

The Neighbor2Neighbor Project

This project is designed to reach the segment of the public most ready to be receptive and even active, because of the impending development of a gas well within 1 mile of the packet-recipient.

It is experienced by the recipient as a 9"X12" envelope received thru the mail or distributed by volunteers. On the address side of the envelope is a circular map on which the recipient will locate his/her own property, and be apprised of how close he/she is to a permit-applied-for well site, which is marked by a foil star.

Inside, the recipient finds

1. An intro that explains why he/she wasn't notified of this well proposal, and how to stay abreast of developments via the DEC website
2. Instructions for documenting the pre-drilling condition of his/her property assets
3. A Community Science Institute- provided sheet on pre-drilling water testing
4. Basic info about how the coming HD/HVHF operations differ from the test wells they will experience first
5. GasWatch: CDOG's program for monitoring & reporting gascorp accidents, illegal practices, etc

These INFOSHEETS are available as .pdfs at http://un-naturalgas.org/bookmarks_file.htm. If folks want to produce their own, substituting their local org names and contact info in the headers, I will send them from mikebernhard@frontiernet.net.

Copying the INFOSHEETS onto different colors of paper will help the recipients move from one to another without confusion. Stapling the three pages of "What you should know..." together also helps keep paper-confusion to a minimum.

If you can, use the packets to segue into the next step: a presentation or movie or other public event (not necessarily one you create: an Earth Day or strawberry festival where your group will table). Use *temporary* double-sided tape to attach a *small* notice or business card or whatever over the first page of "what you need to know..."

That leaves only the generation of the envelope to be covered. This involves the most effort but has the advantage of delivering the INFOSHEETS to the specific households most in need of them. Those instructions appear on the next page. Making the envelopes involves some new concepts, but it's just a question of practice before it becomes a standard part of your outreach toolkit.

Producing the envelopes for the Neighbor2Neighbor project

There are four steps in creating a Neighbor2Neighbor envelope:

1. Making a map “mask”
2. Getting the map(s)
3. Creating the envelope “original”
4. Making an address label set (mail merge if you use Word)
5. Print the envelope

The “mask” is the template for the envelope, with a ~6” diameter circle that will be cut out and fit over the map of your choice.

1. Open the file at http://un-naturalgas.org/N2N_mailing_masks.docm
2. Remove the CDOG return address and put in your own
3. Print the mask onto some heavy white paper
4. Cut out the circle with a razor knife, leaving the black border for effect. The template is done

Making the map is the most involved (not difficult) step:

1. Familiarize yourself with using the DEC database . Instructions at

http://un-naturalgas.org/GasWell_DEC_PermitApplicationStatus.pdf

Do a search on your town/county, looking at the last page for recent applications/permits. When you find a well that interests you, click on “View Map “ to locate the well relative to roads etc that you know.

2. Go to your County Planning office and buy a map (should be under \$5)
 - a. on 8 1/2 X 11 paper
 - b. in ~ 1”=.36 mile scale

- c. with the well site about in the center (they may be able to indicate the well site on the map)
- d. How you get these tax maps made probably varies from county to county, but there is some way you can get it done.

3. Make several copies for your files

Make an original image for your envelope printing by centering the wellsite on the map within the hole in the mask and copying the set on any copying device.

Create a mailing list

1. Make a list of the name and tax# of each property on your new envelope image
2. Go to your county tax office and find the address of each property owner. You may be able to do this online. Find out.
3. Make labels (a second set might prove useful) by whatever means you can, including longhand. I use the mailmerge tab in Word: If anyone needs a by-phone training in its use I can oblige.

Print your envelopes

1. Buy 9 X 12 envelopes without metal clasps (with gummed or pressure-sensitive-adhesive seals. I get 250 for 29\$ at my local office supply store – special ordered and delivered to my business address. The Manila color works better than white.
2. Envelopes big enough for 8 ½ X 11 inserts won't fit most computer printers. Copiers work. Or do it professionally.

Arrange the INFOSHEETS in the order I suggest above, or as you see fit.

Stuff 'em.

Label 'em.

Seal 'em.

Put a foil star where the well site is.

Take them to the P.O. It should cost \$1.05 per. Or do door-to-door delivery.