

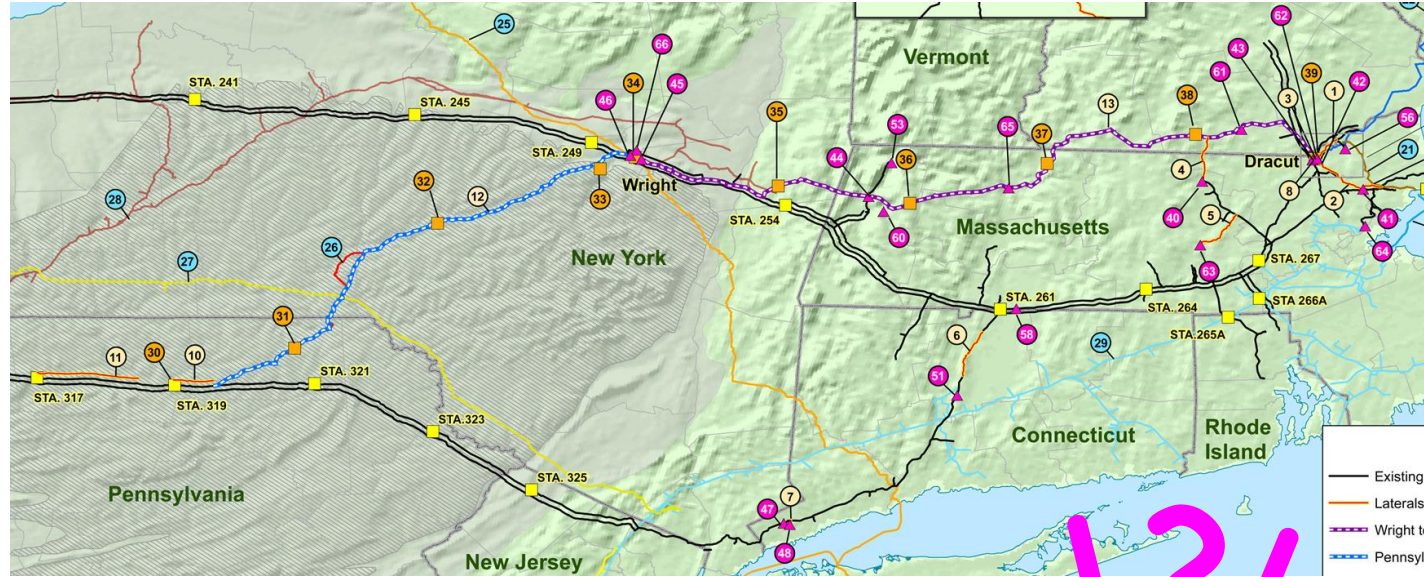
***Lessons from the
NED Pipeline Fight –***
**Development of
No Fracked Gas in Mass,
MassPLAN &
PLAN for the Northeast**



Wrapping your head around the challenge

NED PIPELINE:

- 418 miles long, 4 states initially, later across 5
- Each state has its own system of government
- 92 towns
- Each town has its own character of people and local government
- 9 new compressor stations
- 20 new metering stations



How do you mobilize as many people as possible across a project that large?

Even veterans of other pipeline fights said you can only hope for delay and partial adjustment of route



How the NED fight started

- Saw plans published in blog
- Set up social media page
 - Crowd-sourced information
 - Identified local activists
- Studied hard and fast
 - Project specifics
 - Approval processes
- Borrowed from other fights
Especially Stop the Pipeline
(Constitution Pipeline in NY)



Rosemary Wessel

February 9, 2014 · 🌐 ▼

Well, I'll be fighting this. Who's with me?



A new proposal to ship fracked gas across New York | Capital New York

A major new proposed pipeline would ship natural gas fracked in other states across the Capital region of New York and into New England.

CAPITALNEWYORK.COM



Like



Comment



Share

How NED fight grew in Western Mass...

