

The Good News

- **Customers like Natural Gas**

From a May 2019 AGA Poll:

- *79% of Opinion Leaders Nationwide had a Very Favorable or Somewhat Favorable Opinion of Natural Gas*

From a November 2019 API Poll:

- *Adults Nationwide had a 61% Favorable, 18% Neutral and 21% Unfavorable view of Natural Gas*

From a December 2019 Partnership for Energy Progress Poll:

- *66%-71% of Washington and Oregon voters had a Very Positive or Somewhat Positive view of Natural Gas*

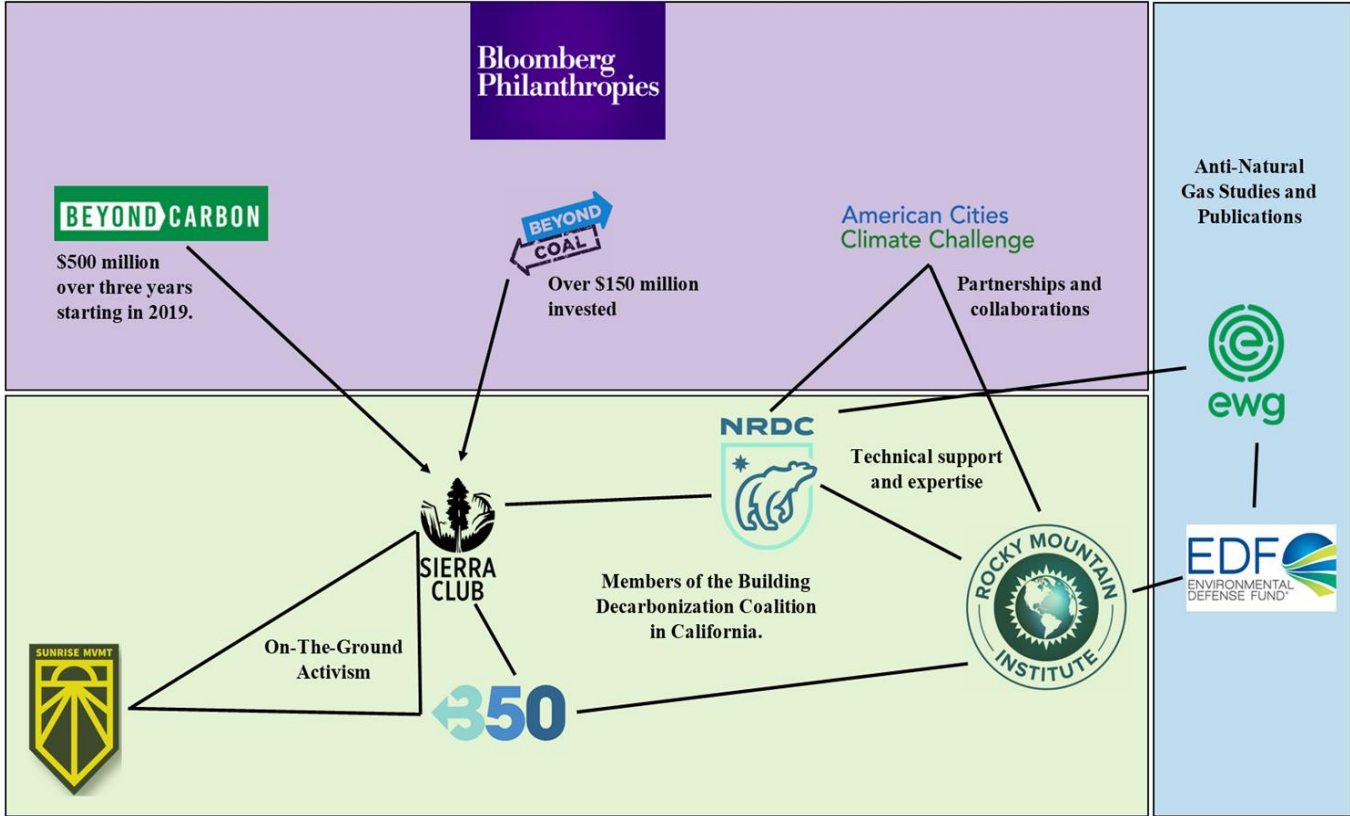
What We Know



Situational Awareness

- AGA members can expect more anti-natural gas and “electrify everything” policies at the state and local levels as part of an ongoing effort by national interest groups and allied local politicians to eradicate fossil fuels.
- State, cities and localities are capitalizing on the groundwork laid by the large environmental groups in the form of message amplification, organizing support, tactical and legal expertise, and financial resources.

Follow the Money



Understanding the Opposition



Changing the Narrative



AGA Goal & Strategy

- **Goal**

To keep natural gas an integral part of a clean energy future by reframing the debate on the value proposition of natural gas and our infrastructure.

- **Strategy**

AGA has created an interdepartmental team to leverage existing resources and build new initiatives to address these challenges.

Proactive and Responsive

Proactive

- **Supporting Member Driven Campaign Initiatives**
 - *Members of the Partnership for Energy Progress*
- **AGA Initiatives**
 - *Model and preemptive legislation*
 - *Introduced in AZ, TN, MN*
 - *Communications toolkit for influencers and stakeholders*
 - *State Specific One Pagers*
 - *New data and analytics to support our narrative*
 - *National coalition with state and local reach*
 - *Convene consumer groups and end user associations to share information and align strategies*
 - *Creating a new platform and outreach strategy to recruit and engage supporters of natural gas*
 - *Monitoring any adverse changes to state and local building energy codes and standards*

Changing the
Narrative



Defending Natural Gas



Responsive

- **Responding to Member Requests**
- **AGA**
 - *Fact checking opposition analytics and rebutting where appropriate*
 - *Executing targeted local media strategies*
- **Coalition Partners**
 - *Recruiting additional coalition partners for increased presence at the state and local level*
 - *Activating fellow trade associations at the regional and local level for hearings, city council meetings, etc.*
- **Legal**
 - *Analyzing how states, municipalities, NGOs and intervenors are objecting to the development of natural gas infrastructure and developing legal arguments*

AGA Resources

Resources for Members



- **Catalogue of Reference Materials**
 - *State & Municipality Initiatives Tracking*
 - *State Specific One Pagers*
 - *Model & Preemptive Legislation*
 - *AGA Comments Letters*
 - *Individual Company Activity/Best Practices*
 - *Analysis and Studies*
- **Joint Communications, State Affairs and Regional Gas Association Meeting in April**
- **New monthly call with member company campaign POCs**
- **AGA Website**
 - *Resources can be found on the AGA Website, Members Only Section*

With AGA
Support



Member Company Engagement Options

- **Create an interdepartmental team to build a strategic plan**
- **Build internal analytics including service territory facts**
- **Ensure government and community affairs teams are monitoring local municipalities actions**
- **Educate and engage your staff, retirees, customers, and supply chain on the benefits of natural gas**
- **Build a local and/or state consumer coalition to serve as the spokesperson for the natural gas industry**
- **Engage local stakeholders and influencers on the benefits of natural gas**