

January 8, 2016



Coloradans for Responsible
Energy Development

Taking Back the Fracking Debate



Taking Back the Fracking Debate

2012: *First Domino Falls*

2013: *An Industry Under Siege*

2014: *Turn the Tides*

2015: *Do Not Retreat...Ever*

2016: *Prepared and Ready*



2012: First Domino Falls

- Threats at the ballot box
 - Longmont ban passed 60% to 40% in 2012
 - Industry caught off guard
 - Local extremists
- Vacuum of misinformation
 - 88% knew of fracking
 - Majority did not know or understand fracking
 - People got their info 2-1 from anti-frackers, and nearly 50-1 online



TCO The Colorado Observer
Colorado News, Analysis and Commentary from a Fresh Perspective

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Radical Activist with Criminal Record behind Latest Frack Ban Push

January 7, 2014

By Observer Staff

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The proposal is the brainchild of "fracktivist" Cliff Willmeng, who has a lengthy arrest record

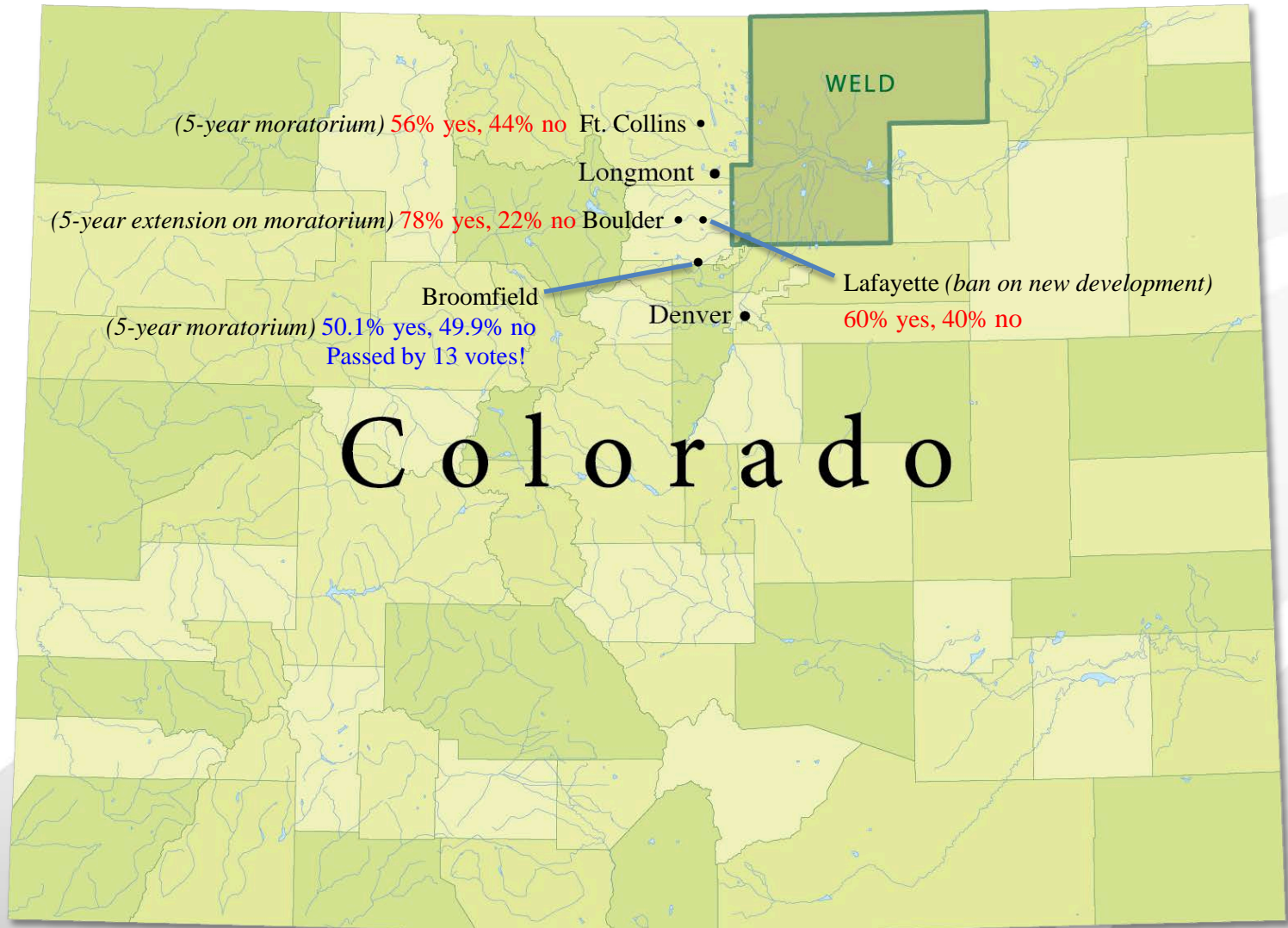
DENVER – A radical environmental campaigner with an extensive arrest record dating back to the 1990's is behind a far-reaching plan to let local governments ban hydraulic fracturing – or any other "corporate project" – within their borders.

