses and  
13          temporary traffic delays?

14          A     I think they would be a very important element  
15          to try and have the dialogue and discussion and  
16          attempt to find solutions, much as the examples  
17          that we previously went through, whether it was  
18          race week, whether it was the Motor Speedway  
19          working with others to try and minimize those  
20          impacts.

21          Q     Ms. Fillmore asked you earlier today about bike  
22          races and the New Hampshire Marathon.

23                    Is it your understanding that the Project  
24          could work with communities that host and

1 sponsor those types of events to arrange  
2 construction scheduling to accommodate them?

3 A I would think that would be a very logical  
4 discussion to have.

5 Q And would the same be true for events like the  
6 Deerfield Fair or maybe management of traffic  
7 around Pawtuckaway State Park?

8 A Certainly.

9 Q In fact, Deerfield is actually all aboveground  
10 construction so there will be no road or lane  
11 closures or detours there. So in your opinion  
12 do you think it would actually be easier to  
13 manage those type of events in communities like  
14 that?

15 A I would think so.

16 Q Now, I want you to assume for a moment that  
17 there might be towns along the route with plans  
18 for major infrastructure projects of their own,  
19 totally separate from Northern Pass.

20 If that were the case, in your opinion,  
21 would it make sense for Northern Pass to  
22 coordinate its work with those types of  
23 town-based infrastructure projects?

24 A I would think that would make strong sense to



1 try and share activities and efforts and  
2 coordinate as much as possible.

3 Q And in your opinion, would such coordination  
4 help mitigate any potential impacts on traffic  
5 and tourism-related events from NPT or even from  
6 the town's own project?

7 A Yes. To try and coordinate those kinds of  
8 activities on both sides would have a range of  
9 benefits, I would think.

10 Q At one point, Mr. Way asked you about what you  
11 would say to a particular business, I think in  
12 Plymouth, for example, regarding individual  
13 impacts on that business, and you talked through  
14 with him some of the mitigation suggestions you  
15 could make.

16 One thing you didn't mention and I wanted  
17 to ask you about it. Are you familiar with the  
18 business claims process that the Project has put  
19 in place and which Mr. Quinlan testified about  
20 earlier?

21 A Yes, I am.

22 Q And is that something that you believe would  
23 provide important mitigation in the event that  
24 individual businesses experienced the sorts of

1 impacts that Mr. Way expressed concerns about?

2 A I would think that that as one other example or  
3 opportunity that a business if they believe they  
4 had been impacted that they would have that  
5 avenue would be an important additional  
6 discussion point that would be important in that  
7 dialogue process.

8 Q We've heard many times the construction impacts  
9 characterized as temporary. Do you have any  
10 professional experience dealing with temporary  
11 construction impacts in tourist areas?

12 A I think I brought this up numerous times, but I  
13 think it's pretty universal and just about any  
14 destination I've worked in or I'm operating for  
15 any length of period of time. There's  
16 construction activity that's always going on. I  
17 mentioned as I was traveling the state on this  
18 Project, I experienced multiple traffic  
19 construction projects that had imposed delays,  
20 and I think, again, that's something that many  
21 destinations experience and that are part of the  
22 process.

23 Q In your professional experience, do those types  
24 of temporary impacts translate into permanent

1 tourist impacts?

2 A No. I believe that the destination works to  
3 minimize those impacts, make it as short as  
4 possible, tries to work in the ways that you had  
5 suggested to work around periods of peak  
6 activity or peak experiences. And again, it's  
7 that broad array of destination attributes that  
8 bring those visitors back time and time again  
9 even if they would have experienced a  
10 construction road delay or something along those  
11 lanes.

12 Q Going back to the MOUs we talked about a moment  
13 ago, is it your opinion that cooperation with  
14 the towns would enhance the Project's ability to  
15 mitigate the sort of concerns that we've heard  
16 about?

17 A I would think that kind of dialogue would be  
18 very important in terms of attempting to find  
19 solutions to minimize the potential impacts to  
20 their visitor base.

21 Q You were questioned about Counsel for the Public  
22 Exhibit 370 by Mr. Pappas and also by Ms.  
23 Fillmore which is the letter we saw from the  
24 Police Chief in Franconia listing important

1 tourist events in town. Do you recall that?

