

# FIGHTING FOR AMERICA'S ENERGY FUTURE

## **GROWTH IN THE ENERGY INDUSTRY**

can put millions of men and women to work, power U.S. economic growth, make our nation energy independent and build a foundation to slow global warming.

LIUNA members are ready to build our energy future. Our skilled workforce is an invaluable asset and LIUNA is a respected, proud and powerful advocate for responsible energy development at every level of government.

Laborers'  
International  
Union of  
North America

# LIUNA!

*Feel the Power*





# LIUNA!

## A POWERFUL ADVOCATE

LIUNA members value good energy jobs because they offer family-supporting careers and strengthen our country. That's why the organization has become one of the strongest and most valuable advocates across the nation to win approval for pipeline, renewable and other energy infrastructure projects.

LIUNA has been a leading advocate for the Keystone XL Pipeline, with thousands of members submitting testimony, attending public hearings, writing letters to their local newspapers and making sure a message about a rational energy policy is heard.

While we have been a highly visible face in the fight for Keystone XL approval, LIUNA members and leaders across America are waging the same efforts on hundreds of less publicized projects. As a result, industry leaders frequently call on LIUNA to help win project approval.



## LIUNA TRAINING: SAFER AND MORE EFFICIENT

LIUNA Training is the gateway for a skilled workforce, providing career paths through the best continuing education system in the world. The curriculum is independently accredited and is offered at more than 70 fixed and mobile sites, with courses and certificates that meet or exceed all regulatory and industry requirements. Through LIUNA training programs, members gain skills and training for energy jobs, including general construction, concrete placement, roadway construction, site preparation, pipelaying, erosion control, hoisting and rigging, OSHA safety, permit-required confined space, rough terrain forklift operation, trenching and excavation safety, erecting turbines, and solar panel installation.

# WHAT WE DO



## NATURAL GAS

LIUNA works with leaders in the oil and natural gas industry and partners with industry associations, community groups and advocacy organizations to push for safe and responsible development of oil and gas. We advocate for investment in energy infrastructure to strengthen our nation and create good jobs.

North America's newly developed oil and gas resources have sparked rapid growth in production and export. Work hours for LIUNA members on pipelines have soared 52% from 2011 to 2013.

In the upstream sector—oil and gas exploration and production—LIUNA members primarily build, maintain and repair exploration sites and access roads.

In the midstream sector, which consists of transporting and treating natural gas and oil before it reaches users, LIUNA members currently work more than 15 million hours per year. They clear right of way, build pipelines and return the land to its original condition—or better.

LIUNA is also crucial in the downstream oil and natural gas sector. We are key to the distribution of natural gas and production of various fuels. LIUNA members in this sector also build and maintain liquid natural gas export terminals.



## POWER GENERATION

In the power generation industry, LIUNA builds, maintains, and modernizes power plants for fuel sources including nuclear, coal and natural gas. LIUNA also works closely with industry partners on safety, government regulation and investment.



## PIPELINE MAINTENANCE

Gas utilities invest in the infrastructure that transports natural gas to homes and businesses. Significant work and

investment is needed on many distribution pipelines. LIUNA members work 6 million hours a year repairing, maintaining, constructing and reconditioning natural gas pipelines.



## ENERGY EFFICIENCY

LIUNA is experienced in energy efficiency, retrofitting schools, government buildings and commercial properties. LIUNA has worked on thousands of building retrofits, including high-profile projects such as the Empire State Building.

In addition, LIUNA has developed a presence in the residential energy efficiency field, doing weatherization and home performance work in over a dozen states. LIUNA's Home Performance Laborer Apprenticeship has been certified by the U.S. Department of Labor.



## RENEWABLE ENERGY

Renewable energy accounts for 13% of U.S. energy production and is expected to reach 31% by 2040. LIUNA has been working in the renewable energy field for more than a decade across the United States and Canada, building solar, wind, hydropower and geothermal facilities. LIUNA has strong relationships with the largest hydro, solar and wind energy contractors.

In the wind industry, LIUNA members build structural concrete for turbines, construct site access roads, and do assembly and site clean-up.

LIUNA solar work hours in the western U.S. have grown from 248,000 in 2011 to 1.8 million in 2013. The work that LIUNA performs on utility scale solar projects includes driving posts, erecting arrays, mounting bracket assembly, fencing, and site and civil work.

LIUNA's work on hydroelectric power generation includes conduit installation, shoveling, demolition, underground sewer and water, landscaping, concrete and building construction work.



