Energy Industry & Policy: Need for Outreach & Dialogue

Andrew Browning, Vice President
CONSUMER ENERGY ALLIANCE
OCTOBER 1, 2009
What is Consumer Energy Alliance?

- Non-Profit, non-partisan organization
- Committed to working with elected leaders, affected stakeholders and consumers to help create balanced energy policy and maintain stable energy supplies & prices
CEA’s Mission

- Expand dialogue between the energy producing & delivery and consuming sectors
- Our goals:
  - Improve overall understanding of energy issues
  - Give a voice to American consumers & the private energy sector
  - Educate Congress & policy-makers regarding development & utilization of the nation’s energy resources
  - Promote a balanced energy policy for America
Why Did We Create CEA?

- Lack of voice for real consumers and customers in energy debate
  - Public debate too polarized
- Opportunity for consensus-based balanced energy policy
- Often information is incomplete, one-sided
- Create mechanisms for broad public input/comments on crucial energy issues
- Platform to share Facts
- Move debate outside the Beltway
Who joins CEA?

- Horizontal approach with 120-plus affiliated organizations
- 200,000-plus consumer-advocates nationwide

- Energy Industry (Upstream & Downstream)
- Alternative Energy
- Small Business
- Retirees
- Military
- Travel & Tourism
- Highway Users
- Manufacturing

- Trucking & Food Distribution
- Home Builders
- Restaurants
- Geology
- Publishing
- Academia
- Elected Officials
CEA Communications Meetings & Energy 101 Series

- Monthly communications meetings bring Affiliates together
  - Engaging in dialogue about balanced energy policy & outreach
- Presentations by our Affiliates to our Affiliates
  - Educating ourselves so we can better educate others
CEA Priorities & Initiatives

- Continuing to build a nationwide network of supporters through increased educational outreach for balanced energy policy:
  - Placing editorials through news outlets nationwide
  - Talk Radio & TV
  - Expanding social media, including CEA Blog
  - Increasing bipartisan Congressional outreach
CEA Priorities & Initiatives: 2010

• Greatly expanding policy & outreach activities during 2010:
  – Supporting a balanced energy policy & stable supply & prices
  – Energy Development = Job Creation
  – Continuing push to increase access for offshore & onshore development
    • Production/Supply Focus (e.g. LIHEAP Offset; burden on low income consumers)
  – Targeting state & national campaigns against Low Carbon Fuel Standard
  – Initiating Oceans Policy Campaign for balanced oceans governance
  – Promoting hydraulic fracturing to maintain stable energy supply & prices
  – Working with Regulatory Utility Commissioners through NARUC (Access; CEA Luncheons; HF Resolution; etc..)
CEA Approach: Strength In Numbers

• Open dialogue on balanced energy policy needs to begin HERE
  – Increased Oil & Gas Supply
  – Expanded Use of Alternative Energy
  – Improved Conservation & Energy Efficiency
  – Energy Education: What energy means in the daily lives of consumers

• Consumer groups welcome the energy industry’s message
• Energy/consumer dialogues help introduce some groups to the equation
• National campaigns bring energy industry & stakeholders together
• Take messaging to your customers & consumers
  – Unified, coherent messaging
  – Industry/consumer coalition & message-building
  – Effective dialogue among interested stakeholders
  – Long-term comprehensive grassroots & grasstops campaign
CEA — How does this relate to you?

**Trucking** - 1st half of 2008 – 1,900 trucking cos. with at least 5 trucks failed

**Airlines** – shutdown of 10 airlines and 36,000 job cuts – significant air service cuts nationally

**Manufacturing** – U.S. has lost more than 3.7 million high-wage jobs since 200

**Chemistry** – since 1990s, the US chemical industry has gone from a trade surplus of $20.3 billion to a trade deficit of $9 billion
Access & the Five-Year Program

- Every five years, U.S. Minerals Management Service (MMS), responsible for U.S. offshore oil & gas leasing, develops a program.
- Program determines where & how often oil & gas lease sales will occur over the five year period.
- MMS accepts comments regarding public’s interests and concerns over offshore oil and gas development.
- CEA Five-Year Program campaigns:
  - Push to maximize offshore access & build support for robust programs
  - Enhance dialogue with government & stakeholders
  - Balance the record for U.S. access
Access & the Five-Year Program

- Robust external outreach campaign garnered more than 350,000 comments in support of offshore energy
  - Our industry & coalition efforts accounted for more than 71% of the 530,000+ comments received by MMS
- Strong efforts by CEA Affiliates, were primarily responsible for such a significant positive response – almost four times the response from the 2007-2012 comment period
Low Carbon Fuel Standard

• CEA has initiated targeted campaigns & created www.secureourfuels.org to educate consumers:
  – LCFS means **higher prices** at the pump, **fewer good-paying jobs** for Americans, **complicated trading** schemes and **expanded dependence** on dangerous, unstable energy.
  – As currently proposed, LCFS means:
    • Less Competition for Foreign Suppliers
    • Lots of Confusion, Few Savings, Few Real Opportunities
CEA – Low Carbon Fuel Standard
CEA – Low Carbon Fuel Standard

- IEA Estimates 85 Mmbd in 2007 to 106 in 2030
- Most of the consumption increase will come from non-OECD countries
Questions?

• Contact Information:

Consumer Energy Alliance
2211 Norfolk, Suite 614
Houston, Texas 77098
PH: 713-337-8800
abrowning@consumerenergyalliance.org

www.consumerenergyalliance.org