2 A I do.

3 Q I want to put up Exhibit 192 now. These are, I  
4 believe, Meeting Minutes from the Franconia  
5 Board of Selectmen. I wanted to jump to page 2.  
6 Could you just read the yellow highlighting?

7 A "In the interim, the Northern Pass Advisory  
8 Committee has decided that we are taking a stand  
9 and we are not going to submit stipulations in  
10 order to negotiate with the Applicant. Sugar  
11 Hill, Easton, and Plymouth are all taking the  
12 stand to refuse to negotiate in that regard  
13 right now."

14 Q Does the position that Franconia and towns like  
15 Sugar Hill seem to have taken with regard to  
16 working with the Applicant impact the  
17 Applicant's ability to address these sort of  
18 tourism concerns that they have?

19 A I would certainly believe that having dialogue  
20 understanding areas of particular concern would,  
21 it would be very beneficial if that dialogue was  
22 to occur, and if that is not experienced that  
23 some of the solutions, some of the potential  
24 ways that that might have been minimized and the

1 effects minimized, some of those would not be  
2 experienced.

3 Q Is it your understanding that despite issues  
4 like this, the Project is still making whatever  
5 efforts it can to identify these festivals and  
6 concerns and try to address them?

7 A That's my understanding.

8 Q One last question. In this case, if the  
9 Committee were to issue a Certificate, and to  
10 include conditions like requiring the  
11 implementation of the Business Claims Program  
12 that we talked about, and implementation of the  
13 Forward NH Fund which I think you mentioned  
14 includes tourism benefits, and required working  
15 with towns to understand their key tourist  
16 events and try to plan around them and to  
17 mitigate traffic to the extent practicable and  
18 to work with businesses to identify their  
19 concerns and respond to those concerns, things  
20 like that, in your opinion would those sorts of  
21 conditions sufficiently mitigate whatever  
22 tourism-related impacts might occur as a result  
23 of the Project?

24 A Yes. I believe all of those examples are

1           important elements. We talked about some of  
2           those earlier this afternoon in terms of  
3           proactive steps that the Applicant could take to  
4           try and minimize, moderate, respond to some of  
5           those concerns, but I believe all of those  
6           examples are important examples of steps that  
7           could be taken to try and minimize impacts on  
8           any particular individual building or project.

9           Q     Thank you. Nothing further, Mr. Chair.

10           MR. CUNNINGHAM: Mr. Chairman?

11           PRESIDING OFFICER HONIGBERG:

12           Mr. Cunningham?

13           MR. CUNNINGHAM: Yes. Is redirect, recross  
14           permitted.

15           PRESIDING OFFICER HONIGBERG: And what  
16           would be the reason for your request?

17           MR. CUNNINGHAM: The request is a  
18           suggestion made by Mr. Needleman that there's a  
19           legal process by which injured property owners  
20           can address damages.

21           PRESIDING OFFICER HONIGBERG: And what  
22           would you want to ask? I don't think this  
23           witness knows much of anything about that claims  
24           process that other Applicant witnesses have

1 testified to, but what would you want to ask  
2 him?

3 MR. CUNNINGHAM: What I would want to ask  
4 is whether or not my two clients in litigation  
5 made claims with respect that the damage that  
6 the Northern Pass caused them were not properly  
7 addressed as suggested by Mr. Needleman.

8 MR. NEEDLEMAN: Mr. Chair?

9 PRESIDING OFFICER HONIGBERG: Mr.  
10 Needleman.

11 MR. NEEDLEMAN: Two comments. First of  
12 all, if Mr. Cunningham had those questions, he  
13 could have asked Mr. Quinlan when Mr. Quinlan  
14 testified about this. And second of all, my  
15 understanding is that recross is not permitted  
16 in these cases.

17 PRESIDING OFFICER HONIGBERG: I would say  
18 as a general proposition, recross is not  
19 permitted. I can envision unique circumstances  
20 where it might be appropriate. This does not  
21 appear to be one of those circumstances. So the  
22 request for recross is denied.

23 Anything else we need to take up? Yes,  
24 Mr. Pappas.

1 MR. PAPPAS: Mr. Chairman, Counsel for the  
2 Public has some Data Requests I'd like to make  
3 of this witness based on some things he  
4 testified about.