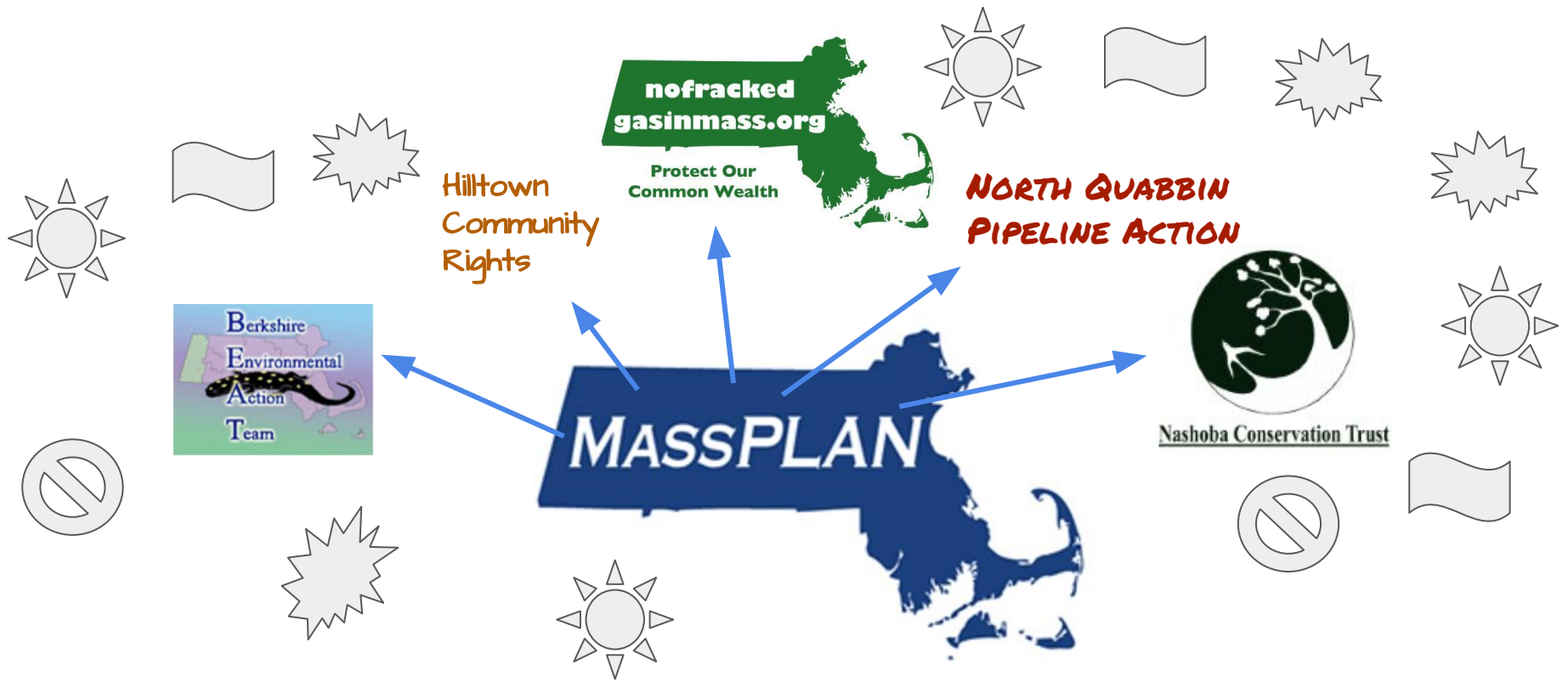
- Comprehensive website - *Resources for landowners, activists, & public.*
- Immediate outreach to legislators and local elected officials
(How many local boards first heard about it.)
- Community action plan & materials:
 - Local resolution
 - Info sheets
 - Deny / Rescind survey permission letters
 - Statewide petition
- Local presentations, starting at home





Evolution of MassPLAN: Website to Coalition

- More “neutral” website for wider demographic reach
- Streamlined website, focus on FAQ
- Private listserv communication for statewide planning
- Networking with experts and existing coalitions
- Establish MassPLAN as organization/coalition



May 2014 Statewide meeting of local leaders led to establishment of MassPLAN as a “coalition of groups and organizations working to prevent the construction of the NED pipeline and champion sustainable energy solutions.” Governed by an **executive committee** made up of leaders of key regional groups.