The proposal is the brainchild of Cliff Willmeng, whose lengthy criminal record includes arrests for harassment, trespassing, obstructing police and resisting arrest; and whose public statements have often echoed those of the militant, left-wing "Occupy" movement.

"The measure would address any type of corporate project that a local community would deem to be a threat," Willmeng told the Boulder Daily Camera, adding that he is seeking to do away with the "rights, powers and duties of for-profit business entities."

Innocuously named groups like Willmeng's "Colorado Community Rights Network," are often

2013: An Industry Under Siege



Changing the Strategy—CRED

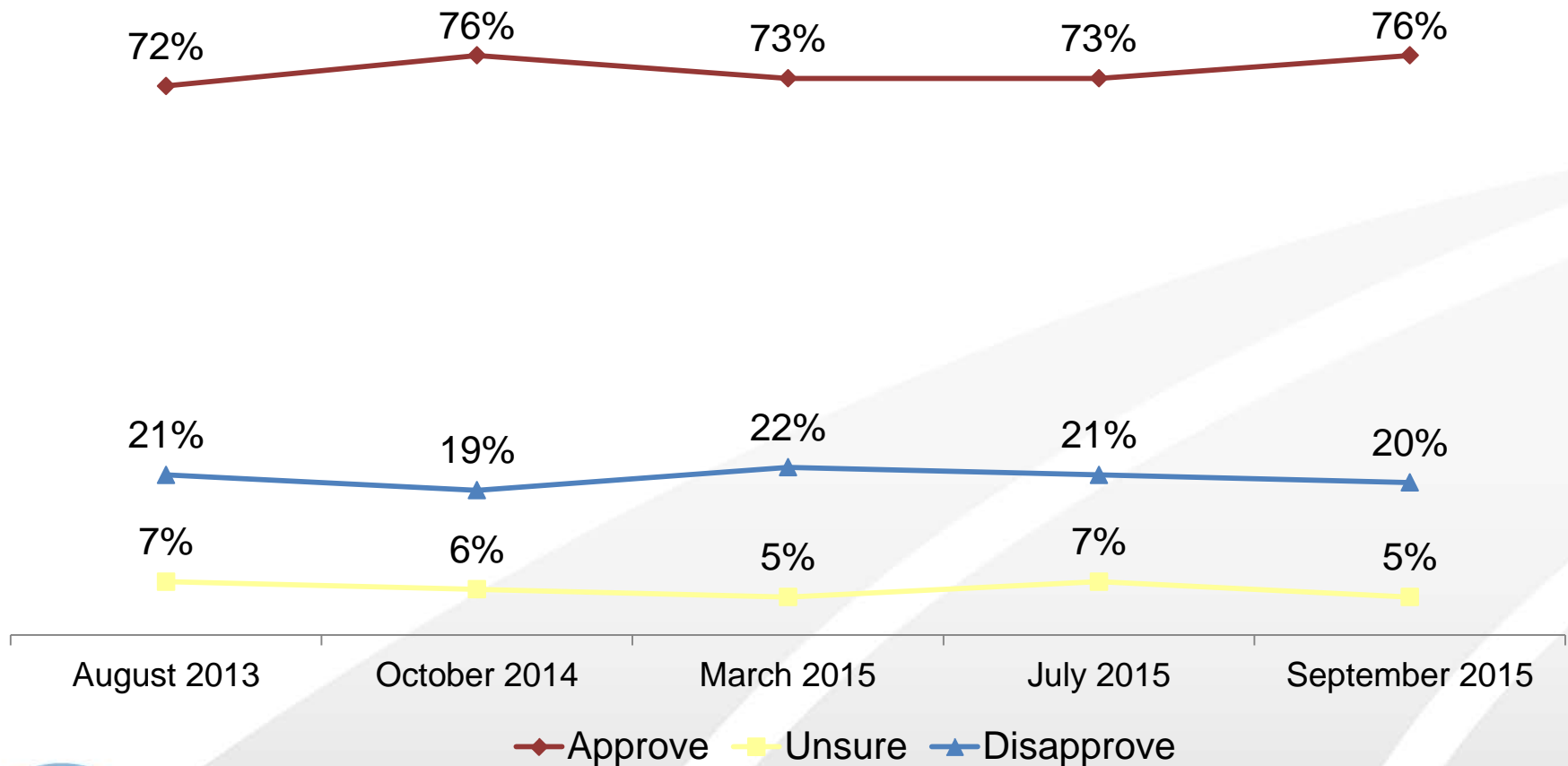
- Created by **Anadarko Petroleum Corporation** and **Noble Energy Inc.**
- Research AND education effort designed to promote the safe use of fracking
- Pac/West was selected to develop and manage the project, and hired a diverse team of local and national consultants
- CRED launched September 5, 2013 to coincide with the much anticipated Denver Broncos home opener (they won)



