

Pipelines – Exemplary Management Practices

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Pennsylvania currently lacks sufficient distribution infrastructure to transport natural gas to market.

Over the next 10 years 20,000 to 30,000 miles of pipelines will be placed in the ground across Pennsylvania.

With 2,561 local municipalities and 17 million acres of forest, this Commonwealth-wide infrastructure build-out poses major considerations for communities and the environment.

PITF Goal

To develop a set of **leading management practices** that will be **embraced by industry** as part of the pipeline planning phase that will **minimize or mitigate negative impacts** to the community and environment.

Main Points

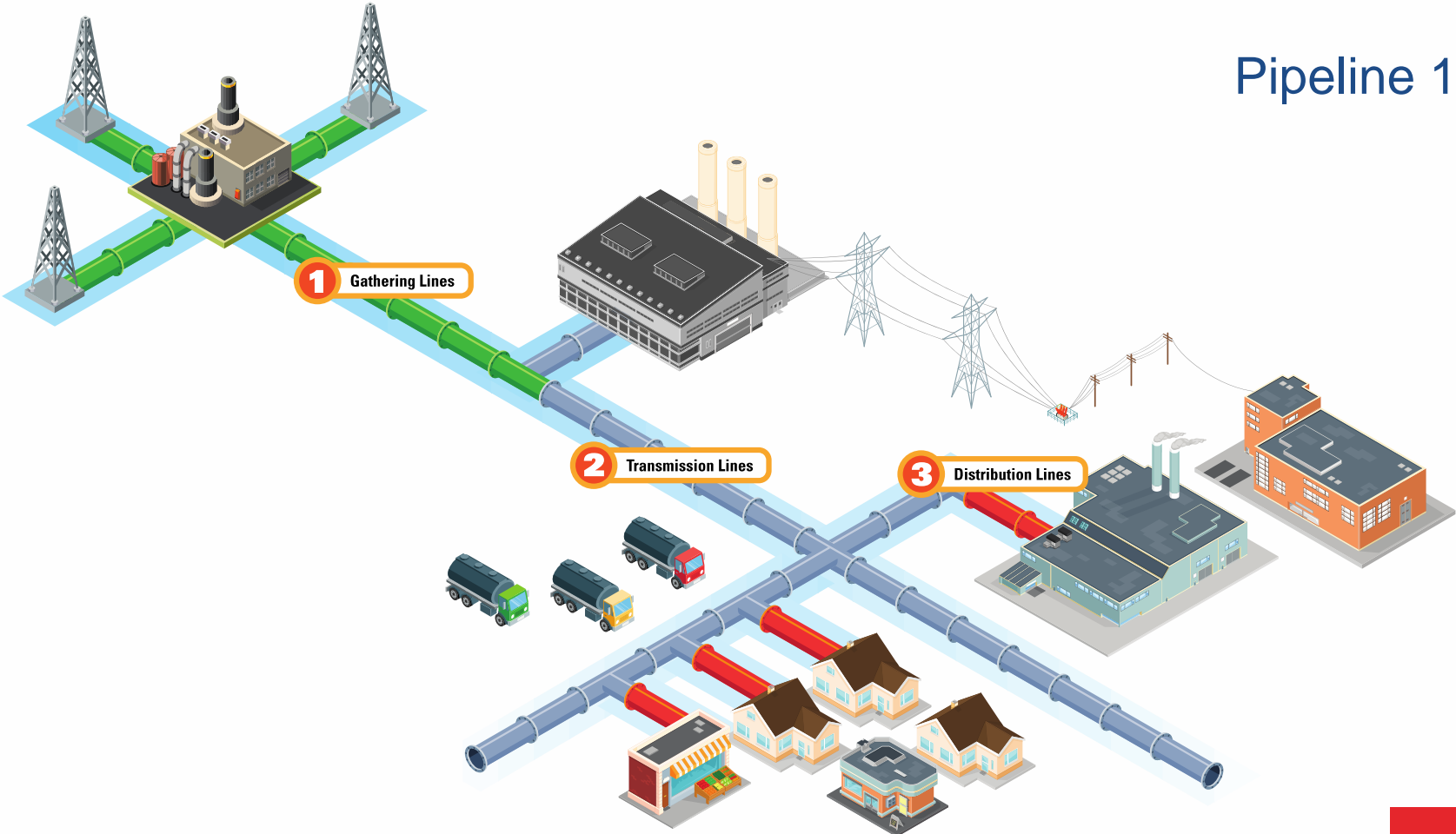
- Pipeline 101
- Gathering Line Leading Management Practices
- Community Engagement

Pipeline 101

Types of pipelines and applicable regulations

- **Gathering** - from production facility to transmission line
- **Transmission** - from gathering line to distribution line
- **Distribution** - from transmission line to end user.