How the NED fight grew





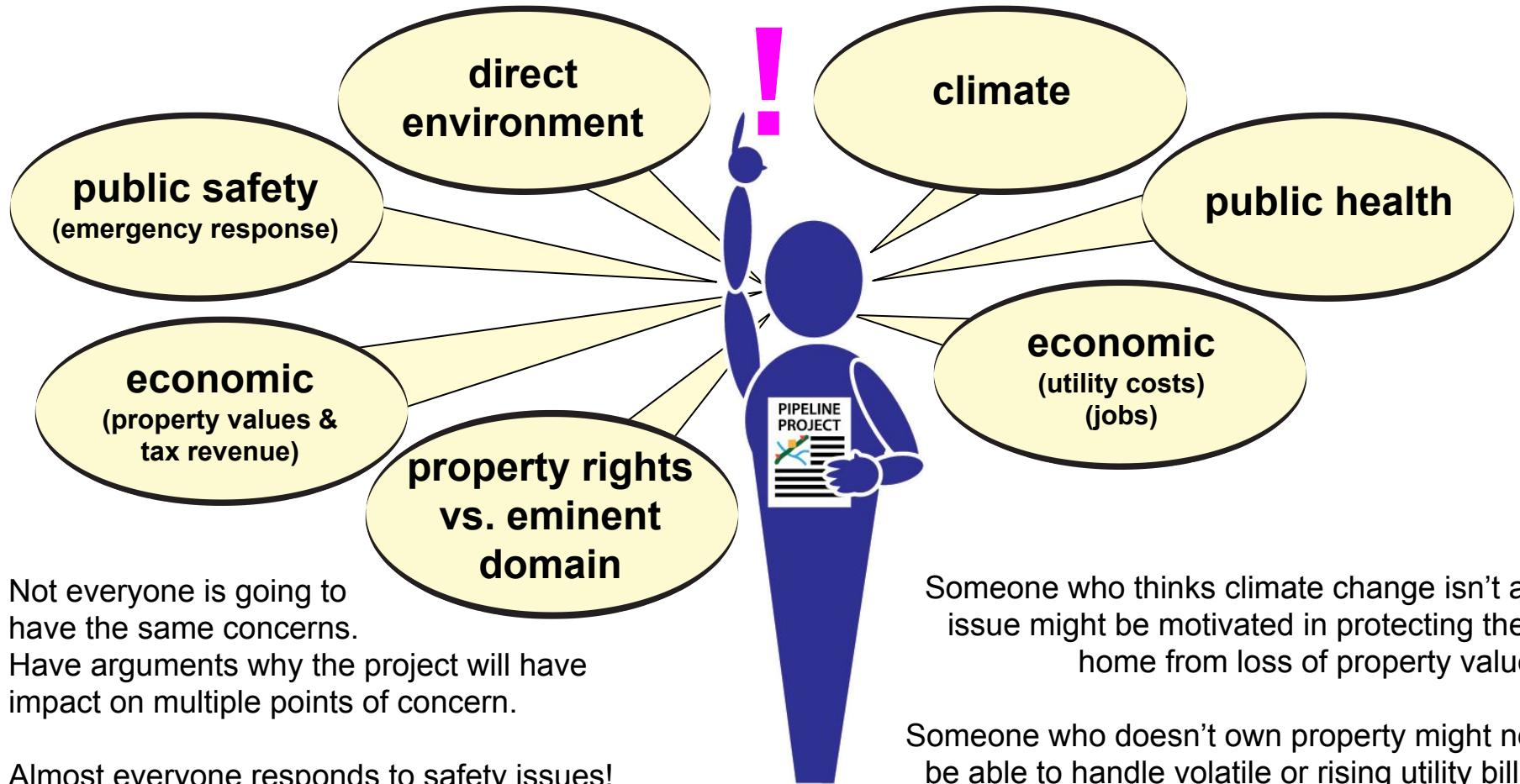
Mission: To prevent the overbuild of fossil fuel infrastructure in the Northeastern United States and to champion sustainable energy solutions.

Method: A united front for the pipeline coalition to pool resources and speak with one voice, particularly in legal and regulatory proceedings.

Vision: We envision a public that understands where its energy comes from and that actively engages in energy decisions that affect our communities and our region.

Gathering and presenting information

Build arguments from multiple viewpoints



Not everyone is going to have the same concerns. Have arguments why the project will have impact on multiple points of concern.

Almost everyone responds to safety issues!

Someone who thinks climate change isn't an issue might be motivated in protecting their home from loss of property value.

Someone who doesn't own property might not be able to handle volatile or rising utility bills.

Finding good information sources

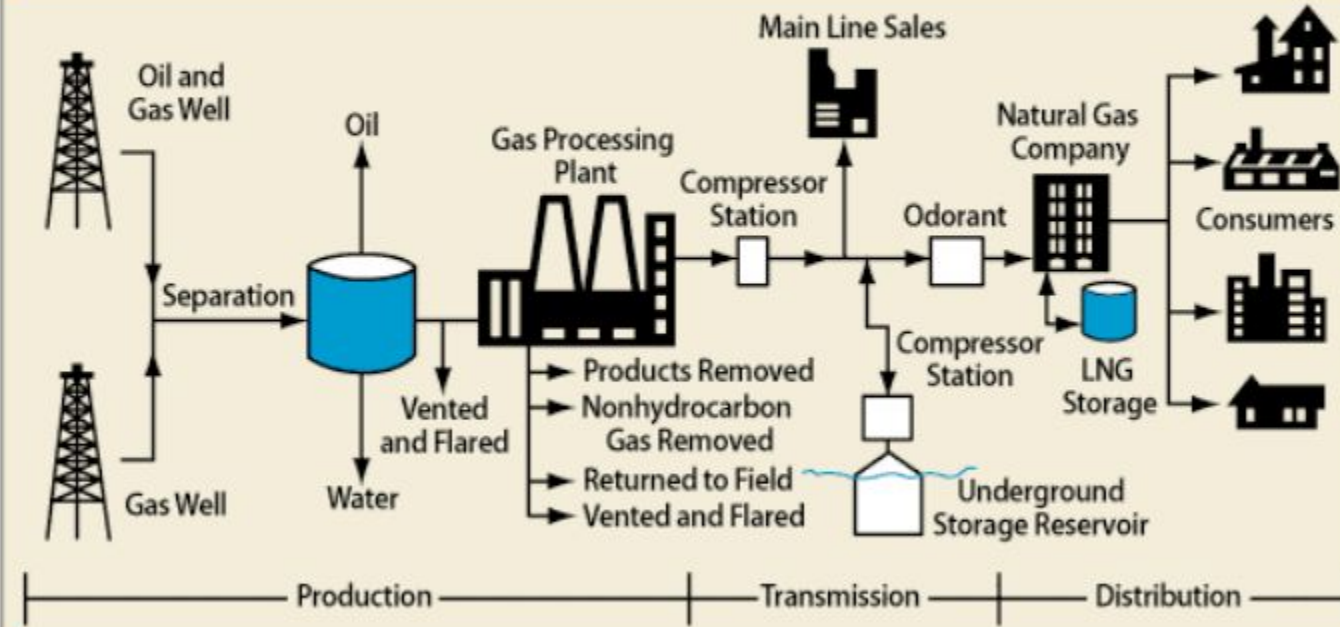
Best sources are official government and industry documents. (But maintain skepticism!)