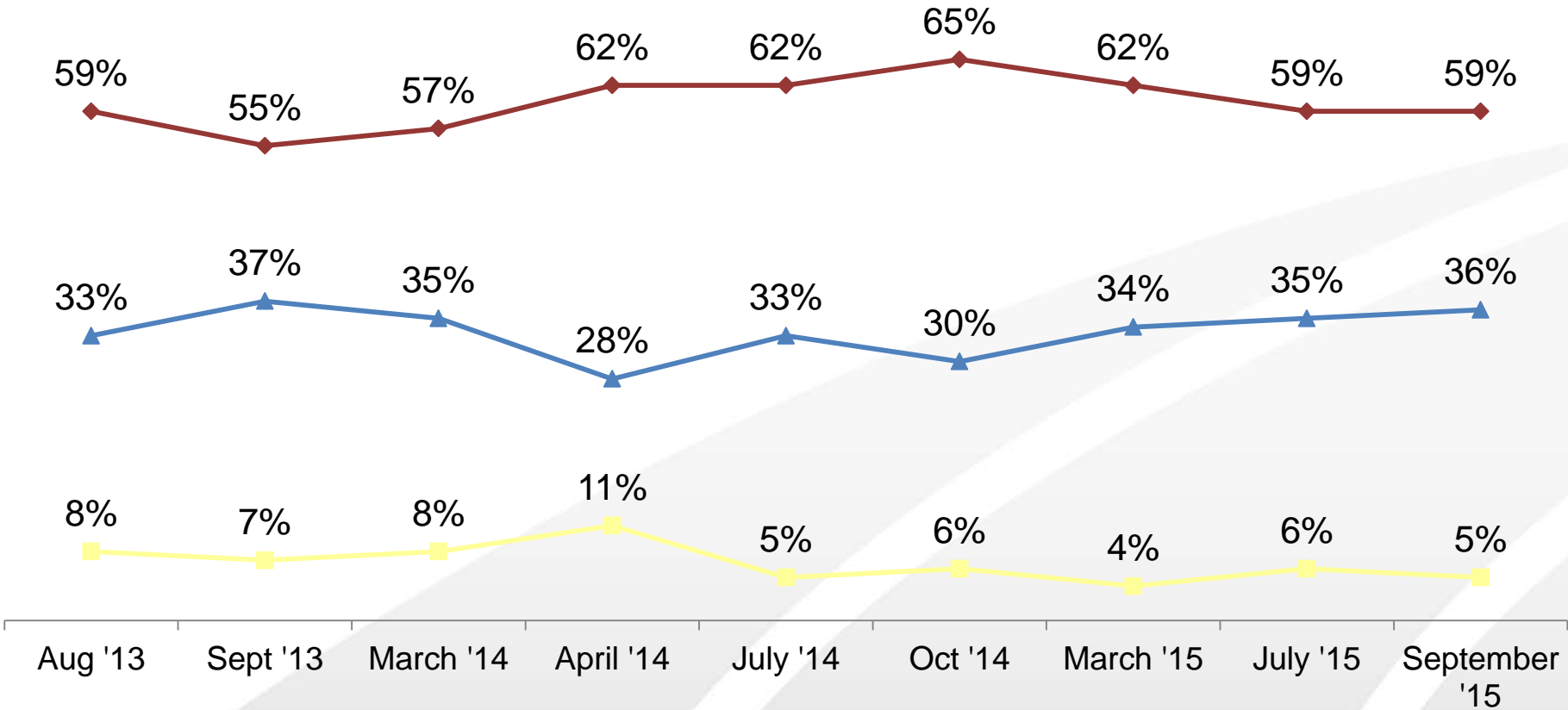
A screenshot of the CRED website's press release page. The header includes the CRED logo and the tagline "GOING THE EXTRA MILE". Below the header is a navigation menu with links for "ABOUT CRED", "WHAT IS FRACKING?", "FACTS ABOUT FRACKING", "FAQ", "GET INVOLVED", "BLOG", "MULTIMEDIA", "STUDIES & REPORTS", and "CONTACT". The main content area features a "PRESS RELEASE 9/5" with social media icons for Facebook, Twitter, LinkedIn, and YouTube. The text of the press release includes contact information for Jon Haubert and a link to learn more at CRED.org. A "SOCIAL NEWS" sidebar on the right contains three tweets from @CREDOrg, each with a small image and a link to the full article.

