



Public Outreach For Expansion Projects

Williams

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Overview

- First step on the critical path for project management and execution
- A business practice for better project solutions
- Opportunity to educate and listen
- Williams outreach strategy includes:
 - Early contact
 - Frequent communication
 - Listening and learning
 - Being flexible when possible

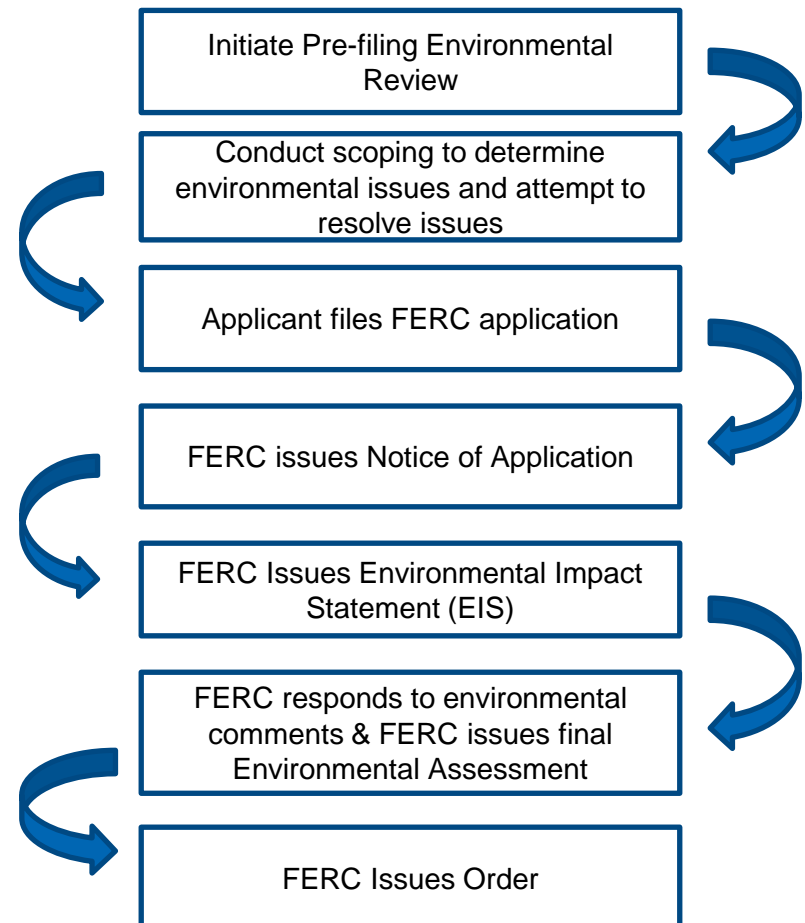


Activities Supporting Regulatory Milestones

We follow regulatory milestones related to the type of project.

- Stakeholder lists
- Local outreach firms
- Maps & project materials

■ FERC Regulatory Process:



Before Pre-Filing



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The goal of outreach at this stage is twofold:

1. To educate the local officials about the company's efforts to design a project that meets the growing needs of customers and the region while minimizing environmental and public impacts;
 2. Notify local officials of upcoming field activities in the project area and timelines for those activities.
- Project briefings
 - Educate county and local officials, environmental advocacy groups, community leaders and other identified stakeholders about:
 - Our company.
 - The advantages of natural gas as a clean energy solution.
 - The methods used to build and/or expand natural gas pipeline systems.
 - The scope of the project and early identification of potential routes.
 - The company's preliminary plans to meet customer requests through the proposed facility additions and any necessary modifications to existing facilities.
 - The regulatory process and major project milestones.
 - Opportunities for public input and how the company utilizes that input.
 - Other key messages as defined by the team.





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During Pre-Filing

- Formal notifications
- Website & social media
- Open houses
- Scoping meetings
- Secondary meetings
 - Emergency responders
 - Economic development councils
- Economic impact study
- Optional Outreach programs
 - Grant & environmental stewardship programs





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Working Together

- How do we work better together?
 - Communities
 - Landowners
- How do you engage in the process?
 - Greenfield vs. Expansion
- How do we work toward equitable solutions?
 - Flexibility & compromise
 - Dialogue, not monologue
 - Civil discourse





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Siting Pipeline Facilities

- Routing (greenfield & expansion)
 - How we start
 - How we refine
 - How we decide





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