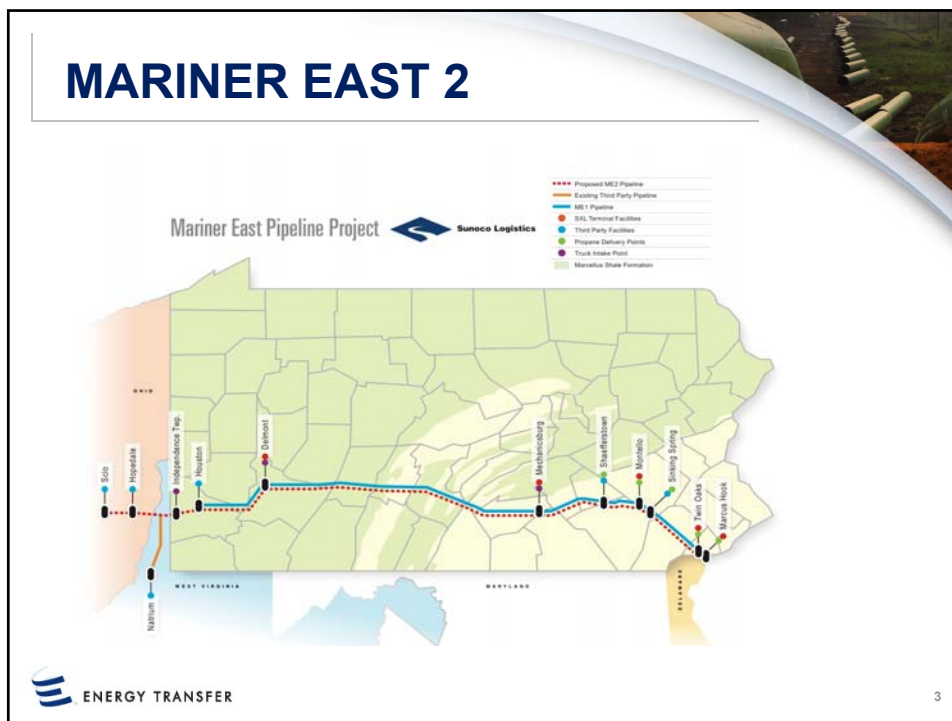


PIPELINE PROJECTS



- Significant number of projects planned in and from the Marcellus and Utica Basin
- Growing opposition that is ideological, organized, well funded, and strategic

MARINER EAST 2



THE OPPOSITION PLAYBOOK

- All strategy and tactics are driven by ideology
- The fundamental ideology of the core opposition groups is an opposition to fossil fuels and to hydraulic fracturing
- At their core their opposition is fundamental
 - they want to stop these projects

BLOCKING – ROUTING CHALLENGES



- STRATEGY – stop the pipeline before it starts
- TACTIC - focus on preventing survey during the planning phase
- Printed signs and materials show early organization and support

PROTEST EVENTS



- TACTIC - Protest events at court houses scheduled for day of hearing
 - Attempt to influence judges
 - Also messaging and recruitment
- Groups sought landowners willing to challenge survey access and eminent domain
 - Still less than 10% condemnation
- Clean Air Council signs are abundant – focus at this point was on survey access
- Trying to stop the project at the earliest point and organize a grass roots opposition

MOVEMENT FROM LOOSE ORGANIZATION TO STRONG ORGANIZATION



7

SURVEY ACCESS CHALLENGES



- Washington County
- Westmoreland County
- Blair County
- Huntingdon County
- Cumberland County
- Dauphin County
- Lebanon County
- Berks County
- Chester County
- Delaware County



8

EMINENT DOMAIN CHALLENGES



- Harrison County, OH
- Washington County, PA
- Westmoreland County, PA
- Indiana County, PA
- Blair County, PA
- Cumberland County, PA
- Dauphin County, PA
- Lebanon County, PA
- Berks County, PA
- Chester County, PA
- Delaware County, PA
- OH 7th District Appellate Court
- OH Supreme Court
- Commonwealth Court, PA
- PA Supreme Court

TREE CLEARING CHALLENGES



Apr. 3, 2016 3:10PM 64-925 P. 1/3

02-10001-0000 PENNSYLVANIA STATE POLICE
PUBLIC INFORMATION RELEASE REPORT

1. SUBJECT: PAPSIN4004MINTNSOON 2. INCIDENT NO: PA16-80560

3. SUBJECT'S OFFENSE: 4. OFFENSE BY NUMBER: 040710 - 1037 Hours

5. NATURE OF OFFENSE: Contempt For Violation of Order or Agreement, Disorderly Conduct

6. LOCATION: 10307 Prough Creek Valley Pk, Union Township, Huntingdon County PA.

7. PERSONS INVOLVED:
Aster Ellen Star GERHART, W/M/F, 60 Y/OA, Huntingdon
Nathaniel Joseph PRUNE, W/M/M, 28 Y/OA, Huntingdon
Ellen Alyssa GERHART, W/M/F, 28 Y/OA, Huntingdon

8. INCIDENT DETAILS:
The Huntingdon State Police, Huntingdon station investigated the following incident. On 04/07/16 at approx. 1037 hours, the above individuals violated a court order issued by Judge George ZARIC. To which they imposed the work being done on the Prough Creek Valley Pk. Ellen Star GERHART and Nathaniel Joseph PRUNE were arrested on scene and charges were filed on Ellen Alyssa GERHART.