# FIGHTING FOR AMERICA'S ENERGY FUTURE

LIUNA believes in an all-of-the-above energy policy that relies on a mix of fuels to create good jobs and ensure that our nation has abundant, affordable energy now and in the future.

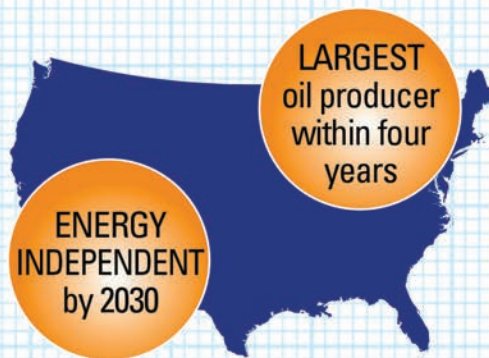
Download and share this graphic at [Liuna.org/energygraphic](http://Liuna.org/energygraphic)

## AN ENERGY RENAISSANCE CAN POWER AMERICA'S ECONOMIC RESURGENCE



### ENERGY COSTS ARE HURTING WORKING AMERICANS.

The working poor spend an average of **20% of their income** on energy—five times the average family



### ENERGY INDEPENDENCE IS WITHIN OUR GRASP

- Production of natural gas and North American oil will allow the U.S. to overtake Saudi Arabia as the **LARGEST oil producer** within four years
- By 2030 the U.S. could become completely **energy independent**



# LIUNA!

### "ALL OF THE ABOVE" ENERGY POLICY CAN BRING AFFORDABLE ENERGY AND AN AMERICAN ENERGY RENAISSANCE

- \$305 billion in investment and **3.5 million jobs** are estimated to be generated from natural gas extraction
- In 2013, LIUNA members worked at least **20 million hours**—almost doubling work hours in a year
- **Natural gas** is a bridge from higher carbon fuel to low and no-emission energy sources which can enable us to confront global warming

[WWW.LIUNA.ORG/ENERGY](http://WWW.LIUNA.ORG/ENERGY)

905 16th Street NW, Washington DC 20006 • 202-737-8320



## Core Pipeline Message

- Growth in the energy industry can create reliable family-supporting careers for men and women in our community.
- Pipelines are the key to making our country energy independent and addressing climate change.
- With skilled workers and responsible contractors, pipelines are safe. In fact, research shows that transporting fuel through pipelines is 70 times safer than by truck.

## Talking Points

### ***Growth in the energy industry can create steady, reliable careers for millions of men and women in our country and in our community.***

- The growth in pipeline jobs for LIUNA members can strengthen our community and our entire country. Pipeline work hours for LIUNA members, for example, have soared 52% between 2011 and 2013 – to 15 million hours a year.
- Fifteen million work hours equates to hundreds of millions of dollars in income invested in local businesses and represents steady careers that enable families to thrive, own homes and send their kids to school.
- Pipeline work is a lifeline to good union jobs with family-supporting pay, healthcare and retirement benefits. It is a ladder to the middle class.
- Energy investment doesn't only create steady, reliable construction careers. The research firm HIS found that every job created in the natural gas industry indirectly results in three more jobs. In the manufacturing sector, it's estimated by the firm PricewaterhouseCoopers, the energy boom will also create 1 million manufacturing jobs in the next 10 years.

### ***With skilled workers and responsible contractors, pipelines are safe.***

- There are 2.5 million miles of pipelines in the U.S. today. They are the safest way to transport fuels – 70 times safer than by truck, according to a ProPublica special report.
- Today's pipelines have sophisticated monitoring equipment to detect risks and to automatically shut a pipeline if needed.
- We strongly support industry adoption of construction standards and use of responsible contractors who employ skilled, local workers.

- LIUNA members have been safely building pipelines for more than a century. We build pipelines in virtually every state. In just the last year, LIUNA members helped more than 100 pipeline operators build and maintain projects.
- Each year, LIUNA trains about 150,000 workers and invests \$100 million in training workers. We have more than 70 fixed and mobile training centers which offer accredited, hands-on training and certifications, including 164 hours of pipeline specific instruction.
- Safety is a cornerstone of our training. We are committed to keeping workers and communities safe, and we advocate for policies that do that.
- We fight for contractors to use skilled workers, and whenever possible, local workers so that the communities where pipelines are built benefit the most.
- We encourage local officials and regulatory agencies to take into account the impact a pipeline project has on the workforce by requiring disclosure of training requirements and their commitment to hire a diverse force of local residents.
- We are enthusiastic supporters of modernizing our existing pipeline infrastructure.

