

GRA3611 Vector Art Editing

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Objectives of a good identity:

- Confirms credibility
- Connects target prospects emotionally
- Motivates people
- Creates Loyalty

Coalition Against the Rockaway Pipeline (CARP)

<http://carpny.org/>

1. What is the mission of CARP?

CARP aims to stop the construction of the Rockaway Pipeline. Here, below, is how we put it in our Mission Statement.

“The Coalition Against the Rockaway Pipeline (CARP) is a grassroots alliance of organizations and individuals. Our mission is to prevent the construction of the [Williams/Transco Rockaway Lateral Pipeline Project](#).

This project calls for a major gas pipeline running through Gateway National Recreation Area, including Jacob Riis Park and Jamaica Bay, as well as the installation of a gas metering and regulating station in two historic hangars at Floyd Bennett Field. If implemented, this project will:

- * Cause significant disruption and harm to the wildlife and ecosystems in Jamaica Bay and Gateway National Recreation Area
- * Set a precedent that allows a private, for-profit corporation to lease national parklands for destructive industrial purposes
- * Place the entire area at risk of a catastrophic gas explosion in the event of an accident or terrorist action
- * Increase reliance on methane gas and encourage hydrofracking, with the inevitable degradation of water, air, health, and local economies, and the exposure to radioactivity, that results from this practice
- * Discourage the development of renewable resources and accelerate climate change

The Williams/Transco project has been fast-tracked through Congress with inadequate public oversight or decision-making authority. We the people are asserting our right and our obligation to protect these public lands now and for future generations.”

2. What is the history of CARP?

We formed about 15 months ago. A member of United for Action gathered several people she had met in varying local circles—fractivists, environmentalists, friends concerned with climate change, Jamaica Bay birders, community gardeners from Floyd Bennett Field, etc. We decided to fight this pipeline and, since then, we have been learning and spreading the word.

This is how we do it:

- We “table”. We go out to beach, a busy commercial area or an event where people we want to reach will be gathering, and there we encounter people—talking to them, passing out flyers, asking them to sign petitions and directing them to our website.
- We demonstrate. We join public demonstrations against pipelines, fracking and climate change.
- We use art to get our message out. Our collaborations with Occupy have been especially wonderful. The People’s Puppets of Occupy Wall Street made us a giant CARP puppet for beach demonstrations. Along Flatbush Avenue, we used vibrant highway signs (a la Burma Shave) to educate people driving by. And we have a travelling “cantastoria”—before a “book” of painted cloth backdrops, we tell the story of the Rockaway Pipeline in rhyme, complete with an ending where the people prevail and send the dirty oil & gas industry packing!
- We study. We follow industry plans, their filings with government agencies, and the agencies responses. We research the issues. We try to keep up with the daily press. In short, we read constantly.
- We add our voice to the public review process. In written form, we contribute to and challenge the various governmental reviews that accompany this project. CARP also uses its institutional name to “signing on” to the written statements of other activist organizations, thereby lending weight to those statements, supporting to our sister organizations, and advancing our common goals.

3. What are core values of CARP?

At CARP’s core you will find concern for the environment and a commitment to work to stem the harshest effects of catastrophic climate change. We support use of renewable sources of energy instead of fossil fuels. We uphold the right of citizens to have input on parkland use.

4. Who does CARP serve?

In the very large picture, we serve the earth and its people. As the pipeline affects New York City, especially Queens and Brooklyn, CARP has a local mission—through this local issue we are addressing a world-wide problem.

5. How does it serve them?

Specifically, by fighting the Rockaway Pipeline, we are trying to stop the build-out of fracked-gas infrastructure in our tiny corner of the universe. If we are successful, that

will mean a little less fracking and a little less harm to the Earth from fracking and pipelines, and all the harms that come with the whole fracking process. And if that happens, the planet will retain just a wee bit more of its hospitality to Life, particularly the narrow band of conditions which humans find comfortable.

That said, what happens in New York City is both local and global, as the world's eyes are always on us. We're a cosmopolitan, world-class city, the media capital, a great center of finance, and an intellectual wellspring. We hope that by helping the resistance to fracking and its delivery systems here, we can also inspire and encourage the larger movement away from runaway fossil fuels and toward a planet based upon renewable energy and consequently more hospitable to the life forms that depend upon the many support systems that we need in order to survive.

6. What are some of the biggest challenges?

We are up against a powerful foe—the oil & gas industry. They stand to make a lot of money from extracting natural gas from the earth and selling it to gas users in the US and abroad, so they're motivated. Industry has vast wealth, effective (and deceptive) public relations campaigns, and easy access to politicians.

7. Who is your target audience?

We are trying to reach many groups, but especially NYC citizens (particularly those who live on the Rockaway Peninsula or near Jamaica Bay) and people who use Gateway National Recreation Area (and may not know their national parkland is being handed over to this industrial use).

8. Who is able to contribute to CARP's mission?

We need to reach concerned and committed citizens of all ages and backgrounds. We hope to motivate them to join us and contribute as they can—to protest, to get press coverage of these issues, to reach out to the public, to educate others, and to write knowledgeable and thoughtful comments to government agencies during the environmental review of this project.

9. What are long-term goals of CARP?

To stop this Rockaway Pipeline project and move on.

10. What are CARP's core characteristics?

We are small (too small) and grassroots. Unfortunately, we're not from the neighborhoods we'd most like to appeal to. Most of us live in Brooklyn, and many of us have long experience in the environmental and/or peace movements. We work well together, without a lot of rigid structure, and try to approach the issue in as many ways as we can.

11. How would you like CARP to be seen outside of the community?

We need to attract folks. Then, we would like people to see us as an authoritative source on the subjects we address. And we'd like people to join us. We'd like people to see us as a group where they can actually participate and make a difference, and maybe even have fun while doing it.

12. What makes CARP unique?

Well, by definition, we are unique because no other group is fighting the Rockaway Pipeline. Frankly we wish there were more individuals and other groups involved in the fight.

13. Are there organizations that serve as a role-model to CARP or are doing similar work successfully?

There is a group called Sane Energy Project, which was founded to stop the Spectra Pipeline from being built across the Hudson River and into the West Village. While they have not stopped that pipeline, the work of this small group is superior in so many ways—soundly strategic, timely and informative when addressing matters, well-researched and accurate, thoroughly reliable, professional and good-looking as well! There is much to admire there.

14. Who is currently involved in CARP?

Think of several rings of concentric circles. We have a small core of 6-8 people. We have a listserv of maybe another 80 people who keep up with what we're doing and may join us for demonstrations and actions. We can be in communication with the membership of our member organizations—so that's an additional few hundred people we can reach. And, just recently, we developed a vetted list of 1,200 emails of people who in the past signed one of CARP's petitions to fight the Rockaway Pipeline; we will be reaching out to them to get them involved and to grow the numbers in our inner circles.