5 PRESIDING OFFICER HONIGBERG: What is it  
6 you would want from this witness if you were  
7 permitted to make Data Requests at this point?

8 MR. PAPPAS: He testified that he had an  
9 inventory of tourist destinations that he  
10 compiled. He also testified that the notes that  
11 were discarded were transcribed before they were  
12 discarded. We requested a complete copy of his  
13 file, and we understood that we received a  
14 complete copy of his file, and neither of those  
15 two items are in the file. So if he does have  
16 an inventory of tourist destinations that he  
17 compiled and reviewed, and if he does have those  
18 transcribed notes, we'd request to receive them.

19 PRESIDING OFFICER HONIGBERG: Mr.  
20 Needleman?

21 MR. NEEDLEMAN: This seems highly unusual.  
22 I think we're long past the discovery phase at  
23 this point. I could speak to the substance, but  
24 I have a procedural objection.



1           PRESIDING OFFICER HONIGBERG: Ms. Pacik,  
2           you want to say something?

3           MS. PACIK: I did. Counsel for the Public  
4           did request his complete file, and I understand  
5           that the results of the survey were not provided  
6           to us. The survey was. But there was a request  
7           from Committee Member Way for the results of the  
8           survey. I believe those should have been  
9           provided to Counsel for the Public. They  
10          weren't. And I do have a question as to whether  
11          we received the complete file.

12          PRESIDING OFFICER HONIGBERG:  
13          Mr. Needleman?

14          MR. NEEDLEMAN: Well, certainly with  
15          respect to the survey results, Mr. Way requested  
16          those, and we said we would provide them. I'm  
17          not certain as I sit here today whether they  
18          were actually provided in discovery. A lot was  
19          provided in discovery. But to the extent they  
20          weren't, we're going to give them to the  
21          Committee and everyone else.

22          PRESIDING OFFICER HONIGBERG: Okay. If  
23          they were part of the witness's file, and the  
24          file was requested, and there was a production

1 made with the representation that it was the  
2 complete file, then we have a different problem,  
3 right?

4 MR. NEEDLEMAN: Correct. If they were part  
5 of the file that was requested, and we didn't  
6 produce it, then that's an issue, and we'll  
7 rectify that.

8 PRESIDING OFFICER HONIGBERG: Is it  
9 someone's understanding that the other things  
10 you're requesting now, Mr. Pappas, are part of  
11 this witness's complete file? What you want to  
12 know is if this is part of your complete file, I  
13 want it. You should have produced it already.

14 MR. PAPPAS: Correct. And I'm not casting  
15 any aspersions because there was thousands and  
16 thousands of pages produced, but if it was part  
17 of his file, we do request it.

18 PRESIDING OFFICER HONIGBERG: I think Mr.  
19 Iacopino reminds me that there's been some  
20 display of typed-up notes from this witness. Is  
21 that something different from what you're  
22 asking?

23 MR. PAPPAS: Well, that's what I want to  
24 find out. And I put into an evidence and I

1           showed him some typed -- I don't know if they're  
2           notes. My understanding of his testimony that  
3           they were just a summary of notes. But I heard  
4           him say that the notes were transcribed, and  
5           that's a little different than just a summary,  
6           and that's what my question goes to. And if the  
7           answer is what was produced and put into  
8           evidence, what he was referring to, then that's  
9           fine. But he testified that notes were  
10          transcribed. That's different than what I put  
11          in evidence. What I put in evidence was just  
12          sort of a bullet summary of what things were  
13          talked about. That's a little different from  
14          what I understood the witness to say today.

15                PRESIDING OFFICER HONIGBERG: Okay. I  
16                can't say that I remember him saying that, but  
17                I'll take your word for it right now. Mr.  
18                Needleman?

19                MR. NEEDLEMAN: Let's ask Mr. Nichols. I  
20                don't believe notes were transcribed. I think  
21                all the notes that exist were provided.

22                MR. NICHOLS: That's correct. And it's the  
23                summary notes of key positions and points that  
24                were identified that we've submitted and

1 provided.