***Pipelines are the key to making our country energy independent and addressing climate change.***

- The boom in natural gas production has already reduced greenhouse gas emissions in the U.S., in part by replacing energy from coal.
- For the first time in modern history, America is on the cusp of energy independence to free us from reliance on hostile nations and regions for fuel.
- We fully support development of renewable energy sources and low-carbon emission energy. LIUNA members have built some of the nation's largest wind and solar utility projects and are leaders in the field of energy efficiency.
- Today 80% of our nation's energy comes from fossil fuels. Natural gas is the crucial bridge between today and the day in the future when the renewables industry has greater capacity.
- We support comprehensive climate change legislation to truly address climate change. Killing jobs-creating projects won't address climate change.

# Fighting for America's Energy Future

Talking Points For Members

## Core Pipeline Message

- I know the pipelines we build are safe because I build them. I get continual training and we don't cut corners or take any chances.
- These are more than pipelines. For me and my family, they are lifelines to good jobs. There's not enough good jobs around here and pipeline work can help fix that.

## Talking Points to Include

***I know the pipelines we build are safe because I build them. I get continual training and we don't cut corners or take any chances.***

- Pipelines aren't new. We've been building safe pipelines for years.
- As a union member, we not only get training and certifications, we have the power to speak out if we think something unsafe is going on.
- I'm a hunter. I fish. I care about the environment as much as anyone.
- I'd rather buy fuel that's made in America than from parts of the world that want to destroy America.

***These are more than pipelines. For me and my family, they are lifelines to good jobs. There's not enough good jobs around here and pipeline work can help fix that.***

- Working on the pipeline has helped me support my family. Steady pipeline work helps us do things like buy a home and put our kids through college.
- With pipeline work, I can count on steady, reliable work.

### **Note:**

- Members should share something about their personal life. Are they single parents? Have they endured a long stretch of unemployment? Are they a veteran? Has the work provided them a ladder to the middle class?
- Members should be prepared for public comment. Leaders should help them practice their remarks or what they will tell media and help them include the core message.

**LiUNA!**

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## Fighting for America's Energy Future

Sample Points for Public Forum or Hearing Comments

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- Thank you for the opportunity to appear before this body on behalf of the [NAME COUNCIL/LOCAL UNION] and the half-million skilled, dedicated members of Laborers' International Union of North America.
- We are here today because fighting for America's energy future is critical for our city, for our country and for working men and women.
- We are advocates for *[name of project]* for many of the same reasons a broad array of groups are – because our nation needs less reliance on energy from nations and regions that want to destroy our country.
- We are advocates because energy extraction technologies, particularly in natural gas, help reduce climate change and can be a bridge to no- or low-carbon fuels.
- We support this project because hundreds of thousands of families – including thousands of LIUNA families in our community and across the country – depend on energy work.
- These are not just jobs and this is not just a pipeline. Constructing energy infrastructure is a career which can lead to steady, reliable work and opportunities for advancement. It is a lifeline to the middle class.
- We believe approval of this project will benefit thousands of working men and women who rely on a steady, affordable supply of fuel for transportation and for their homes.
- We are advocates for a safe network of pipelines to lower the risk of transporting fuels by other means. Many of our members live in proximity to rail lines and believe pipelines reduce the risk of moving fuel by trains. Pipelines do contribute to public safety – in fact, according to a recent Pro-Publica special report, transporting fuels through pipelines is 70 times safer than by truck.
- Because we have the experience, skills and dedication to make sure energy work is done safely and protects communities and workers, we can help this industry continue to grow.
- LIUNA members have safely built pipelines since 1949. Our organization invests more than \$100 million a year on skills training, including 164 hours of training alone on pipeline construction.



## ***Project Approval Process: Key Opportunity Points for LIUNA***

Generally, pipeline projects face two regulatory bodies: a state Public Utility Commission and, in some cases, the Federal Environmental Review Commission.

Construction of most oil pipelines cannot begin until the project receives permits from a State Public Utility Commission. When a pipeline crosses states, applications must be filed in each state. For interstate natural gas pipelines, the Federal Environmental Review Commission also regulates projects. FERC powers preempt certain state or local powers, although the pipeline owner must still obtain necessary federal or state permits prior to construction.

The average approval process takes about a year. During that time there are seven significant steps during which LIUNA can impact the process.