Pipeline 101



Gathering Line Characteristics

- Connect well pad, compressor stations and processing
- 8" to 30" in diameter
- Buried 3' and 5' below the surface
- Typical ROW is between 50' and 75'
- Class 1,2,3 and 4 based on surface population density

Pipeline Regulating Agencies

Federal Energy Regulatory Agency (FERC)

- Transmission Lines – Inter and Intrastate lines

Pipeline & Hazardous Materials Safety Administration (PHMSA)

- Safety standards for all natural gas pipelines including class (1-4)

Army Corp of Engineers

- Waterways and Wetlands

Pipeline Regulating Agencies

Department of Environmental Protection (DEP)

PA Historical and Museum Commission (PHMC)

County Conservation Districts

Siting Considerations

- Well Locations - fragmented
- Landowner ROW Approvals
- Permitting
 - Stream & Wetland Crossings
 - PA Natural Diversity Inventory (PNDI)
 - Environmentally Sensitive Areas
- Schedule Obligations

Gathering Line Planning LMP's

- Sized and sited for future community growth
- Forest fragmentation mitigation
- Co-location / Capacity Sharing
- Protected Natural Diversity Index (PNDI)

Gathering Line Construction LMPs

- Top soil segregation
- Edge planting
- Habitat enhancement
- Equipment Cleaning

Gathering Line Maintenance BMPs

- Documentation
- Monitoring for Invasive Species
- Safety Inspections

Gathering Line Safety BMPs

- PA One Call
- Standardized markings
- Consistent communications with local stakeholders
- Annual training exercises

Community Engagement

Establishing **trust** between **pipeline operators** and **communities**, through **transparent** and **authentic communication**, will ensure projects are built **on time and on budget**.

Communications

We implement a comprehensive **communications** and **community outreach** plan to **engage** and **educate** stakeholders.

Who

Target key influencers across multiple demographics.

- Legislative targets
- Local elected leadership
- County, Township and Borough officials
- Landowners and Impacted members of the community
- Federal & State Agencies
- Non-Governmental Organizations
- National / Statewide Targets
- Community and Civic Groups
- Veterans Groups
- Local service organizations
- Academia

How – Research

The right **insights** and **research** lead to winning **strategies** and communication **tactics**.

Successful projects combine **multiple research approaches** to develop a robust foundation to move **target audiences** to action.

How – Research

Conduct **quantitative research** to gauge *perceptions* of pipeline operators along pipeline corridor.

Conduct **qualitative research** to identify specific communities' concerns and determine key language and messages that will resonate with constituents to achieve their goals.

How – Advocacy

Pipeline infrastructure projects are highly localized – it is imperative to meet with as many stakeholders in each community as possible.

It is just as important to communicate early and often with stakeholders and members of the community.

Help stakeholders understand that you are partners in the community

Advocacy – Environmental Considerations

- Sighting Tools
- Rights of Way
 - Co - Location
 - ROW Width
 - ROW Stewardship Council
- Forests
- Protecting Endangered Species
- Landscape Scale Planning

How – Government Relations

Communicate Early & Often

- Elected officials and policymakers should hear about a project before there is a need to ask for something.
- Maintain open lines of communication to encourage elected officials to have a productive dialogue if a project does encounter any issues.

How – Government Relations

Communicate Early & Often

- Don't assume that all elected officials are well versed in the pipeline construction process
- Share good news and project milestones

How – Media Relations

- Understand Media Landscape
- Create Core Tools
 - e.g. Press kits, Images with captions, media lists, fact sheets
- Identify third-party supporters

How – Media Relations

- Build relationships in advance of project
- Prepare for crisis
- Begin proactive pitching
- Monitor and measure

How – Digital & Social Media

- Understand
- Create
- Distribute
- Engage
- Mobilize
- Analyze

How – Corporate and Crisis Communications

- Develop a Corporate **Master Narrative**
- Develop **Consumer-Centric Messaging**
- Develop **Consumable Content** for all Channels
- Develop a **Crisis Response Plan**

Wrap up

- Pipelines are the **safest** and **most efficient** mode of NG & NGL transport
- **Environmental** and **community** impacts can be minimized by implementing **Leading Management Practices**
- Industry and communities **working together** is a Leading Management Practice