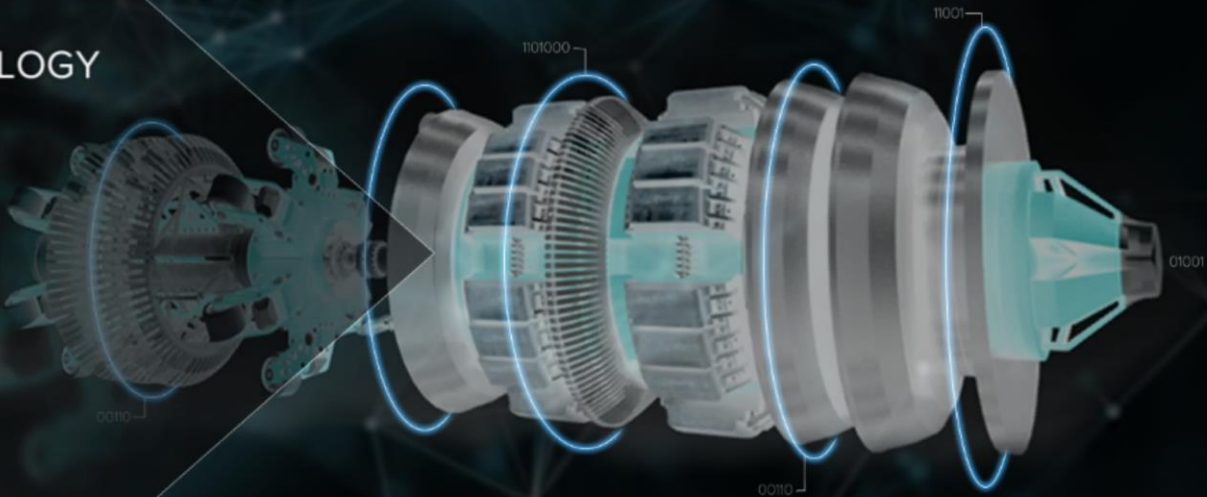




VISUAL TOOLS AND TECHNOLOGY
TO CLEARLY COMMUNICATE
WITH YOUR STAKEHOLDERS

Curtis Cole

VP Business Development,
North America





VISUAL TOOLS & TECHNOLOGY TO CLEARLY COMMUNICATE WITH YOUR STAKEHOLDERS

INDUSTRY CHALLENGES
AND RESPONSE

PROJECT STAGE
AND SCOPE

COUNTERING
MISINFORMATION

EMBRACING COMPLEXITY

ENABLING TRUE
UNDERSTANDING



ABSTRACT

THE PIPELINE INDUSTRY IS INCREASINGLY USING 3D SIMULATIONS, INTERACTIVE APPLICATIONS, TECHNOLOGY AND MODULES TO CLEARLY PRESENT COMPLEX ENVIRONMENTAL CONCEPTS, CONSTRUCTION TECHNIQUES, AND FACTUAL INFORMATION TO THEIR STAKEHOLDERS (E.G. PUBLIC OFFICIALS, REGULATORS, LANDOWNERS, LEGISLATORS) NOT PREVIOUSLY REALIZED IN TRADITIONAL PRESENTATIONS.

TRUESCAPE® BRINGS CLARITY TO CONCEPTS THROUGH STRATEGIC COLLABORATION AND INNOVATIVE DIALOGUE THAT IS VISUAL, DYNAMIC, CONCISE, RELEVANT AND MEMORABLE. WE WILL PRESENT AN OVERVIEW OF HOW WE HAVE COMMUNICATED VERY SPECIFIC AND COMPLEX PIPELINE PROJECT DEVELOPMENT SCENARIOS TO SUPPORT ENVIRONMENTAL AND PERMITTING APPLICATIONS IN A WAY THAT DECISION-MAKERS AND STAKEHOLDERS UNDERSTAND, IRRESPECTIVE OF THEIR ABILITY TO INTERPRET AND ASSESS TECHNICAL DETAIL.

Truescape®



PIPELINE INDUSTRY CHALLENGES & RESPONSES

UNPRECEDENTED
PACE AND SCALE

NO LONGER
UNDER THE RADAR

GREATER PUBLIC SCRUTINY

COMBAT ACTIVE
MISINFORMATION

STAKEHOLDER BUY-IN IS
ESSENTIAL

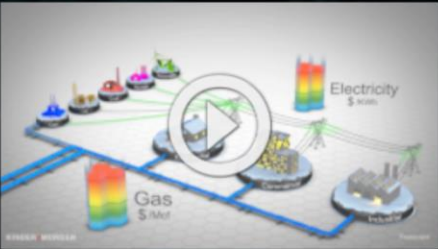




CONCEPT STAGE / MARKET NEED ASSESSMENT

COMMUNICATE THE METRICS TO SUPPORT "OPEN SEASON"
CONTRACTS

SHOW HIGH LEVEL ROUTING OPTIONS



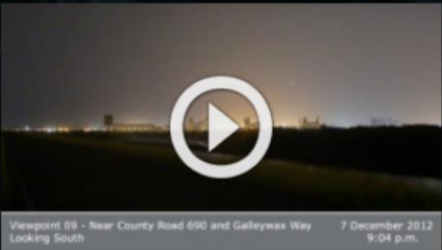
PROJECT LIFE CYCLE





PRE-FILING / PUBLIC OUTREACH

- COMMUNICATE ROUTE OPTIONS
- PROVIDES TRANSPARENCY
- REFLECTS EARLY STAGE
- IDENTIFY PROJECT CONSTRAINTS
- SUPPORT COMPLEX ENVIRONMENTAL DISCUSSIONS



