

# Energy Industry & Policy: Need for Outreach & Dialogue

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CONSUMER ENERGY ALLIANCE  
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# 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

## Key Issues for NPRA

- **Greenhouse Gas Control Programs** (Cap-and-Trade, Carbon Tax, "Hybrid")
  - Allowance Allocation, LCFS
- **Taxes**
  - The President's proposed budget would impose billions of dollars of additional taxes on the refining and petrochemical sector
  - Sec 199 repea
- **Renewable M**
  - Challenges wit
- **Petrochemic**
  - Chemical Faci
  - TSCA reform
- **Access**



## Grocery Manufacturers Association U.S. Food Processing Facilities



## Energy and the Steel Industry

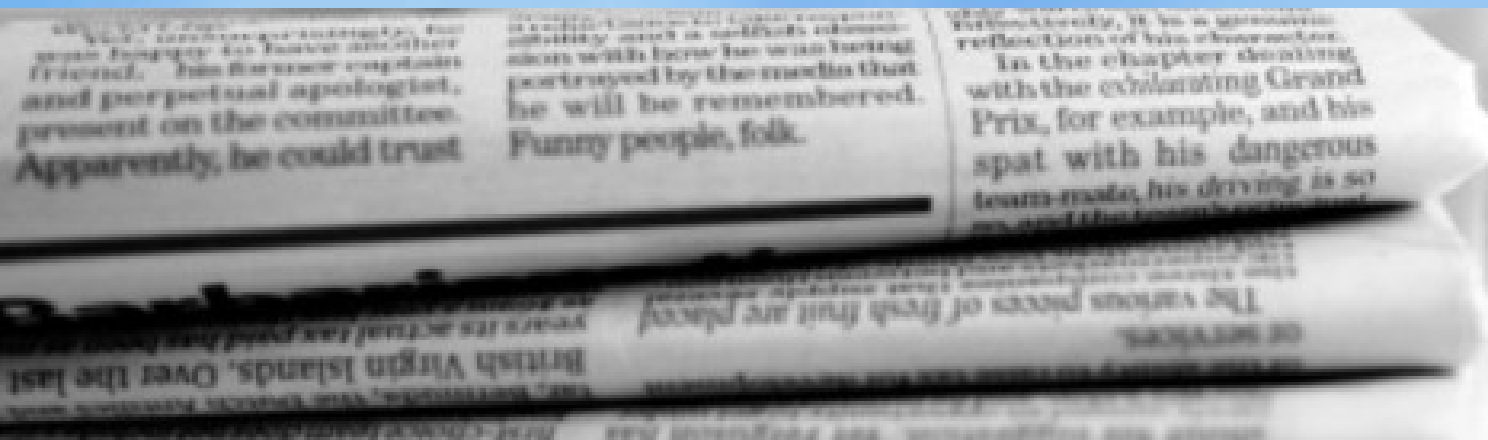
Presented to the Consumer Energy Alliance

Jennifer Diggins  
Vice President, Government Relations  
February 19, 2009



# 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** - 1<sup>st</sup> 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

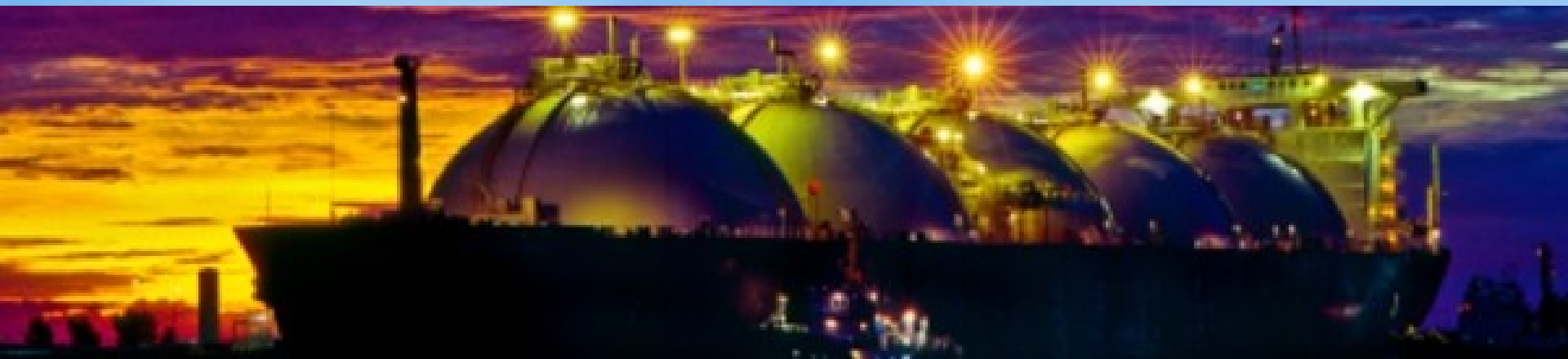
**Manufacturing** – U.S. has lost more than 3.7 million high-wage jobs since 200

