

Winning the War on Pipelines:

Understanding Permitting Challenges
for Energy Infrastructure Projects
in the Post-KXL World

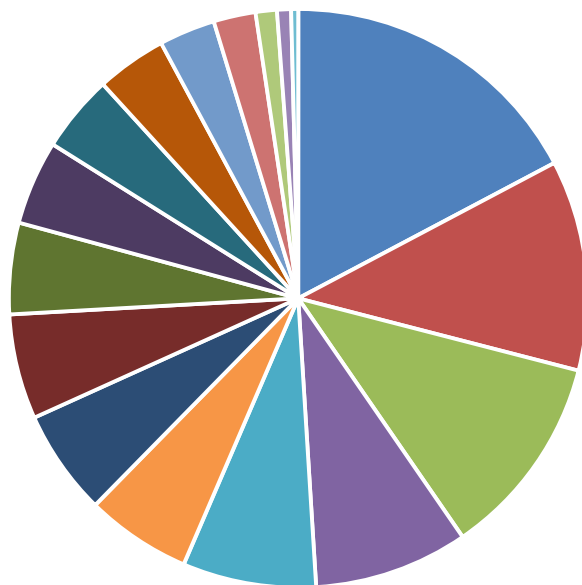
Tommy Foltz
Consumer Energy Alliance
Interstate Oil & Gas Compact Commission
October 4, 2016



Mission

The mission of CEA is to improve consumer understanding of our nation's energy security, including the need to reduce reliance on imported oil and natural gas, maintain reasonable energy prices for consumers, and continue efforts to diversify our energy resources.

Membership Makeup by Industry



- Oil, Gas & Nuclear Association
- Consumer Discretionary Services
- Manufacturing/Chemicals
- Engineering/Machinery/Construction
- Agriculture/Food & Beverage
- Oil & Gas/Fossil Fuel Producer
- Renewable Producer/Association
- Insurance/Healthcare
- Nuclear Producer
- Chamber of Commerce
- Trucking/Transportation/Logistics
- Independent Oil & Gas/Support & Services
- Other
- Power Generation/Utility
- Energy-focused Consumer Associations
- Education
- Technology

“Keep It in the Ground” Movement

- **Climate Change**

- **Safe and Responsible**
- **Jobs**
- **Low cost energy**
- **Energy security**

- **Destroying the planet**



“We’ll never get the solutions we need...unless we build the movement first.”

- Bill McKibben, 350.org

Why a War on Pipelines?

- Local fracking bans have been overturned by the courts.
- State laws have been strengthened
 - Texas HB 40
 - Oklahoma SB 809
- Harder to oppose oil and gas at the well head.
- Opposition has moved downstream.
- Created “Transpartisan” alliance between climate change activists and property rights activists.

Anti-Energy Campaigns



Opposition Targets	Victory Declared	Under Attack	Next Target
Offshore	<ul style="list-style-type: none"> • Atlantic OCS • Aleutian Basin OCS • California OCS • EGOM OCS • Florida OCS 	<ul style="list-style-type: none"> • Beaufort & Chukchi Alaska OCS 	<ul style="list-style-type: none"> • Gulf of Mexico OCS • Balance of Alaska OCS • Balance of OCS
Onshore	<ul style="list-style-type: none"> • New York State • Maryland • Monument Designations • NPR-A • ANWR 	<ul style="list-style-type: none"> • CO (local), PA, OH, NM, TX • Monument Designations • All Federal Lands 	<ul style="list-style-type: none"> • Colorado (State) • All Hydraulic Fracturing
Infrastructure	<ul style="list-style-type: none"> • Keystone XL • Bluegrass Pipeline • New England-to-Canada • TransMountain Pipeline (Canada) • Kinder NE Energy Direct • Palmetto Pipeline 	<ul style="list-style-type: none"> • Atlantic Coast Pipeline • Dakota Access • Line 3 Replacement Sandpiper • Mariner East • Mountain Valley Pipeline • Nexus Pipeline • Rover Pipeline • Spectra Access NE • Sabal Trail Pipeline • Constitution Pipeline 	<ul style="list-style-type: none"> • All new pipeline and transmission line projects (including all FERC applications) • FERC review process and “Office of Public Participation”/Litigation subsidies • State eminent domain laws


The opposition is engaged in a multi-dimensional war on fossil fuels that spans all geographies, type of fuels and forums.