1. When a potential project is known, *LIUNA affiliates assess the project*. At this initial state, project owners are filing notices of the project, surveying land and negotiating easements.
2. The owner will typically hold public informational meetings, which may include regulatory agencies. *LIUNA affiliates should attend these meetings to make contact with the project owner and, if appropriate, voice support*.
3. After the owner files a formal application with the State Public Utility Commission or with FERC, a notice of application will be published. This begins the fact-finding stage and can include comments from other state agencies and the public, determination of whether taking easements by eminent domain will occur, and consideration of petitions by other parties to be interveners, which grants special rights. *During this stage LIUNA affiliates can solicit and file comments supporting the project, determine whether to be an intervener and discover the level of opposition and opposition messaging*.
4. Formal public hearings with recorded testimony are held in affected communities. *LIUNA affiliates can provide testimony from leaders and members, and if an intervener, file briefs. Testimony from leaders and workers should be shared with elected officials and news media*.
5. Following the hearings, an environmental review begins. *If LIUNA is an intervener, an affiliate can submit evidence*.
6. FERC may mandate alternative routes, additional analysis or other changes. *LIUNA can provide comment to FERC on this, as well to news media*.
7. When the entire project review is complete and approved, LIUNA can continue to highlight for news media and the community the project benefits. If the project is rejected, LIUNA can file an appeal if it is an intervener.

# Fighting for America's Energy Future

Sample Letter to Members Soliciting Comment

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[Date]

Dear LIUNA Local [local number] Member:

I am writing to you to discuss a potential pipeline project in our area that promises to be a great resource for good paying, local, and most importantly, union jobs. [Name of company] is proposing the [name of project]. This project will bring an estimated [dollar amount of economic benefit], [number of jobs or work hours], and long-term energy reliability and affordability to the region.

Our local union is helping to coordinate the submission of electronic comments to the Federal Energy Regulatory Commission (FERC), which must approve the project if it is to go forward. It is crucial we maximize the number of our comments. Our work is on the line as the opposition of environmentalists increases.

To help you submit a comment, we are enclosing a "FERC Comment" sheet, as well as a self-addressed stamped envelope for you to return it to us.

This project means jobs for members such as yourself, and it will also bring much needed tax revenue into our communities. Please take a moment out of your busy day to fill out the enclosed form in favor of this project. Comments do not have to be lengthy, just original and sincere. We have provided a few sample comments as a guide.

It's very simple to have your voice heard:

1. Print your name, address, phone number, local union number and a few lines about your support of this project.
2. Place your completed form in the enclosed self-addressed stamped envelope and return it to us and our staff will submit your comments to FERC electronically.

Your participation in the approval process of this project is vital and it is what your union is all about. I thank you for your time and encourage all of you to help us win the approval of this much needed energy project.

Fraternally yours,

[name]

Business Manager  
LIUNA Local [number]

# Fighting for America's Energy Future

Sample FERC Comment Form for Members

**FERC Comment Form:** Docket # \_\_\_\_\_

Name: \_\_\_\_\_ Local Union #: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Record your comments here	***Please Print Clearly

## Examples of Comments

- Local Resident
- Good for our community
- Estimated creation of 3,000 good paying jobs
- Highly skilled and trained workforce
- Will provide economic stimulus to surrounding areas during construction (retail, hospitals, etc.)
- Creates potential new source of energy
- Brings tax revenues that help infrastructure and our schools
- Will provide long-term energy reliability
- Vital to our area's economy
- Estimated \$25 Million economic benefit
- Help meet energy demands with domestic energy



Contact: [Insert name, email and phone local of local contact for media]  
FOR IMMEDIATE RELEASE

## Local Union Leaders and Pipeline Workers Support Good, Safe Jobs Building America's Energy Future

### ***Workers at Public Forum Underscore Their Skills and Training; Leaders Speak to Potential Growth of Family-Supporting Work***

**[City, Date]** – Workers hoping to build the [name] Pipeline and their representatives argued for good local jobs building our nation's energy future at a public forum in [city] today.

The pipeline would [insert details of pipeline such as what it would carry, the total investment, estimated work hours and route].

"This is about fighting for America's energy future and creating reliable family-supporting careers in our community," [name of local leader] told the forum. "Pipelines are the key to making our country energy independent and addressing climate change."

The pipeline will carry natural gas, which experts say emits significantly less carbon than other fuels and which can provide a bridge to the time when renewable energy sources have greater capacity.

[name of local leader] also cited a ProPublica special report which found that pipelines are 70 more times safe than transportation of fuel by truck. "With skilled workers and responsible contractors, pipelines are safe," s/he said. "Safety is a cornerstone of our training."