2 PRESIDING OFFICER HONIGBERG: Mr. Pappas,  
3 you want to follow up briefly to try and  
4 clarify?

5 MR. PAPPAS: Thank you, Mr. Chairman.

6 BY MR. PAPPAS:

7 Q So am I correct in understanding that the actual  
8 handwritten notes were not transcribed or typed  
9 up; rather a summary of them or a summary of the  
10 discussion based on them is what was typed and  
11 provided?

12 A And the summary included many of the individual  
13 points that people raised, but it was trying to  
14 incorporate the messy handwritten notes in a  
15 written format, and that's what we provided.

16 Q So it's not a transcription of the notes  
17 themselves. It's a summary of the notes.

18 A That's correct.

19 PRESIDING OFFICER HONIGBERG: And there's  
20 no other document that has already been provided  
21 that you know of.

22 A There is none.

23 PRESIDING OFFICER HONIGBERG: Okay.

24 MR. PAPPAS: Then that Data Request can be

1           withdrawn because it's been clarified.

2           PRESIDING OFFICER HONIGBERG: I'm sorry,  
3           Mr. Pappas. What was the other one?

4           MR. PAPPAS: He testified that he had an  
5           inventory of tourist destinations that he  
6           compiled and reviewed, and that was not produced  
7           as part of his file so if it was part of his  
8           file, we'd like a copy of that.

9           PRESIDING OFFICER HONIGBERG: Mr.  
10          Needleman, you will look to see if it was part  
11          of the file?

12          MR. NEEDLEMAN: Sure. Fair enough.

13          PRESIDING OFFICER HONIGBERG: Mr. Pappas,  
14          when something like this comes up, it's a lot  
15          easier to deal with when he makes a reference to  
16          it if someone says has that been -- if he makes  
17          a reference to a document, we can deal with it  
18          sort of in the context in which it's being dealt  
19          with. It's a lot harder to recreate testimony  
20          this way.

21          MR. PAPPAS: That's fine. It wasn't during  
22          my examination so I didn't want to interrupt the  
23          person asking the question. But in the future  
24          I'm happy to do that.

1           PRESIDING OFFICER HONIGBERG: You've done  
2 it before.

3           MR. IACOPINO: Just to bring it complete  
4 circle, though, Ms. Pacik, I understand it's  
5 your position that the answers to the survey  
6 were not provided? Because you guys offered the  
7 survey questions themselves as an exhibit. So  
8 is it your concern that the answers weren't  
9 provided to you?

10          MS. PACIK: It is. I'm looking again, but  
11 when I had looked earlier --

12          MR. IACOPINIO: I just want to make sure  
13 everybody's on the same page.

14          MS. PACIK: Okay.

15          PRESIDING OFFICER HONIGBERG: All righty  
16 then. Is there anything else we need to deal  
17 with?

18          MR. CUNNINGHAM: Mr. Chairman?

19          PRESIDING OFFICER HONIGBERG: Mr.  
20 Cunningham. Yes.

21          MR. CUNNINGHAM: I just want to identify my  
22 two clients that their claims were not  
23 adequately and fairly addressed. One was the  
24 Owl's Nest Golf Course, and I believe Tom Mullen

1 testified in public session about his losses  
2 with respect to the Owl's Nest, and, of course,  
3 the other one is the Percy Lodge & Campground  
4 which we discussed this morning.

5 PRESIDING OFFICER HONIGBERG: Okay. Is  
6 there anything else we need to do before we  
7 adjourn?

8 MR. NEEDLEMAN: No.

9 PRESIDING OFFICER HONIGBERG: We'll adjourn  
10 for the day. Tomorrow morning we'll be here to  
11 receive public comment. And then on Friday  
12 we'll be back here for Ms. Shapiro. Is that  
13 correct?