FERC	- Federal Energy Regulatory Commission Pipeline project permitting agency - info on stages in the permitting process	- www.ferc.gov
PHMSA	- Pipeline & Hazardous Materials Safety Admin. Engineering and safety guidelines for pipeline system design	- www.phmsa.dot.gov/pipeline
EIA	- Energy Information Admin.	- www.eia.gov
NGA	- Northeast Gas Association	- northeastgas.org
CLF	- Conservation Law Foundation	- www.clf.org
Acadia	- Acadia Center	- acadiacenter.org
PST	- Pipeline Safety Trust	- pstrust.org

Minimize the opposition's ability to claim misinformation - make sure to cite your sources on your website, presentations, handouts and - most of all - all filings made with state and federal agencies and elected officials.

Citing information sources - their own slides

The Natural Gas Production, Transmission and Distribution System



Source: U.S. Energy Information Administration.

Citing information sources

Consequence Zones and Pipeline Classes

Calculations for Low Consequence – High Consequence Zones are determined by how many buildings intended for human occupancy are within the “Impact Area” – a distance of 660 ft. to either side of a pipeline¹

Class 1 pipeline — 10 or fewer dwellings within the Impact Area
– thinnest gauge / lowest strength of pipeline allowable

Class 2 pipeline — 11 to 45 dwellings within the Impact Area

Class 3 pipeline — 46 or more dwellings within the Impact Area

Class 4 pipeline — any Impact Area where 4 story buildings are prevalent²

“Allowable pipe stresses, as a percentage of specified minimum yield strength (SMYS), decrease as class location increases from Class 1 to Class 4 locations.”

For a 36” pipeline running at 1,460 psi, the “Incineration Zone” is approximately 1,000 ft.³

1- Department of Transportation, Pipeline & Hazardous Materials Administration, “Pipeline Integrity Management in High Consequence Areas (Gas Transmission Pipelines); Final Rule”