LIUNA operates more than 70 training centers across the country, include one in [name of city]. That training includes as much as 164 hours of pipeline specific skills, in addition to OSHA-approved safety training. The union's workers have been safely building pipelines since 1949.

In advocating for the project, [name of local leader] also strongly encouraged the use of local workers "so that the communities where pipelines are built benefit the most."

Also addressing the forum was [name of worker]. S/he [details of pipeline career].

"I know the pipelines we build are safe because I build them and we don't cut corners or take any chances," s/he said. "I'm a hunter. I fish. I care about the environment as much as anyone."

S/he said having a pipeline career has made it possible to own a home and put children through school. "These are more than just pipelines. For me and my family, they are lifelines."

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## **News Advisory for *[insert time and date]***

Contact: *[insert contact name, phone number and email]*

### **Local Workers to Join with Broad Array of Allies to Voice Support for *[name of project]***

#### **To Offer Comment at *[name of hearing or event]***

Local workers will join with other community groups at a public forum regarding the *[name of project]* and voice support for the economic development and abundant energy the project will help create.

WHAT: Public forum on *[name of project]*.

WHEN: *[Insert time and date]*

WHERE: *[Insert location, street and city]*

WHO: Skilled local LIUNA members, leaders, other community representatives.

Workers and their leaders will also speak to the skills and safety expertise LIUNA brings to energy projects and will be available for interviews after the forum.

*[Insert one or two sentence description of the project.]*

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# **LIUNA!**

*Feel the Power*

## Fighting for America's Energy Future

### Sample Letters to the Editor

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#### Sample Letters to Newspaper Editors from Leaders

Dear Editor:

Your report on the [*name of pipeline project*] did not stress strongly enough the safety of modern pipelines. It is correct that of the 2.5 million miles of pipeline in the U.S. some are past their lifespan and need repair. However, that is unrelated to the proposed [*name of project*]. Pipelines built today are state-of-the art. They are constructed from superior materials with continual remote monitoring and automatic safety shut-off technology. In addition, this pipeline would be built by LIUNA members who are proud to be experts in constructing pipelines. LIUNA workers have a strong voice on the job and can speak out against any hazards. They undergo extensive skills training, including as many as 164 hours of pipeline-specific instruction. On top of that many of them are hunting and fishing enthusiasts who care about the environment as much as anyone.

Sincerely,  
[*name and title*]

Dear Editor,

Thank you for your article on the [*name of project*]. Despite some opposition, the facts remain. The project would put [*x number*] of local, skilled men and women to work in family-supporting careers. Their safety record is impeccable. And, as experts will verify, the pipeline will actually help reduce climate change on two fronts. First, natural gas emits significantly less carbon than other fossil fuels. And, transportation by pipeline emits less carbon than transporting fuels by truck or rail. In fact, a recent ProPublica special report also found that transporting fuel by pipeline is 70 times safer than by truck.

Sincerely,  
[*name and title*]

#### Sample Letters to Newspaper Editors from Members

Dear Editor,

I am writing in support of the [*name of project*]. I have a [*xx-year*] career building pipelines that will supply our country's energy for the future. I am proud of my work and I tell my friends I know the pipeline will be safe because I'm the one that builds it. For the sake of hundreds of family's who rely on this work, let's get the project approved.

Sincerely,  
[*name and local union*]



Dear Editor:

I am writing regarding the [*name of project*]. This pipeline and others like it can make our country energy independent. Prior to my career as a pipeliner, I served two tours in Iraq. Thousands of soldiers put their lives on the line, while at the same time our country is supporting hostile nations by relying on them for energy. It's time to stop supporting countries and regions that hate America and become energy independent.

Sincerely,  
[*name and local union*]

## Fighting for America's Energy Future

### Communications Countdown to Hearing or Forum

*This is a general communications to-do list leading up to a hearing, forum or other event. The Strategic Communications Department is available for assistance through [communications@liuna.org](mailto:communications@liuna.org).*

Several weeks before, if possible	Provide background and contact information to appropriate reporters
Week prior or during week after	Place op-ed in local paper
Week before	Reminder email to members
Week before	Article about project on local union website
Week before	Identify and prepare speakers
Week before	Gather branding materials, if appropriate
3 days prior	Distribute news advisory
3 days prior	Member call or robo call
Day before	Email reminder to members
Day before / day of / day after	Reminder tweet / live coverage tweets / retweet any positive media
Night before	Member call or robo call with press 1 confirm
Morning of	Text message reminder
Day of	Distribute news release
Day of	Take photos for web, social media and newsletters
After first news coverage	Submit letters to the editor
Ongoing	Provide information and solicit comments through training centers
Ongoing	Posts on Facebook