A screenshot of a news article from the Denver Business Journal. The article is titled "Are you ready for some fracking? Energy group stars in Broncos-Ravens pre-game show" and is dated September 6, 2013. The author is Cathy Proctor, a reporter for the Denver Business Journal. The article mentions that Anadarko Petroleum Corp. and Noble Energy Inc. are both big in Colorado. A small image of the CRED website is visible in the bottom right corner of the article.

Do you approve or disapprove of the drilling and production of oil and natural gas in Colorado?

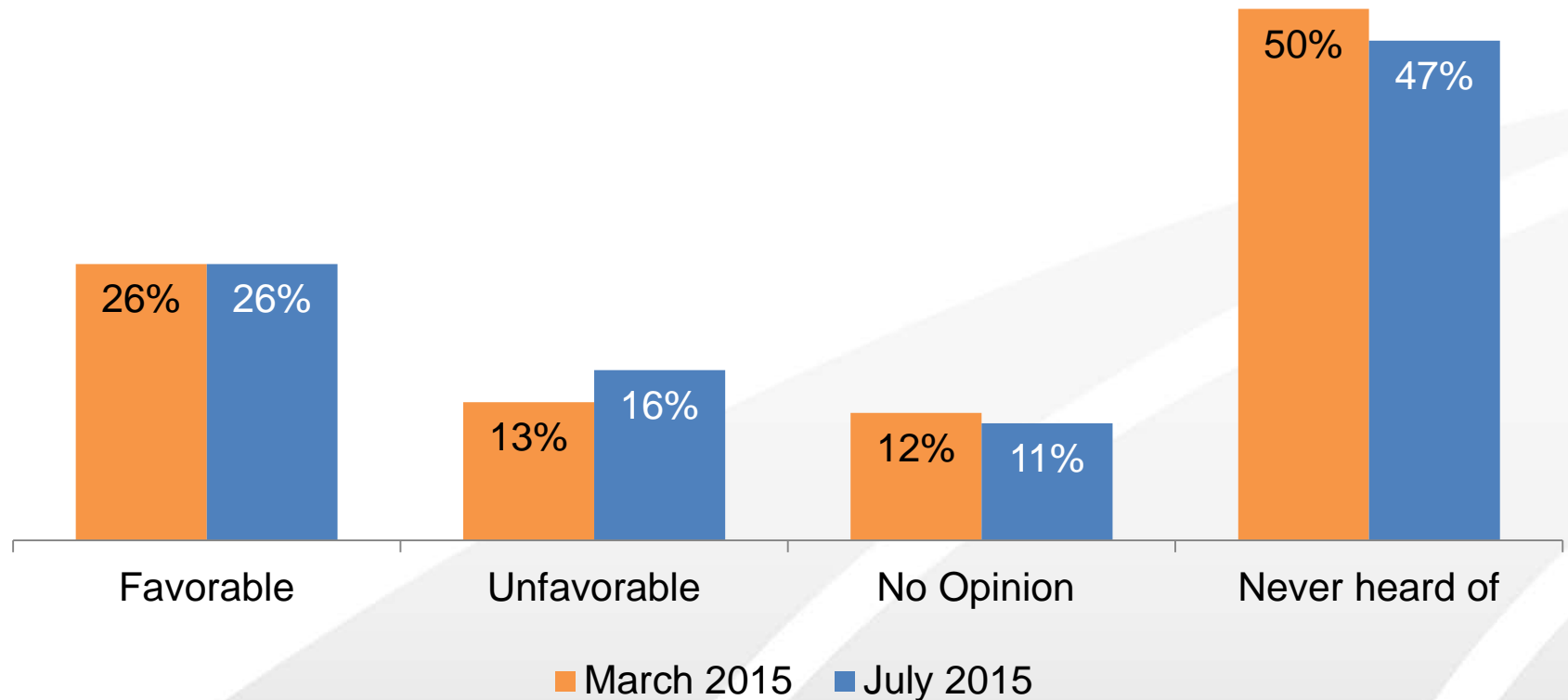


Do you support or oppose the use of *fracking* in the development and production of oil and natural gas?



Support Unsure Oppose

Colorado Oil and Gas Conservation Commission (COGCC)



CRED Tools

Statewide Voter Database As Backbone

Colorado for Responsible Energy Development
PO Box 13015
DENVER, CO 80201

PROFIT 5270
EIT: 00000000
RFD:
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PERMIT NO. 4023

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Former Attorney General and Bush Administration Official
Gale Norton Knows Fracking Is A Key Piece Of Our Energy Future.

“Energy production and environmental protection are not competing priorities. They are dual aspects of a single purpose, to live well and wisely upon the earth.”

—Gale Norton,
Former Colorado Attorney General and Secretary of the Interior under President George W. Bush



“We’ve been fracking here since before my parents were even born.”

—Anabel, Land Technician, Noble Energy



Colorado for Responsible Energy Development

FRACKING.
Helps Protect Colorado's Heritage.

LAST YEAR COLORADO OIL & NATURAL GAS CONTRIBUTED **\$81.5 MILLION** IN SEVERANCE TAX REVENUE TO THE DEPARTMENT OF NATURAL RESOURCES HELPS WILDLIFE AND VEG.