**Chemistry** – since 1990s, the US chemical industry has gone from a trade surplus of \$20.3 billion to a trade deficit of \$9 billion



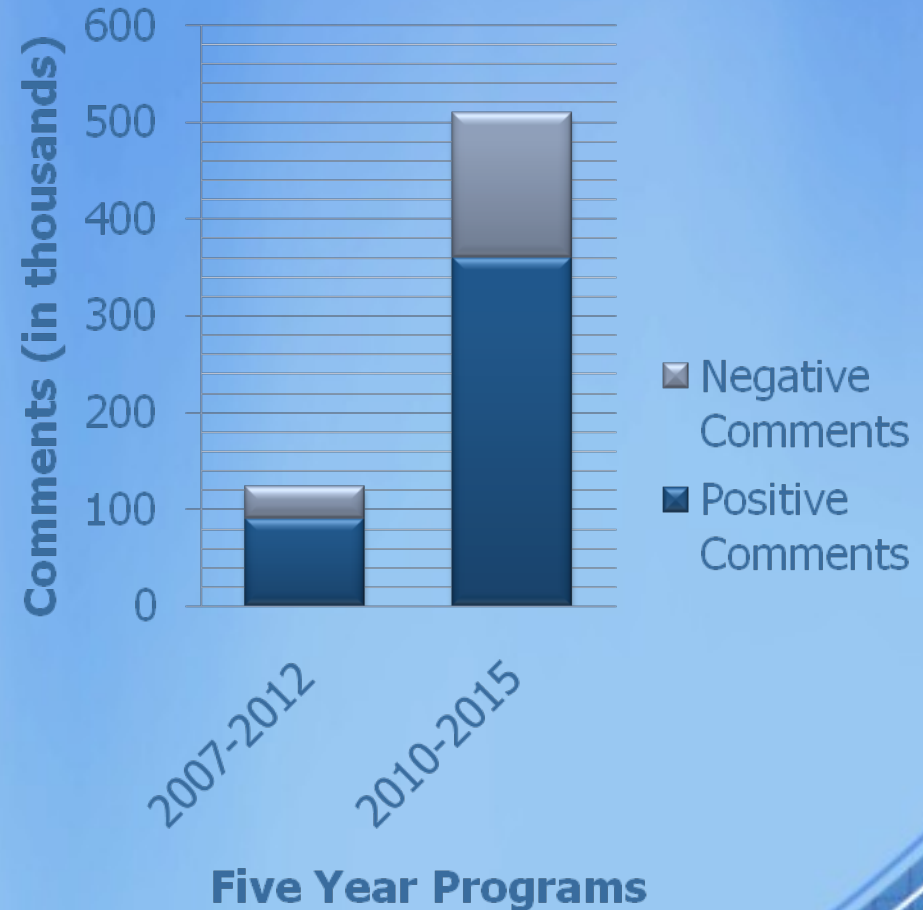
# Access & the Five-Year Program

- 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

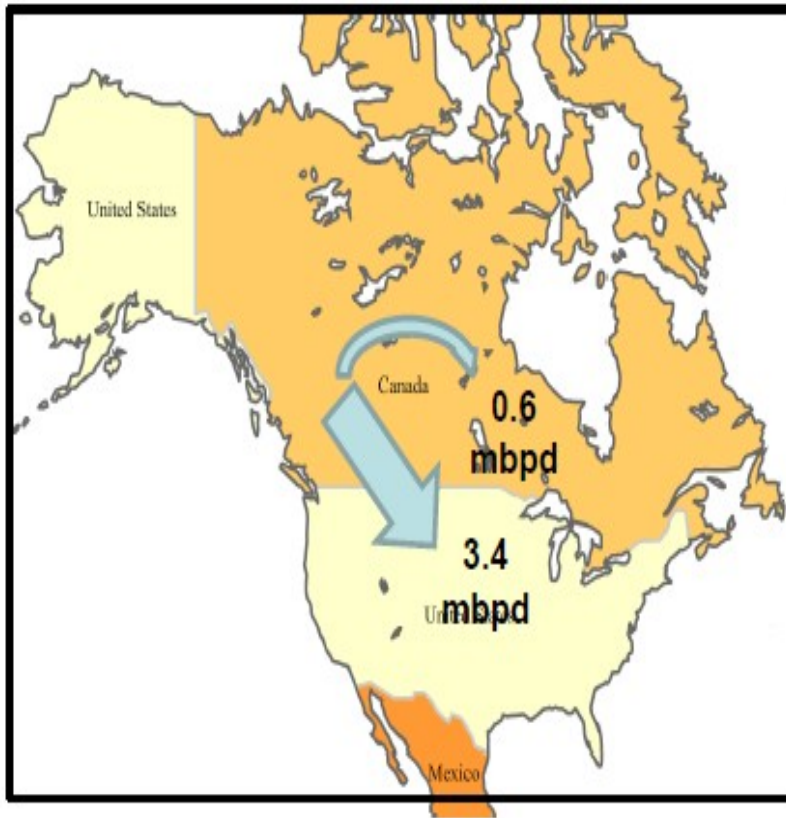
- CEA has initiated targeted campaigns & created [www.secureourfuels.org](http://www.secureourfuels.org) to educate consumers:
  - LCFS means **higher prices** at the pump, **fewer good-paying jobs** for Americans, **complicated trading** schemes and **expanded dependence** on dangerous, unstable energy.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