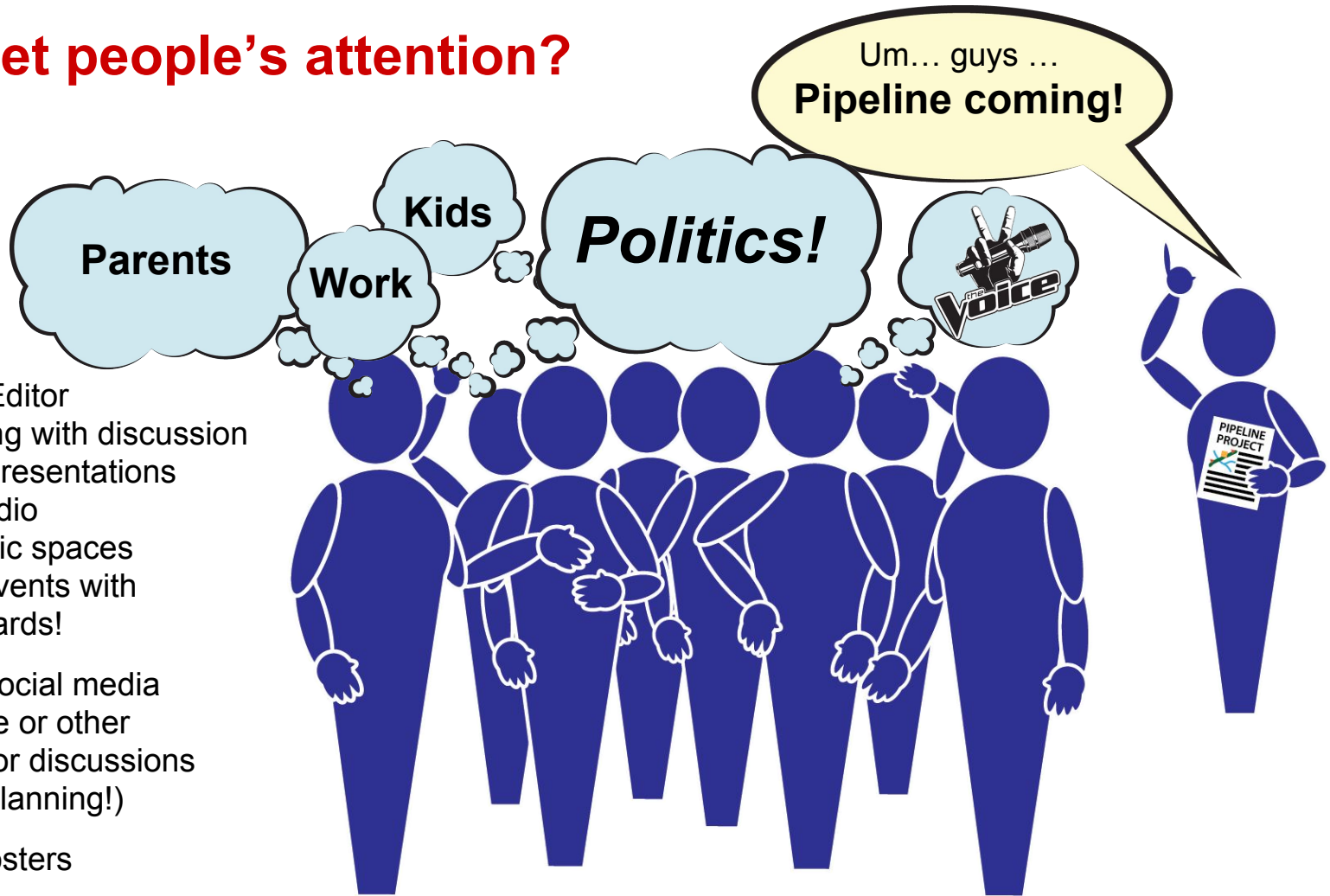
2- DOT / PHMSA, “Pipeline Safety: Class Location Requirements”

3- Pipeline Safety Trust, “Paper #6: Thinking About Risk”

**Getting
attention
for the issue**

How to get people's attention?

- Letters to the Editor
- Movie screening with discussion
- Informational presentations
- Local TV & Radio
- Tabling at public spaces
- Crash public events with handbill info cards!
- Info video on social media
- Facebook page or other social media for discussions (not strategy planning!)
- Lawn signs, posters



Gather Support

- Reach out to landowners

 - Door to door, letter mailing, phone tree or meetings by invitation

 - Cover landowner rights and actions re survey access, eminent domain

- Organize for local resolution and ordinances

 - Draft resolution - tailor available models to your local needs

 - Contact local government to find out how to officially pass it

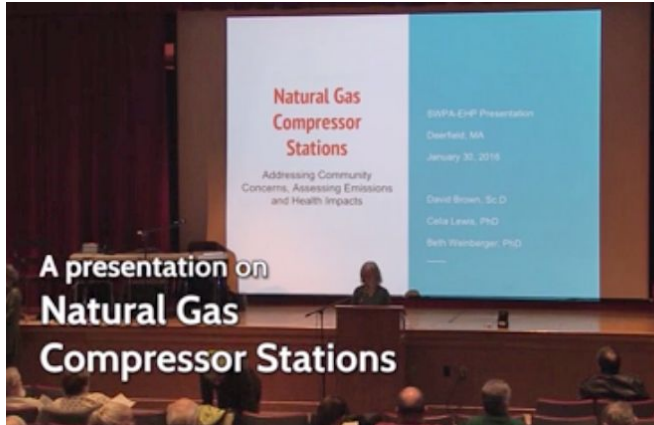
 - Gather signatures (good to do at presentations or tabling at public areas)

 - (Even easier if BOS, Conservation Comm, etc. sponsors it!)*

 - Don't ask for meeting to vote without establishing support for passage

- Statewide petitions

Spread the word - Town by Town Presentations



- What the pipeline is
- What are the hazards to that town & to the greater region
- What are the climate impacts of natural gas development
- Engaging in permitting process

Trainings for Specific Phases

- Open Houses, Scoping, Etc.

Specialty Presentations

- Health Impacts
- Cultural Resources

Provide & continually develop resources for activists

Make info sheets, info cards, resolution templates and petitions available online so anyone can start locally right away

Is this pipeline really needed?

OVERSIZED SOLUTION TO THE PIPELINE
IS LIKELY TO LEAD TO EXPORT
The amount of additional pipeline capacity requested was 0.6 Billion cubic feet a day (Bcf/d), but the No pipeline project proposed by KMTGP is being planned

With over double the capacity called for, where the terminal hub in Dracut is also the connection Northeast (M&NE) pipeline, which has applied for gas through Maine to the Maritimes of Canada switch from import to export. There is also facilities in Maine and Everett, MA.