14 MR. NEEDLEMAN: That's correct.

15 PRESIDING OFFICER HONIGBERG: All right.  
16 Thank you all.

17 (Day 22 recessed at 6:00 p.m.)  
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C E R T I F I C A T E

I, Cynthia Foster, Registered Professional Reporter and Licensed Court Reporter, duly authorized to practice Shorthand Court Reporting in the State of New Hampshire, hereby certify that the foregoing pages are a true and accurate transcription of my stenographic notes of the hearing for use in the matter indicated on the title sheet, as to which a transcript was duly ordered;

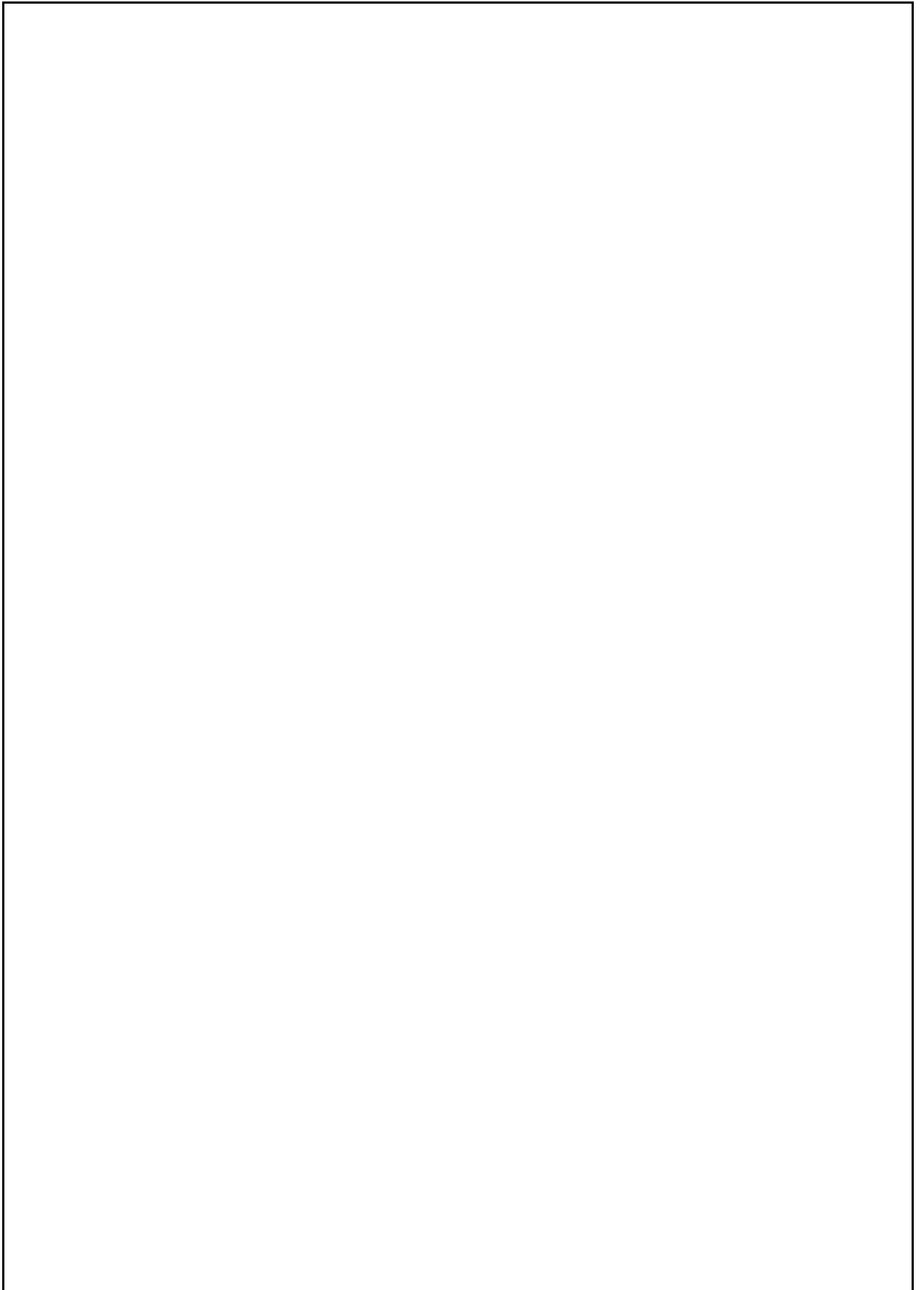
I further certify that I am neither attorney nor counsel for, nor related to or employed by any of the parties to the action in which this transcript was produced, and further that I am not a relative or employee of any attorney or counsel employed in this case, nor am I financially interested in this action.

Dated at West Lebanon, New Hampshire, this 25th day of July, 2017.

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Cynthia Foster, LCR





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