WELL ORGANIZED



TACTIC - Rapid involvement of statewide opposition groups

Heavy use of social media to organize protest events

Shifting message away from eminent domain and to safety

TACKLING CONSTRUCTION CHALLENGES

- **STRATEGY – Stop the pipeline by preventing construction**
- **Challenge/appeal permits**
 - Delay – organized public comment and opposition
 - Intervention
 - Appeal
 - Regulatory: FERC and state utility commission
 - Environmental: erosion and sedimentation, stream and wetland, air, stormwater
 - Transportation: driveway, highway occupancy, heavy haul, road use
 - Local: zoning, noise, hours of operation
 - Seek to enforce in trial courts with injunctive relief
 - Seek stay or supersedeas pending appeal

SHIFT OF FOCUS TO SAFETY AS ACQUISITION MOVES TO PERMITTING



USE OF SLOGANS AND MOTTOS

- Messaging shifts as project moves to permitting phase
- Safety and environmental concerns become the focus
- Tens of thousands of public comments to DEP permits and 5 DEP public comment sessions
 - Last minute submission to overwhelm DEP



PERMIT APPEALS



- Permits issued 2/13/17
- 3 permit appeals filed
- 2 by individual landowners
- 1 by Clean Air Council, Delaware Riverkeeper and Mountain Watershed Association
 - Filed within 24 hours
 - Also sought supersedeas and temporary supersedeas
 - denied 3/3/17 after 3 day hearing
 - Refiled for supersedeas and temporary supersedeas re HDDs - 7/19/17
 - Stipulated settlement on supersedeas re HDDs - 8/9/17

ZONING CHALLENGES



- 2 suits alleging that construction violated local zoning setbacks
 - Chester County
 - Delaware County
 - Both courts dismissed on preliminary objections based on preemption
 - Both cases on appeal

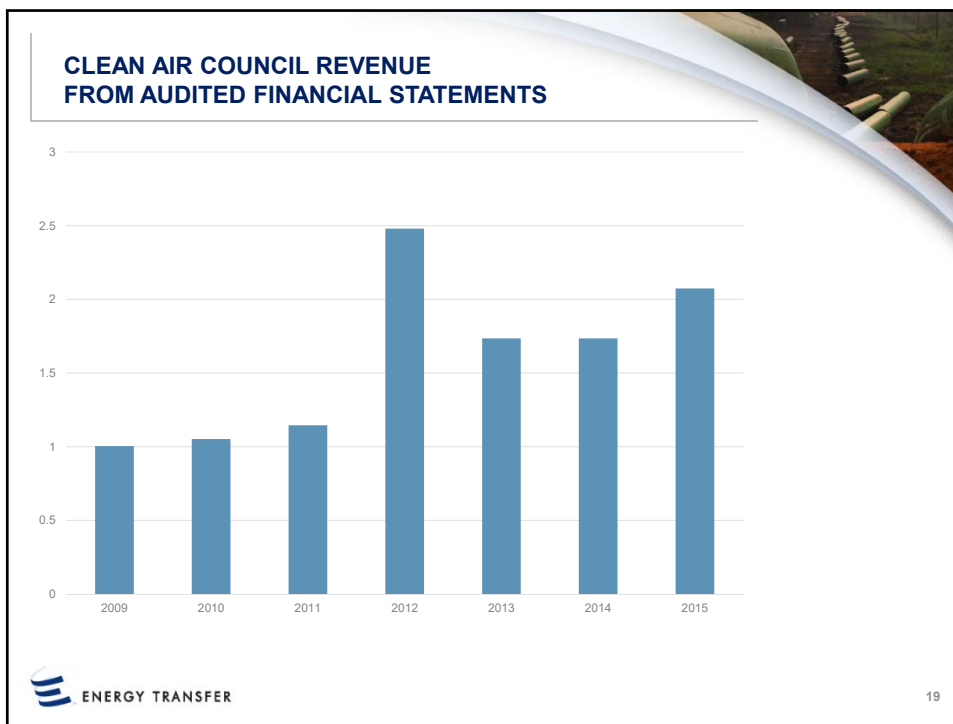
OTHER PERMITTING CHALLENGES

- Local Stormwater Permitting – Thornbury Township, Delaware County
- Electrical Permit – Thornbury Township, Delaware County
- PennDOT HOP Permitting – 2 in Thornbury Township, Delaware County