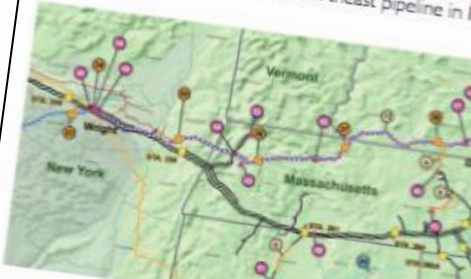
In selectboard meetings across the repeatedly said that they have no control exports are on the table. Their own LNG developers and customers in the and electric utilities.

LEAKED METHANE IS A CLIMATE HAZARD

Natural gas is primarily methane gas over 86 times more powerful than coal the first 20 years that it hits the first 34 times more over a 100 year time scale accounting of methane from drill site

What makes up a pipeline?

The TGP Northeast Energy Direct (NED) pipeline is proposed to be a 30-inch high-pressure natural gas transmission line. High pressure transmission lines are the super-highways of gas transportation, bringing production from gathering lines near drilling sites to smaller laterals and at the other end. With it's PA to NY leg (called the "Market Path"), NED would be a connection to the Maritimes & Northeast pipeline in MA.



STOP THE PIPELINE
nofrackedgasinmass.org

This is a draft of the resolution for Cummington that will be presented to the town meeting. Please adapt it for your own town. If you have any local legislation drafted or already in place, please contact us to share! nofrackedgasinmass@gmail.com

RESOLUTION TO BAN "FRACKED GAS" PIPELINES AND TO CHAMPION SUSTAINABLE ENERGY

Whereas a proposed High-Pressure Pipeline carrying natural gas obtained through hydraulic fracturing may come through Cummington, or neighboring communities, bringing said fuel en route to Dracut, Massachusetts to be used for electricity generation; and

Whereas said pipeline goes against current Massachusetts commitments to renewable energies and combating global climate change; and

STOP THE PIPELINE

Kinder Morgan Profits -WE PAY
Destructive infrastructure
Increased pollution & greenhouse gas
Not necessary for regional energy needs

nofrackedgasinmass.org

able amounts of forest, conservation land and farmland; and

nature, carries the potential for leak, rupture or devastating and lives; and

re Massachusetts citizens to pay a utility bill tariff as well as Tennessee Gas Pipeline Company, L.L.C. ("TGP", a subsidiary king ratepayers bear financial risk for the endeavors of a

Massachusetts choose not to participate in such encumbrances to general well being to our neighbors in New York and elsewhere, and the pressurized pipeline is running; now, therefore, be it

Provide & continually develop resources for landowners

NO SURVEY FOR GAS PIPELINE

Entry Upon this Property by Tennessee Gas,
Hatch, Mott & MacDonald or their Agents
will be considered

TRESPASS

Neighbors and Police Please Take Notice.

ALL VIOLATORS WILL BE PROSECUTED

- No Survey Printable Yard Signs
- Letters to deny or rescind permission to survey
- Informational guides – PST
- FERC information on regulatory process

Tennessee Gas Pipeline Company, LLC
1615 Suffield Street
Agawam, MA 01001

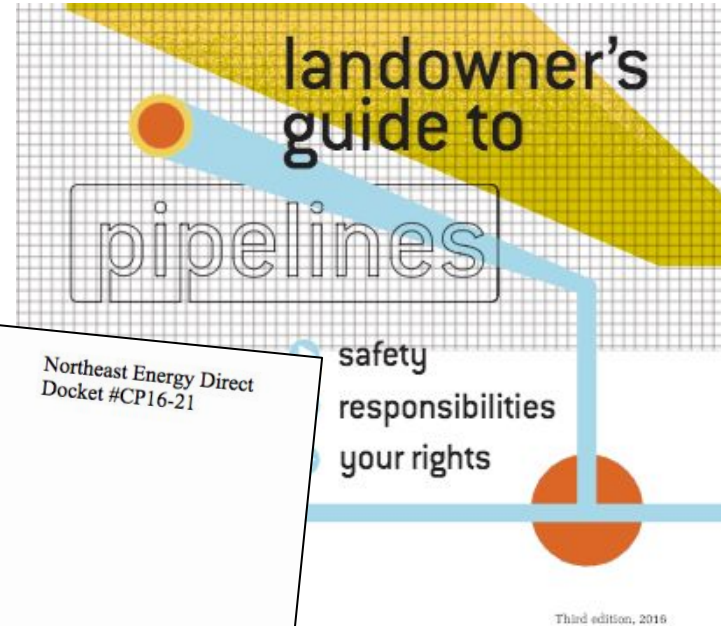
Date: _____

Via Certified Mail, Return Receipt Requested

Re: Denying property access

As the owner of the property located at:

I am denying permission to the Tennessee Gas Pipeline Company, LLC (a Kinder Morgan Company), its representatives, contractors, sub-contractors, or any town-owned land or to perform survey or construction of a gas pipeline in front of my property.



