

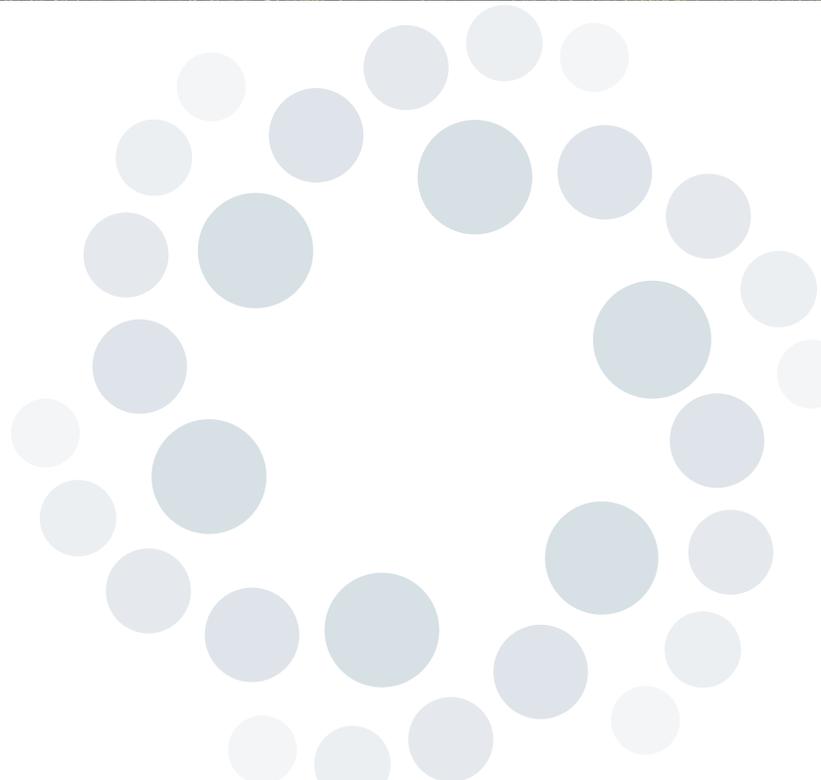


Kern Citizens for
Energy

A Case Study: Building Support for the Oil Industry



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EXECUTIVE SUMMARY

Providence Strategic Consulting, Inc. was the successful proposer for a broad community outreach campaign to advocate for the oil & gas industry in Kern County through local coalition building. At this time the County was in the process of studying all aspects of oil & gas production in Kern, producing an Environmental Impact Report (EIR) that would be taken before the Board of Supervisors for approval at the end of 2015. The goal of both industry and local government was implementation of a local, streamlined permitting process for oil & gas activities. In an effort to support this process as well as advocate in the face of the daily opposition that the industry receives, our firm created a diverse grassroots coalition called Kern Citizens for Energy (KCE).



This coalition was created to support the Kern EIR with the end goal being its approval and implementation. However, on a broader level, KCE exists to gather local support for continued oil & gas production in order to protect local jobs, reduce our dependence on foreign oil and increase revenues for Kern County schools, roads and public safety. KCE is comprised of small business owners, nonprofits, chambers of commerce, taxpayer advocates, energy companies, local elected officials and residents who support a robust and diverse oil & gas industry in Kern County. This industry provides 50,000+ direct and indirect jobs in Kern County, contributes \$400 million in annual Kern County property tax revenues (representing nearly 30% of all property taxes paid), contributes nearly \$300 million in annual sales tax and provides \$4 billion in income to Kern County families each year.

The launch of the Kern County Oil & Gas EIR in Fall 2013 sparked a need for more oil industry education – identifying and rallying supporters into an active coalition. As the energy capitol of California, Kern County's oil industry had supporters, but they were scattered, unidentified and complacent. The Kern County oil & gas industry needed a grassroots, citizen-led advocate for jobs and economic vitality, while pushing back on the ever-increasing opposition narratives. Kern Citizens for Energy was formed for this purpose.



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APPROACH

We believe that the most effective way to build support and affect change on a broad local, state or federal scale is to reach your general public and mobilize them for action. Building a valuable infrastructure of supporters who are educated on the issue at hand and willing to act is one of the most influential tools that this industry has.

GRASSROOTS



At the inception of Kern Citizens for Energy, we contacted local businesses, organizations, groups, community leaders and legislators and began delivering presentations for the purpose of bringing awareness to the mission of our coalition, educating them on the effect that the oil & gas industry has on Kern County and how they can join in and support.

Our goal was to provide a tangible, citizen-led effort that would advocate for jobs and economic vitality for our region, while pushing back on the ever-increasing narratives of radical activists.

MILESTONES

Establishing a Leadership Committee

Early on in our effort we formed a Leadership Committee of key individuals throughout Kern County. These individuals span industries including healthcare, business advocacy groups, public safety, education, nonprofit, agriculture and local business and are advocates for our local oil & gas industry in their respective spheres of influence. We rally this Committee on a semi-annual basis to provide updates on our activities and the status of the industry.



Over 50 Public Presentations

Over the last three years, our coalition has actively educated our community through delivering effective and informative presentations. We have spoken to City Councils, Chambers of Commerce, energy groups, business groups, trade associations, service clubs and more. Kern Citizens for Energy continues fulfilling requests to deliver presentations throughout Kern.



MILESTONES (CONT.)

A Formidable Support List of Thousands

Including ten Chambers of Commerce, hundreds of businesses, five city councils, public safety groups and thousands of individuals.