PROJECT LIFE CYCLE

- 1
- 2
- 3
- 4
- 5
- 6



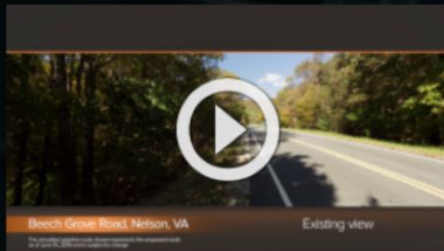


FORMAL APPLICATION

SUPPORTS EIS

ARE FACT-BASED, BUILT WITH SURVEY GRADE ACCURACY
AND FULLY DEFENDABLE

INVESTOR RELATIONS



PROJECT LIFE CYCLE





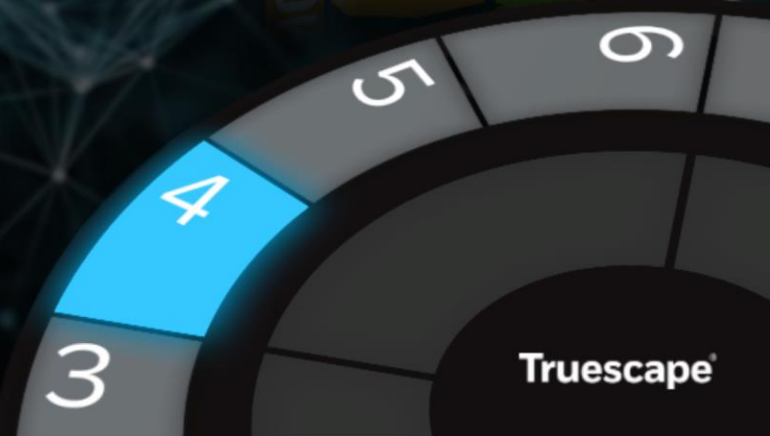
FERC & REMAINING PERMITS APPROVAL

CLEARLY ILLUSTRATE HOW ENVIRONMENTAL CONDITIONS
WILL BE MET

SUPPORT ENVIRONMENTAL PERMIT APPLICATIONS



PROJECT LIFE CYCLE





6

DETAILED

6

4

Truescape®



PIPELINE OPERATIONS

SAFETY

SECURITY

MAINTENANCE



CONCEPTUAL



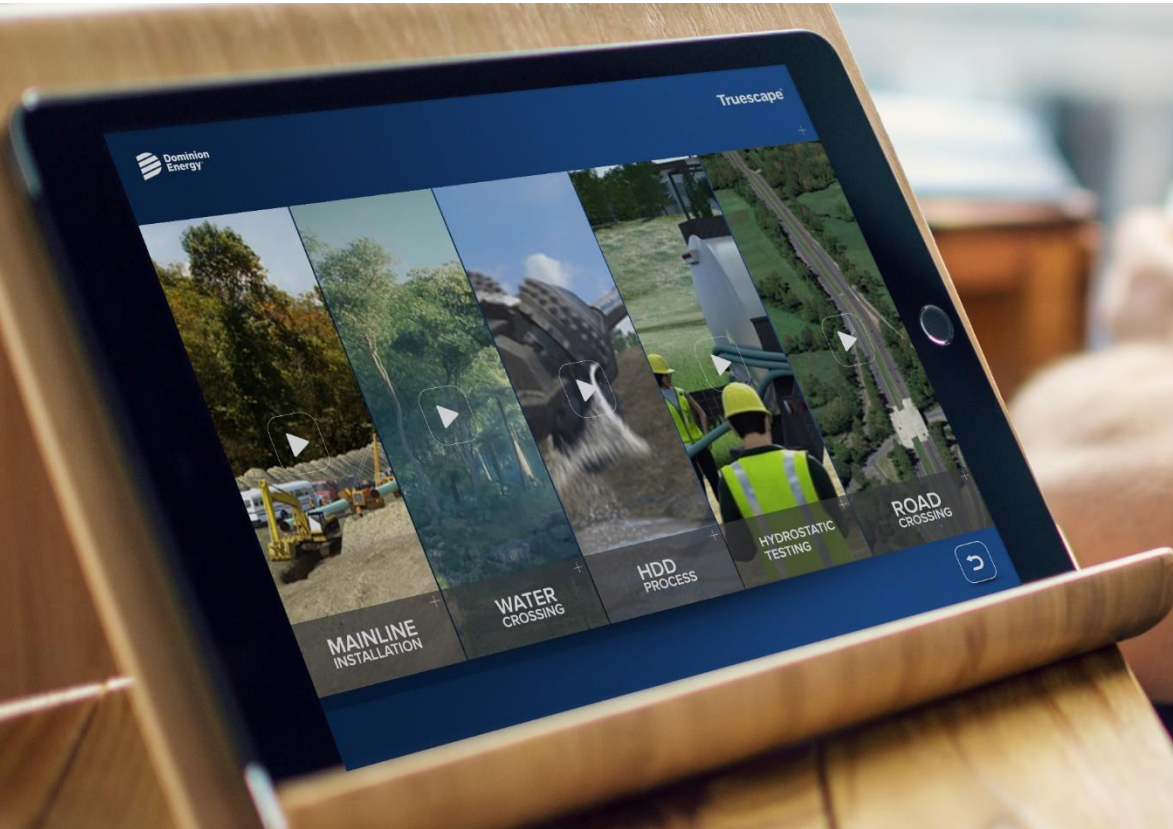
DETAILED

PROJECT LIFE CYCLE





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