Overview

Don't label everything with your brand - strength in diversity

- *Too much branding gives others a reason to claim “paid protesters”*

Opposition from as many diverse stakeholders as possible

- Multiple towns
- Multiple kinds of types of groups
 - Environmentalists
 - Landowners with a personal stake
 - People concerned about economics
 - People concerned about utility bills
 - Land conservation advocates
 - Elected officials with local concerns
 - Health & safety officials
 - Trades groups (med., teachers, etc.)

Disseminate knowledge in adaptable form - bullet points, not scripts.

Engage all modes of action

Different people have different interests and abilities. If acting in coordination, they can complement each other well.

— **Regulatory and legislative processes**

Filing on dockets, going to hearings and scoping meetings

— **Elected officials**

Work with local boards and government to understand and resist fossil fuel projects

Make sure that industry lobbyists aren't the only faces legislators see, voices they hear

— **Media**

Free access to media through press - (Letters to editor, engage tv news for all events)

Free access to longer-form media through local TV and radio, submit op-eds to papers

— **Engagement with broader public**

Events like marches, concerts/theater, conferences

Tabling in public places - Grocery stores, cafés & co-ops, festivals

Rallies

Protests - Direct Actions

— Legal engagement in regulatory process - intervening and other legal action

All of these at local, state, federal level actions

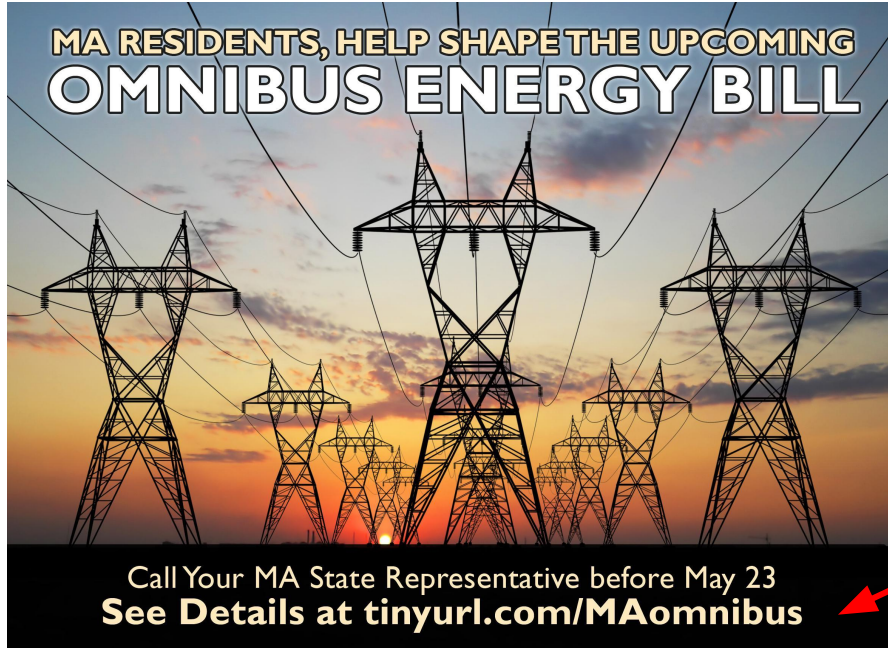
Cultivate Municipalities as Movement Allies

- Credibility with Decision-makers
- Legal & Political Weight
- Municipal Coalitions, Regional Planning Commissions
- Municipalities **do not** need to be opposed to project to help the movement



Spread the word - social media!

- Facebook - Twitter
- YouTube - not only for your videos, but for building playlists of events, informational videos on subjects
- Instagram, Pinterest - Good for posting event pics, memes, event announcements



- **Tumblr** - good for collaborative posting
(place for people to send their pictures, videos, comments,
esp. for events)

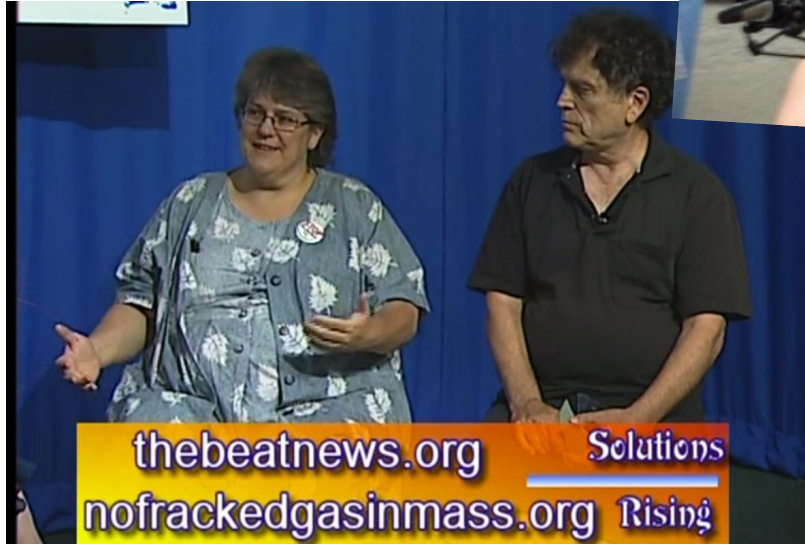
Don't forget to share hashtags for major events
and subjects when announcing them

Use "tinyURL" or "bitly" to make easy to
remember links

Steer the discussion

Gas infrastructure projects are sold as necessary and un-challengeable. Use freely available media outlets to steer the discussion toward renewables, efficiency, & how to impact projects.