Fighting for America's Energy Future  
Sample Digital Ads



**LiUNA!**



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## "All of the Above" Energy Policy Can Put Americans Back to Work

- **\$305 billion** in investment and **3.5 million jobs** are estimated to be generated from hydraulic fracturing
- LIUNA members worked **15 million hours** in 2013—a **52%** increase from 2011
- LIUNA members work **6 million hours** annually in gas distribution

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[www.liuna.org/energy](http://www.liuna.org/energy)

Sources: Building Michigan's Energy Future Forum—May 10, 2013, Forbes Magazine

## Working to Make Pipelines Safe

- Pipelines are the safest way to transport fuels—**70 times** safer than by truck
- LIUNA offers over **164 hours** of pipeline safety and qualification training

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[www.liuna.org/energy](http://www.liuna.org/energy)

Source: New England Laborers' Training Academy



# FIGHTING FOR AMERICA'S ENERGY FUTURE

## Building Pipelines

### Energy Independence is Within Our Grasp

- Production of natural gas and Northern American oil will allow the U.S. to overtake Saudi Arabia as the largest oil producer within **4 years**
- **80%** of our nation's energy comes from fossil fuels
- By **2030** the U.S. could become completely energy dependent

### "All of the Above" Energy Policy Can Put Americans Back to Work

- **\$305 billion** in investment and **3.5 million jobs** are estimated to be generated from hydraulic fracturing
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# Fighting for America's Energy Future

Social Media Sample Posts

## **For Facebook:**

While renewables are in New England's future, natural gas pipelines are still needed to prevent electricity prices from overwhelming families and small businesses.

<http://www.bostonglobe.com/opinion/editorials/2014/10/04/renewables-are-new-england-future-but-gas-pipelines-still-needed/1tpsRSYaMioGdeg8k9R2rM/story.html>

Unions have stepped up with quality training programs to provide employers in the natural gas industry with the best-trained and highest-skilled workers. <https://d1qkyo3pi1c9bx.cloudfront.net/D7021408-671F-42FA-837E-DEB20A6B3D76/2854d931-66cd-4a4d-9411-8d097a0a10d1.pdf>



## **For Twitter:**

RT @Energy21: Among other benefits, the oil and #natgas industry serves as an economic boost for the U.S. <http://t.co/BYfbyKh1jZ>

#Natgas pipelines prevent electricity prices from overwhelming families and small businesses. <http://www.bostonglobe.com/opinion/editorials/2014/10/04/renewables-are-new-england-future-but-gas-pipelines-still-needed/1tpsRSYaMioGdeg8k9R2rM/story.html>

IMF: U.S. #natgas production has helped stabilize global energy prices. <http://t.co/BcilbjND2O>

Pipelines are a lifeline for American families. <https://www.youtube.com/watch?v=uZI-IXRXP-k&index=1&list=PLnW5922PvZpbFWUrzUUnAEOYMJcczkDBb>

Building pipelines gave Amy the freedom to spend more time with her son: <http://youtu.be/GEM9bxmxB88?list=PLnW5922PvZpbFWUrzUUnAEOYMJcczkDBb> #natgas #pipelines

Building pipelines provides family supporting jobs for Veterans like Stephen Kovalick. <http://youtu.be/6tfa6yOpd5A> #natgas #pipelines

## **New Energy Project Can Create Good Jobs, Secure Our Energy Future**

*[Name of LIUNA Local]* are helping to win approval for *[name of project]*, a new natural gas project that will help create good jobs and secure the energy future of *[state]* and of America.

LIUNA is supporting the project for many of the same reasons a broad array of groups are – because our nation needs less reliance on energy from nations and regions that want to destroy our country and because it will create *[insert number]* family-supporting construction careers.

These are not just jobs and this is not just a pipeline. As many of our members know, building energy infrastructure can lead to steady, reliable work and opportunities for advancement. It is a lifeline to the middle class. *[Name of project]* is also expected to increase the supply of affordable fuel in *[state]*.

LIUNA members have been safely building pipelines for more than a century. Safety is a cornerstone of our training. Each year, our organization trains about 150,000 workers and invests \$100 million in training through more than 70 fixed and mobile training centers. These centers offer accredited, hands-on training and certifications, including 164 hours of pipeline specific instruction. In just the last year, LIUNA members helped more than 100 pipeline operators build and maintain projects.