Nearly 3 million Impressions on Social Media

In August of 2016, Kern Citizens for Energy reached 10,000 'likes' on Facebook and surpassed 10,000 followers across all our social platforms.

Latino Outreach

Support from Latino leaders throughout Kern and involvement in Hispanic business groups. All our collateral was produced in English and Spanish and during our advertising campaigns we advertised on Spanish-language media.



“The oil & gas industry provides countless opportunities for Latinos throughout Kern County and has played an important role in raising our standard of living. The industry is not only vital to our community, but our way of life. It is difficult to fathom how our county would fair without a strong petroleum sector as it employs over 50,000 people directly and indirectly. Kern County and everyone within its borders benefits from a healthy oil & gas industry.”

– Blodgie Rodriguez, President,
Kern County Hispanic Chamber of Commerce

Approval of the Kern County Oil & Gas Environmental Impact Report

As a coalition, we rallied hundreds of supporters in November 2015 to attend the final County Board Meeting on the Kern EIR.

Many of these supporters wore our “I am the oil industry” buttons – a phrase our firm created and trademarked.



CHALLENGES

At the inception of Kern Citizens for Energy: Scattered, unidentified and complacent supporters

This County has far reaching support for the oil & gas industry; however, these people were not easily identifiable or vocal. It is common knowledge that individuals are far more likely to voice their opposition than to voice their support.

Public opposition and state/federal stringent regulations

Particularly among young people due to lack of education and prevalent misinformation.

The oil industry in California operates under some of the strictest environmental regulations in the nation.



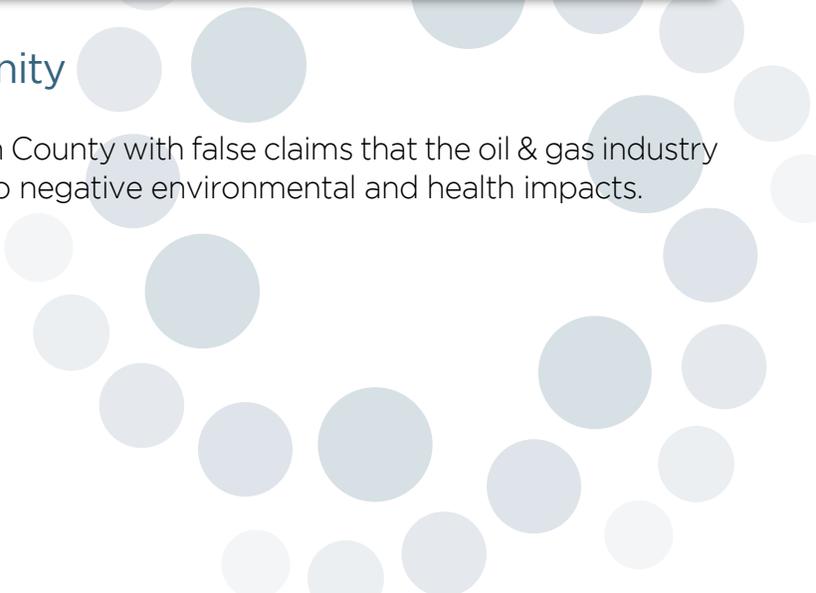
August 2015 anti-oil demonstration atop the bluffs overlooking the Chevron oil lease in Bakersfield, CA



An example of misinformation being distributed digitally

Latino community

Targeted in Kern County with false claims that the oil & gas industry is contributing to negative environmental and health impacts.





SOCIAL MEDIA & ADVERTISING CAMPAIGNS

Purpose and Goal

Social media presence has become a must when trying to reach your audience. 76% of online adults are on social networking sites and it's where many citizens are getting their news.

Our coalition entered the social media space to change the narrative and take advantage of an opportunity to not only engage with our supporters but to educate them with scientific data shared in an engaging manner.

Social reach across Facebook, Twitter and Instagram



Focus of advertising campaigns

During a 6-month advertising campaign, thousands of Kern County citizens were reached through Billboards, Newspaper Ads, Digital Ads and English and Spanish TV commercials and Radio Spots.



ADVERTISING CAMPAIGNS

Local oil & natural gas power our lives

We support local oil and natural gas production because it supports our families, grows our businesses and empowers our non-profits.

Show your support and join us at Kern Citizens for Energy.

Oil & Gas Energize Kern County

Check us out at www.KernCitizensForEnergy.com |

I am a wife & mother. I am the oil industry.

The petroleum industry touches all of us. Our local companies provide jobs, pay taxes for roads, schools and public safety and contribute generously to our local non-profits. They also provide an essential ingredient for more petroleum-based products than we can name.

We all benefit. We are all the oil industry. Join us and stand in support of the local oil and gas industry. There is no cost to join and together our voice will be heard.

Check us out at www.KernCitizensForEnergy.com |

Newspaper Ads featured in the Bakersfield Californian

I am a fire captain. Oil & natural gas power my life.

www.KernCitizensForEnergy.com |

Billboard Advertisement



IMPACT & SUCCESS

In November 2015, the Kern Environmental Impact Report on Oil & Gas operations in Kern County was approved by a unanimous vote with reasonable mitigations based on scientific analysis – not opposition narratives



Two annual “I am the oil industry” nights at the minor-league hockey games where local citizens show their support for our oil & gas industry



131 messages sent from our supporters via VoterVOICE to the County Board of Supervisors urging them to approve the EIR