Local tv & radio station shows can spread the word to the wider public.



PLUGGING IN / ENERGY / ENVIRONMENT

Governors can wield influence over pipelines

Natural gas infrastructure is not just federal issue

KATHRYN R. EISEMAN Jan 30, 2017

SHARE



WITH NEW FEDERAL ENERGY POLICIES evolving, the federal government's stance on natural gas infrastructure is starkly at odds with our priorities in Massachusetts. It's time that we understand what our state's priorities are and how to address the controversial issue of natural gas infrastructure.

The Berkshire Eagle

Kathryn R. Eiseman: Kinder-Morgan gears up PR machine

Posted Monday, September 7, 2015 11:18 am

By Kathryn R. Eiseman

CUMMINGTON >> If you watch television, you've probably noticed the ads trying to link support for renewable energy with support for new gas pipelines. Featuring bona fide New Englanders smiling in the wind and sunshine, these ads are from the Coalition to Lower Energy Costs, a group partially funded by Kinder-Morgan and orchestrated by Tony Buxton, lobbyist and lawyer for Kinder-Morgan's Tennessee Gas Pipeline Company. The ad perpetuates the notion that renewables need to be complemented by natural gas. It's a disingenuous attempt to link the two, already being implemented in California, Maine, and elsewhere — even though grid-scale energy storage — already being implemented in California, Maine, and elsewhere — is a more potent greenhouse gas than carbon dioxide released by burning gas is about two-thirds of that released by burning coal. And even though grid-scale energy storage — already being implemented in California, Maine, and elsewhere — is a more potent greenhouse gas than carbon dioxide released by burning gas is about two-thirds of that released by burning coal. And even though grid-scale energy storage — already being implemented in California, Maine, and elsewhere — is a more potent greenhouse gas than carbon dioxide released by burning gas is about two-thirds of that released by burning coal.

- LTEs
- Op-Eds

READ MORE FROM

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Fact check your opponent



Dineen O'Rourke @dineenorourke · Mar 24

Classy move, @Kinder_Morgan. Win the town over with a nice donation before you destroy their state forest for a fracked gas pipeline.



Kinder Morgan
@Kinder_Morgan

Follow

We are pleased to support the Town of Tolland, MA, w/ a \$5K donation to help rebuild their Public Works bldg. that was destroyed in a fire.



Keep an eye on their PR. Publicly correct spin or flat out mis-information in media, including comments sections

TGP IN MASSACHUSETTS

- Tennessee Gas Pipeline operates offices in **Agawam and Hopkinton, MA.**
- In partnership with the Berkshire Natural Resource Council, TGP is a supporter of Olivia's Overlook near Lenox, MA.



BNRC.net
BERKSHIRE NATURAL RESOURCES COUNCIL

May 1, 2014

To Whom it May Concern:

In recent public presentations, Kinder Morgan and Tennessee Gas have characterized the company as being "in partnership" with Berkshire Natural Resources Council at the Olivia's Overlook site in Berkshire County.

BNRC is not a Kinder Morgan "partner" and welcomes the chance to clarify this relationship.

BNRC has not granted permission for survey work on its land related to the newly proposed pipeline. Our acknowledgment of the isolated benefits of a 20-year-old mitigation project should not be construed as general support for Kinder Morgan's ongoing plans in the Berkshires or Massachusetts. BNRC has not yet taken a position on the new pipeline project or its advisability.

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Andy Hunge

20 Bank Row
Pittsfield, MA 01201
phone 413-499-0596
fax 413-499-3924

Ongoing actions:

- Docket monitors
- Monitors for project work areas
- Regular check-ins

KEEPING PEOPLE ENGAGED

- Establish town leaders as point people
- Help people work through issues with town officials
- Get new people up to speed, plug them into existing local networks
- Keep people motivated in face of setbacks
 - (keep a handy list of concrete goals and actions, and small wins)
- Let people use their special skills and interests whenever it's productive!



Closing Thoughts:

- No one person can do everything, and there is a place for everyone
Get the support and expertise you need!
- Learn to step up and to step back
- Choose appropriate messengers
— *and tailored messaging*
- You don't always need public credit ...
... *But everyone needs some validation and appreciation.*
- Learn to fundraise!