We not only build safe, we make sure that any land which is disturbed is returned to its original condition, or better. And what we build stays safe. Today's pipelines have sophisticated monitoring equipment to detect risks and to automatically shut down if needed. They are the safest way to transport fuels. In fact, a recent report showed that transporting fuels by pipelines is 70 times safer than by truck.

Because we have the experience, skills and dedication to make sure energy work is done safely and protects communities and workers, we can help this industry continue to grow.

All members are encouraged to get involved and join the effort to approve *[name of project]*.

# Fighting for America's Energy Future

## Robocall Scripts for Hearing Turnout and Patch-Through Call

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### Turnout Script

This is your union calling with an urgent message about defending good jobs building the *[insert name of project]*.

I'm *[name of caller]* urging you to join with your union brothers and sisters at a public hearing on *[time and day]* at *[location]*.

Opponents to this project are waging an all-out war. If we don't fight back and be heard, the *[name of agency]* could block the project and the good jobs that go with it.

I urge you to attend the hearing. If you are committed to attending, press 1 on your phone now. If we are united and heard, good jobs can be ours. Thank you – and again press 1 if you'll attend the hearing to fight for good jobs.

### Patch-Through Script

This is your union calling with an urgent message about defending good jobs building the *[insert name of project]*.

I'm *[name of caller]* urging you to join with your union brothers and sisters and contact *[name of target]* and tell them you support the *[name of project]*.

Opponents to this project are waging an all-out war. If we don't fight back and be heard, the *[name of agency]* could block the project and the good jobs that go with it.

I urge you to help our union be heard by connect with *[name of target]* now. Simply press 1 on your keypad to be transferred to *[name of target]* now and tell them: I support the *[name of project]* and the good, safe jobs it will bring.

Brothers and sisters, if we are united and heard, good jobs can be ours. Thank you – and again press 1 now to tell *[name of target]* I support the *[name of project]* and the good, safe jobs it will bring.



# Fighting for America's Energy Future

*How the 7 Tools Can Help*

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## 1. Websites and social media

Use a website as a storefront to anchor public testimony, news releases, energy worker profiles, video and other material that supports an energy project.

Use Facebook to provide an online gathering for workers, leaders and experts to share support, debunk falsehoods and encourage activism. Facebook also offers reasonably inexpensive paid ads which can target audiences precisely.

Use Twitter to quickly inform key audiences of updates, activities or new materials supporting an energy project. If you build a following, you can easily reach influential journalists, elected officials, contractors and regulators. Twitter will also allow you keep abreast of the opposition.

Contact [communications@liuna.org](mailto:communications@liuna.org) to set up a website, Facebook page or twitter account.

## 2. Automated phone technology

Use auto-dial to alert members of hearings or other events, to make it easy for them to contact officials, or to conduct phone-banking operations in support of a project. You can also use auto-dial to conduct random-sample surveys to gauge support for a project.

Contact [communications@liuna.org](mailto:communications@liuna.org) to access the International's auto-dial system.

## 3. Targeted publications

Use brief mailers to alert members or allies to upcoming hearings or events or to provide key talking points in support of a project.

Contact [communications@liuna.org](mailto:communications@liuna.org) for copies of "Fighting for America's Energy Future," intended primarily for contractor audiences, or for assistance in preparing other materials.

## 4. LIUNA Action Network

Use the LIUNA Action Network, an email-able database of about 100,000 members and others interested in LIUNA, to send alerts and updates or to make it easy for members to send letters to officials in support of a project.

Contact [communications@liuna.org](mailto:communications@liuna.org) to access the Action Network.

## 5. Text-messaging

Use text messaging to nearly instantly reach large numbers of members or allies about hearings or other events which are imminent or to reinforce other communication.

Contact [communications@liuna.org](mailto:communications@liuna.org) to use the International's text-message platform.

## 6. Media Outreach

Use news media outreach to make sure messages in support of a project are disseminated broadly and fairly. Promote your presence and message at hearings and other events by reaching out to reporters, writing letters to the editor or op-eds.

Contact [communications@liuna.org](mailto:communications@liuna.org) for media outreach assistance, including developing news releases, prepping members and obtaining media lists.

## 7. Branding

When appropriate make sure participants in hearings or other events wear and use orange LiUNA! branding and that materials also have branding so that contractors and other allies recognize our presence in support of projects wherever we are.

Contact [communications@liuna.org](mailto:communications@liuna.org) for branding materials.

