

Stop Peabody Peaker

Virtual Day of Action

Social Media Toolkit



Breathe Clean North Shore has been working hard over the last few months to stop the proposed gas peaker plant in Peabody from being built. We're turning our attention to Secretary Katie Theoharides from the Executive Office of Energy Environment Affairs, head of the MEPA (MA Environmental Protection Act) office and our governor, Charlie Baker. Join us on this Virtual Day of Action to flood Sec. Theoharides and Gov. Baker with posts that call attention to this disaster in wait.

What's At Stake?

Topline Concerns:

Climate Change, Environmental Justice, Public Health, Cost to Ratepayers, Air Quality, Childhood Asthma,

The New Plant Will:

- Emit nearly 51,000 tons of the carbon dioxide, a greenhouse gas, into the atmosphere every year - the equivalent of adding 11,000 combustion engine cars to Massachusetts' roads each year;
- Require the installation of a natural gas compressor to increase natural gas pressure, a 90-foot smokestack and a 2,500 to 7,500 new tank to hold aqueous urea;
- Spew tons of particulate matter into a region located within half a mile of at least two designated environmental justice areas; and
- Commit ratepayers to paying for 30 years of high priced capacity, at a time when lower cost and cleaner alternatives are readily available and carbon polluting power that will most likely be taxed in the future.

How to Take Action

Spread the word about this Virtual Day of Action to your friends and networks by inviting them to the [Facebook Event](#). Then on Thursday, September 2nd, take as many of the steps below as you can to demand action from Sec. Theoharides and Gov. Baker.

1. Post on social media and tag Katie Theoharides and Gov Baker.

See more details below!

2. Call into the MEPA office and leave a message.

Call (857) 408-7049 (Page Czepiga, Asst Dir and Environmental Justice Point of Contact)

Sample language for your message:

"Hi. My name is [Full Name] and I'm a resident of Massachusetts. I'm calling because I'm concerned that MEPA is not following through on its mission to study the environmental impacts of projects and mitigate damage to the environment. The proposed peaking power plant in Peabody did not undergo the complete Environmental Impact Study process when it was filed in 2015. Please follow through on the new Climate Roadmap Bill and protect the

environmental justice communities surrounding the proposed plant by reopening the MEPA process and doing a full environmental impact review. I hope you can be leaders on this issue. Thank you."

3. Sign the petition, if you haven't already.

Go to <http://bit.ly/BCNS-petition> and fill out your info.

4. Type up and submit comment to MEPA virtually

We want MEPA to hear from us through as many channels as possible. After you've posted on social media to spread the word publicly, you can also type up your thoughts and email them to Page Czepiga at page.czepiga@mass.gov. Please also CC MEPA@mass.gov.

5. Send this information to 5 friends and ask them to take action today!

Send them the link bit.ly/BCNS-DOA so they have all the information they need to make their voice heard. Make sure you tell them to get back to you when they've taken action!

Social Media Posting Guide

Name	Twitter	Instagram	Facebook
Secretary Katie Theoharides	@ClimateKatie	@Katie.Theoharides	@KathleenTheoharides
Governor Charlie Baker	@MassGovernor	@MassGovernor	@CharlieBakerMA
Department of Energy and Environmental Affairs	@MassEEA	@MassEEA	*Mass EEA is not on FB*

Tips and best practices:

- 1) It's best to include a photo with your post - take a photo of yourself wearing blue! Or use one of the images included in this toolkit.
- 2) Make sure you make your post **public** so that the targets you're tagging can see it.
 - a) On Twitter make sure if you are starting your tweet with an @, you precede it with a period so that it is visible to your followers (otherwise only the tagged person will be able to see it).
 - i) ".@ClimateKatie must act now!" NOT "@ClimateKatie must act now!"
- 3) **BONUS:** take a video of yourself telling MEPA, The Massachusetts Environmental Policy Act Office, why this power plant is a bad idea, post it on social media, and tag Theoharides and Baker.

Sample language

Twitter

"The proposed [#PeabodyPeaker](#) did not go through an extensive environmental impact review process and no community health impact assessment was done. [@ClimateKatie](#) and [@GovBaker](#) - it's time to reopen the MEPA process and take a closer look at this project. [#StopPeabodyPeaker](#)"

“Peabody already has two peaker plants, 15 air-polluting sites, and 85 hazardous-waste sites. Now the state wants to add ANOTHER [#PeakerPlant](#) to further burden [#EnvironmentalJustice](#) communities?! [@GovBaker](#) [@ClimateKatie](#) we need you to be climate leaders and [#StopPeabodyPeaker](#).”

Facebook

“We are facing a climate crisis, and we know that children growing up in zip codes containing a fuel-fired power plant have higher rates of hospitalization for asthma and respiratory infections than those in zip codes without a power plant. So why is the state allowing a new fossil fuel [#PeakerPlant](#) in Peabody? [@CharlieBakerMA](#) and [@KathleenTheoharides](#) we need you to be climate leaders and [#StopPeabodyPeaker](#).”

“The proposed [#PeakerPlant](#) in Peabody has been in the works for 6 years, yet the first and only public meeting for the community to ask questions and raise concerns about the project was held 2 months ago. Where is the transparency and accountability in this process? [@CharlieBakerMA](#) and [@KathleenTheoharides](#) we need a full environmental impact review process and a community health impact assessment before we allow this project to harm our community and our future. [#StopPeabodyPeaker](#).”

“Massachusetts just adopted the Climate Roadmap Bill earlier this year, which puts in place protections for environmental justice communities. So why is the proposed [#PeabodyPeaker](#) about to be built in the middle of an environmental justice community and within 2 miles of 7 more, without an extensive review process? The MEPA office did not ask for a full environmental impact study when this project was proposed, and we need one before it is built. [@CharlieBakerMA](#) and [@KathleenTheoharides](#) step up as climate leaders and [#StopPeabodyPeaker](#).”

Hashtags

[#PeabodyPeaker](#) [#StopPeabodyPeaker](#) [#EnergyTwitter](#) [#ClimateAction](#) [#ClimateJustice](#)

Images For You To Use

Environmental Justice Communities - July 2021