- **Priorities for National Anti-Development Campaigns:**
 - Halt construction of pipelines, compressor stations, storage units
 - Disrupt FERC approval process, enact state regulatory barriers
 - Keep Dakota Access Pipeline protest “front and center” as symbol of this movement; it is the “new Keystone XL”
- **Unified Voice** – well-orchestrated, uses similar language
 - “Keep it in the Ground” used by both anti-fossil groups and the Obama Administration
 - “Solidarity with Standing Rock” – ongoing Dakota Access Pipeline protest is singular rallying point for many groups nationwide
- **Grassroots:** Hundreds of anti-development groups building local resistance campaigns
- **Well Funded:** Hundreds of millions of \$\$\$ in national annual budgets

- **Campaign Strategies**

- Play offense
- Be consistent – **Unified Voice**
- Engage at federal, state and local
- Employ national narrative that illustrates local impacts

- **Campaign Tactics & Tools**

- Grassroots engagement
- Coalition building 
- Social media/traditional media
- Engage in every regulatory process
- Local outreach/resolutions
- Protests/civil disobedience



- Active harassment

- Intimidation

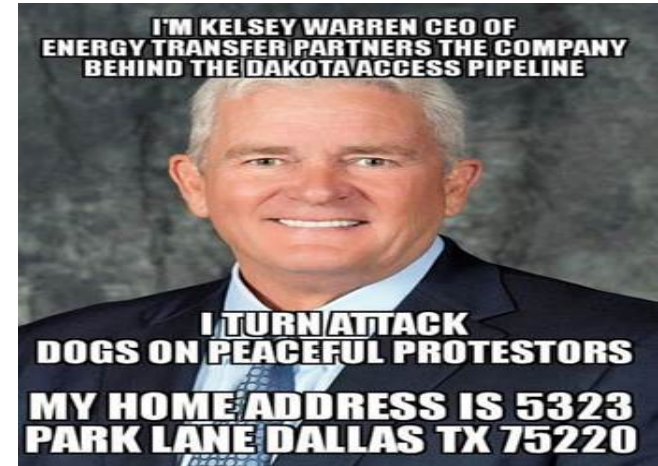
- FERC Commissioners
- Average citizens

- Cyber bullying

- Encouragement to harass

- Damage and destruction of equipment

- Physical assault



Campaign Goals:

- Broaden public education and awareness with simple messages
- Focus on impact to families and small businesses
- Drive clear understanding on the need for more pipeline capacity
- Add CEA's consumer advocacy voice to the debate
- Correct the record
 - Counter deliberate misinformation

Successful Campaign Efforts:

- **Proactive - First Movers create First Impressions:** Early communications telling positive stories resonate better than reactions to negative attacks
- **Change the Narrative:** Policy debates can't be about "Big Oil" vs. "Communities," or "Energy" vs. "Environment"
- **Engage Entire Public:** Policy-makers respond to public opinion
- **Show Pride - Do Not Apologize:** Oil and gas has changed the world for the better

Results Since Launch

- Over 350 total media hits
- 59 select press release pick-ups
- Over 120,000,000 impressions/media reach
- Total earned media value: \$3,033,137



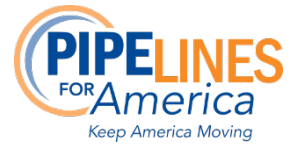
CEA launches Pipelines for America public education campaign

WASHINGTON, DC, Aug. 11
08/11/2016
By Nick Snow
OGJ Washington Editor

The Consumer Energy Alliance launched a multistate public education campaign emphasizing the importance of new pipelines and other energy systems in keeping future retail prices low and protecting the environment. Pipelines for America reflects the more than 400,000-member group's concern that despite its abundant natural resources, the nation lacks the pipelines and transmission lines required to transport energy safely to where it's needed, CEA said.

WHO'S IN FOR INFRASTRUCTURE! The Consumer Energy Alliance, a nonprofit backed largely by the energy industry, is today launching a campaign to raise awareness of energy infrastructure needs. "Pipelines for America" will use advertising and grassroots events in Northeast, Southeast, and Midwest. The effort is aimed in part at countering the message from activist environmental groups aiming to stop fossil fuel consumption by blocking pipelines and export terminals. "Given the nation's critical energy infrastructure needs, CEA is increasingly concerned about the small but vocal minority who back the 'Keep It in The Ground' movement," CEA President David Holt said in a statement. "That's why this campaign seeks to alert the American public of the urgent need for pipelines and the continued importance of both safeguarding our environment and developing our energy resources responsibly."

Key Takeaways



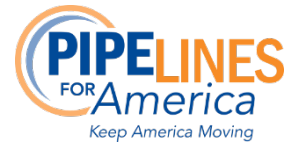
- Expect opposition to nearly everything –
 - Goal is to END fossil fuel development and means of delivery
 - “Safe and responsible” is irrelevant if the product being delivered is “destroying the planet”
 - Clear shift in messaging on natural gas as a “bridge”
- Without defusing misinformation, economic arguments lose
- Campaign style attacks require campaign style defense
- **CEA seeks partners to help educate the public** on the critical importance of energy infrastructure



*Looking for local partners to
join the discussion*



For More Information



Contact Information:

Tommy Foltz

tfoltz@consumerenergyalliance.org

281-928-2637

<http://consumerenergyalliance.org/>