# Video Downloads - LIUNA Builds America's Energy Future

[www.liuna.org/Americas-Energy-Future](http://www.liuna.org/Americas-Energy-Future)



## Building Safe Modern Pipelines

Today's pipelines are manufactured and built to meet environmental and safety standards.

## LIUNA BUILDS AMERICA

### Fighting for Keystone



The Fight for Keystone Pipeline



I Build America



We Build America

[Download Build America Videos](#)



## RENEWING LIVES

### Building Pipelines and Solar Fields



Amy: "Reasonable Work Hours Allows Time Spent with Son"



Dom: "The Pipeline Is Job Security"



Jackie: "Suits to Steel-Toe Boots"



Xavier: "Being a Union Man Changed My Life"

[Download Renewing Lives Series >>](#)



**An Opportunity for \$1 Billion in Wages, 10,000 Construction Careers and Abundant, Affordable Energy**

***The Rover Pipeline will provide the first direct access for Michigan and northern Ohio to the nation's massive Marcellus Shale natural gas reserves, creating new economic opportunities to communities, workers and businesses in both states.***

- The 800-mile project would supply domestically produced natural gas to manufacturers, utilities and distributors to generate heat and electricity for homes and businesses in the Midwest, predominantly in Michigan and northern Ohio.
- The project owner, Energy Transfer Partners, estimates the pipeline would inject \$4.3 billion of investment into state and local economies, with \$1 billion in direct wages for 10,000 construction workers.
- Landowners along the route are expected to be paid approximately \$100 million for easement rights. The project will create an estimated \$154 million in tax revenues for states along the route, including property taxes of \$73 million in Ohio and \$19 million in Michigan.
- The project will increase supplies of natural gas for Ohio residents, who are the eighth largest consumers of the fuel, and for Michigan residents, who are the ninth largest consumers of natural gas in the nation.

***Pipelines built by skilled, well-trained crafts workers are the safest way to deliver natural gas – 70 times safer than by truck, according to a recent Pro Publica special report.***

- The pipeline would be built by LIUNA members, whose organization has more than a century of experience safely building pipelines in virtually every state and province of the U.S. and Canada.
- LIUNA invests about \$100 million a year in skills training for construction workers through more than 70 mobile and fixed training centers. Those centers offer 164 hours of pipeline-specific instruction.
- The pipeline's potential route was based on professional surveys and environmental studies in order to avoid sensitive areas. About 80 percent of the pipeline would be at least 3 feet underground.
- Upon completion, the pipeline will be state-of-the-art. It will be remotely monitored internally and externally 24 hours a day and will be equipped with automated shut-off valves.

# Fighting for America's Energy Future

## *The Dakota Access Pipeline*

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### **Dakota Access: A \$3.7 Billion Investment, Generating Millions in Tax Revenues and Supporting More than 8,000 Careers**

***The Dakota Access Pipeline (DAPL) will bring domestically produced light sweet crude oil from North Dakota's rapidly expanding Bakken and Three Forks production sites to Patoka, Illinois. From there, the fuel will move to major refining markets across the Midwest, East Coast and Gulf Coast.***

- With the rapid increase in crude oil production in North Dakota, the most reliable, safest, direct and cost-effective way to transport oil is by pipeline. DAPL would also be the most environmentally friendly method of transportation compared with high-risk rail and truck transportation.
- The pipeline's construction will generate an estimated \$50 million annually in property taxes and nearly \$74 million in sales taxes to North Dakota, South Dakota, Iowa and Illinois.
- America is the number one consumer of crude oil and the third largest producer in the world. Roughly 70 percent of America's crude oil and petroleum products are moved by pipeline.

### ***Safety and quality construction are top priorities for Dakota Access and LIUNA.***

- The pipeline would be built by LIUNA members, whose organization has more than a century of experience safely building pipelines in virtually every state and province of the U.S. and Canada.
- LIUNA invests about \$100 million a year in skills training for construction workers through more than 70 mobile and fixed training centers. Those centers offer 164 hours of pipeline-specific instruction.
- LIUNA is a national leader in advocating for policies that protect workers on the job and the communities in which they work and live.
- The pipeline's potential route was based on professional surveys and environmental studies in order to avoid sensitive areas. In consolidated rock, the pipeline will be buried a minimum of 24 inches and a minimum of 36 inches everywhere else.
- Upon completion, the pipeline will be state-of-the-art. It will be remotely monitored internally and externally 24 hours a day and will be equipped with automated shut-off valves.