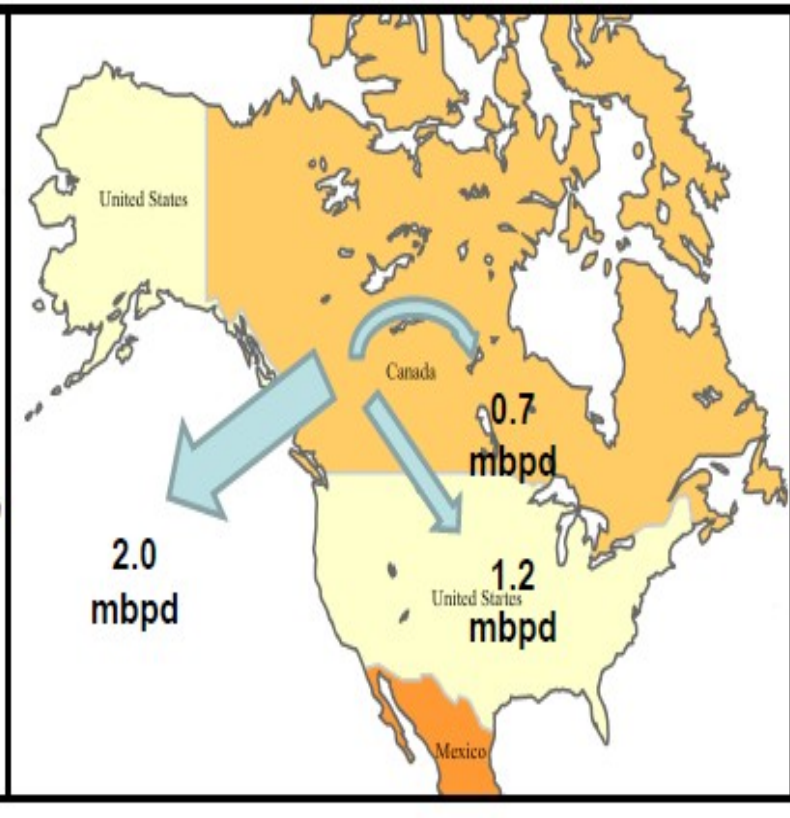
Energy Prices Surge

# CEA – Low Carbon Fuel Standard

Reference case 2025

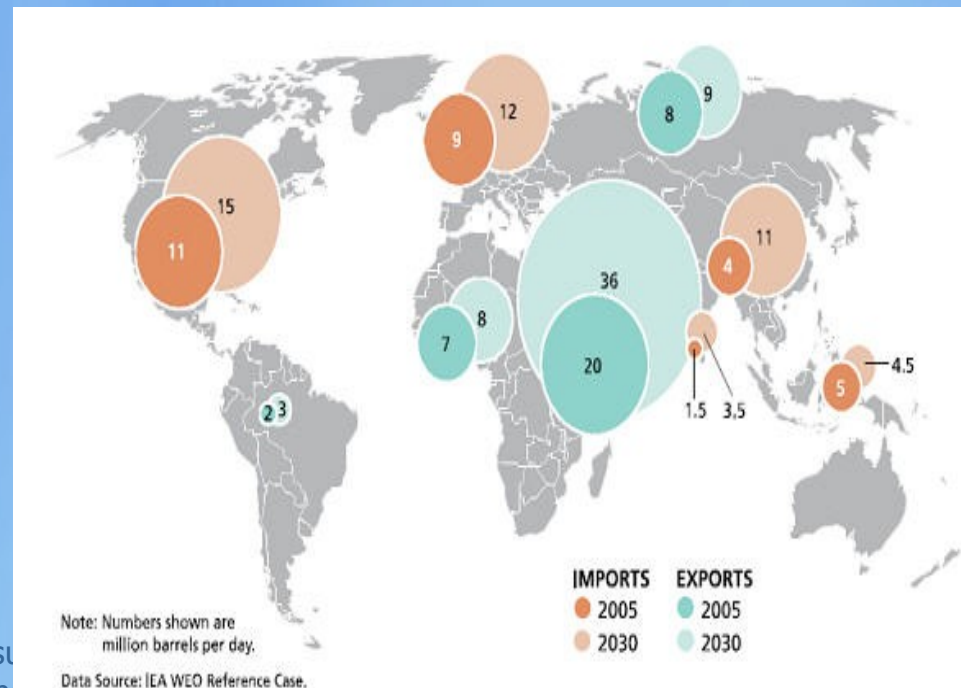


LCFS case 2025



# 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:

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