TODAY OIL AND NATURAL GAS SUPPORTS **110,000 COLORADO JOBS** AND **PARKS, ROADS, & SCHOOLS \$1.6 BILLION** IN TAX REVENUE

Colorado for Responsible Energy Development



S. NATURAL GAS
DIMITR PUTIN'S WORST ENEMY.

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RFD:
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PERMIT NO. 4023

Fracking for Natural Gas Will Reduce Carbon Emissions, Curb Climate Change

Fracking for Natural Gas...

“can power our economy... with less of the carbon pollution that causes climate change.”

— President Barack Obama,
January 28, 2014



Colorado for Responsible Energy Development

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FRACKING AND THE ECONOMY // P. 1

ENVIRONMENTAL CONCERNS: CITY SAYS FRACKING, LEADS TECH JOBS // P. 3

BALLOT INITIATIVE: THE ENVIRONMENTAL EFFECTS OF HYDRAULIC REGULATIONS // P. 5

UNIVERSITY OF TEXAS REPORT: FRACKING MAY SAVE WATER // P. 7

FRACKING AND RENEWABLES: WINDY & WET FIRM FIGHTS // P. 9

INDUSTRIAL WIND: WIND AND WINDS REFINED // P. 11

ENERGY AND OUR FUTURE

Oil and gas development has been a key driver in Colorado's economic resurgence, but efforts to limit hydraulic fracturing could stifle that recovery



Coalition Building



40,000 & COUNTING!



2014: Turn the Tides

- **Loveland**—Defeated ballot measure pushing two-year moratorium 52% to 48%
- Signature collection for 2 proactive measures on the ballot
 - Fiscal transparency
 - Ban or restrict fracking, not eligible to receive revenues from oil and natural gas development
- Agreement for no measures on the ballot, measures withdrawn
 - 2,000 setback
 - Local Control
- Creation of Governor's Oil and Gas Task Force (Sept. 2014 to March 2015)
 - 9 recommendations, 7 unanimous



Increased Colorado Opposition

- 350 Colorado
- Don't Frack Denver
- Coloradans Against Fracking
- Conservation Colorado
- Colorado Community Rights Network
- Protect Our Colorado
- Clean Water Fund
- Other Groups
 - Frack Free CO, Center for Western Priorities, Pratt & WC Monitoring by the Community (Erie)



2015: Do Not Retreat...Ever

- **Erie**—Successfully defeated moratorium before Town Council—January 2015.
- **Windsor**—Local community rights petition submitted to Windsor Clerk. Denied because violated single subject law.
- **Fort Collins**—Helped elect two pro-industry city council members and a pro-industry mayor in April 7, 2015 election.
- **Denver**—Slowed momentum of opposition by immediately responding to media and attacks on the industry in February 2015. Elected pro-energy city council to avoid potential attacks.
- **Loveland**—Maintained a pro-energy majority with City Council.

Worked with partners including

Protect Colorado, Vital for Colorado & Local Partners

No municipal ballots measures in 2015



2016 Opposition Ballot Measures

- **Measure 40:** Right to local government to ban business within community
- **Measure 62:** Hydraulic fracturing ban
- **Measure 63:** Right to a health environment
- **Measure 64:** Local control to regulate oil and gas
- **Measure 65–72:** Varying setback proposals
 - 2,500 foot setback
 - 4,000 foot setback
 - Ban on new construction with “X” feet of existing well



2016: Prepared and Ready

- Continue CRED's activities statewide
 - Statewide research (polling & focus groups)
 - Broadcast TV, radio
 - Aggressive digital
 - Targeted direct mail
 - Broad coalition building, outreach, and canvassing
- Opposition monitoring/tracking
- Potential 2016 proactive ballot measures
 - Fiscal impact statement on the ballot



What This Means For You

- You can in-fact fight back and win
- Long-term & sustained effort critical
- Respond to media stories to ensure factual information
- Engage your employees to support the oil and natural gas industry



Thank You!

Mark Truax

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