THE HIDDEN MESSAGE ALWAYS COMES THROUGH



- “The purpose of the pipeline is for Sunoco to **make money off the byproducts of fracking and that is the end of it**”
- “If you find out that a pipeline company wants to build a pipeline in your community the first thing you should know is **you cannot take their word on anything.**”
- “They don’t play by the same set of rules that we do . . . enough is enough.”
- Accusations were indirect – this was the only time he broadened to pipelines in general
- Clean Air Council Attorney Alex Bomstein, Mariner East Episode 5, YouTube Published June 26, 2017



THE NOT SO HIDDEN MESSAGE COMES THROUGH

- “The intention has always been to **keep Sunoco from building this pipeline**”
- Elise Gerhart, Mariner East Episode 9, You Tube Published 7/10/17
- Camp White Pine-Huntingdon County PA
- Slogans used in other protest and direct action events

ENERGY TRANSFER

20

DIRECT ACTION

I STAND WITH



CAMP WHITE PINE

- Very few on-line landowners willing to shift to direct action
- Some will and they will get nationwide support from anti-fossil fuel direct action supporters and anarchy groups
- The more legitimate opposition groups remain involved and supportive

DIRECT ACTION



- “Legitimate” Groups will try to distance themselves from direct action
- However strong ties
 - Publicizing direct action training events
 - Fundraising for legal fees and bail for those arrested in direct action

BALL CONTROL – GOVERNMENT AND PUBLIC RELATIONS CHALLENGES



- STRATEGY – when construction is underway stop the pipeline through legislation or regulation
- Tactic - regular protest events targeted to government
- Tactic - intensive use of social media now targeted at elected officials



- “No Fracking Fossils”
- The underlying ideology is ever present
- Industry has to be out ahead of the opposition on information and education

HEAVY USE OF SOCIAL MEDIA



- Safety oriented messaging
 - PTA meetings in schools
 - Safety component of public messaging

- “This is why we fight, this is the fight of mothers, of Mama Bears, to protect our children. **We’re not saying not in my back yard, move it to someone else’s back yard, we’re saying this should not happen any time, anywhere, any place.**”
 - Eve Miari – Mariner East Episode 7 – You Tube – Published 7/3/17

- Strategic goal of stopping the pipeline is always part of the messaging

RECENT PROTEST EVENT – JULY 2017



SUMMARY OF OPPOSITION STRATEGY

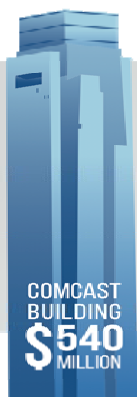
- **Coordination**
 - Including liaison with “fringe” groups
- **Pooling of resources**
 - Combination of environmental groups on EHB appeal
- **Well funded**
- **Opposition improves fundraising**
- **Communication**
- **Strategic**
 - Challenge from the beginning
 - Shift the message to address the current project phase
- **Multi-fronted**
- **Ideologically driven**

STAY ON POINT WITH YOUR MESSAGE

- Be respectful but recognize ideological differences
- These infrastructure projects benefit the public
- Direct benefits in revenue and jobs
 - American made products and organized labor
- Indirect benefits in community support
- Cheaper and more reliable sources of energy
- Safest method of transportation of energy that we all use
- More environmentally sensitive construction methods (HDD)

MARINER EAST IS A SIGNIFICANT INVESTMENT IN PA

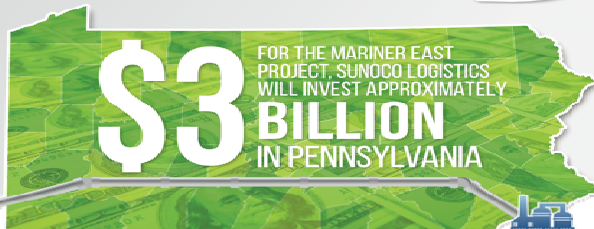
CAPITAL IMPROVEMENT PROJECTS IN PENNSYLVANIA



LINCOLN FINANCIAL FIELD
\$512
MILLION



\$281 HENZ FIELD
MILLION



QUESTIONS?

Today's web bonus » Take one final tour of holiday homes across Delco. delcotimes.com

DAILY TIMES
Saturday, January 3, 2015 8:00 FACEBOOK.COM/DELCOALTIMES delcotimes.com
TODAY'S FORECAST
High: 53
Low: 31
Partly in

SHALE-LELUJAH!

Sunoco Logistics begins rebirth of Hook refinery as natural gas hub

Part of the old Sunoco refinery that overlooks Mackay Vernon Field, Marcus Hook.

Page 3

