

*September 29, 2015*



Coloradans for Responsible  
Energy Development

# Taking Back the Fracking Debate



# Industry Was Under Attack

- Threats at the ballot box
  - **Longmont ban passed 60% to 40% in 2012**
  - Four bans and/or moratoriums on municipal ballots in 2013: Boulder, Broomfield, Ft. Collins, Lafayette
  - Anticipated statewide campaign
- 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*

State and Local | National | Opinion | Editorial | From the Cheap Seats | The Chum | About Us | Con

## Radical Activist with Criminal Record behind Latest Frack Ban Push

January 7, 2014  
By Observer Staff

Tweet: 5 | Share: 95 | Like: 105

The proposal is the brainchild of "frackivist" 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

# CRED 101

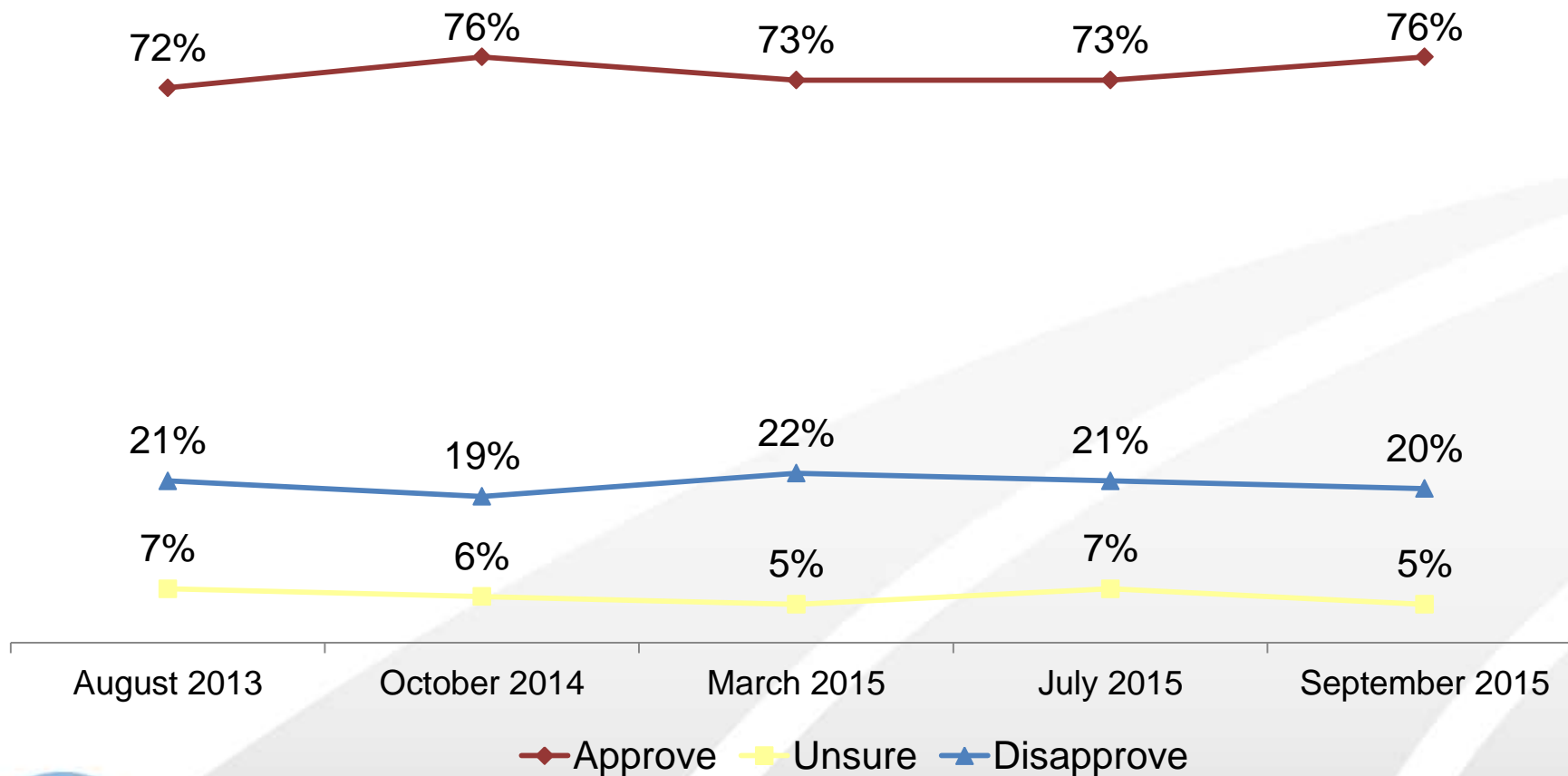
- Created by Anadarko Petroleum Corporation and Noble Energy Inc.
- Research AND education effort designed to promote the safe use of fracking while learning how to tailor messages to key audiences
- Pac/West was selected to develop and manage the project, and hired a diverse team of local and national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



A screenshot of the CRED website. The header includes the CRED logo and the tagline "GOING THE EXTRA MILE". Below the header is a navigation menu with links: ABOUT CRED, WHAT IS FRACKING?, FACTS ABOUT FRACKING, FAQ, GET INVOLVED, BLOG, MULTIMEDIA, STUDIES &amp; 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 Harbert (303.581.1075) and a link to CRED.org. The headline of the press release is "Going the Extra Mile: Coloradans for Responsible Energy Development" and the sub-headline is "Public education effort encourages citizens to get the facts on fracking first before making a decision." The main body of the press release states: "(DENVER) – A new public education effort in Colorado began today aimed at informing the general public about the energy, economic and environmental benefits of safe and responsible oil and natural gas development. Coloradans for Responsible Energy Development (CRED) began airing radio advertisements with a simple and clear message: get the facts on fracking first before making a decision." On the right side of the page, there is a "SOCIAL NEWS" sidebar with three items, each featuring the CRED logo and a brief description of a recent event or announcement.

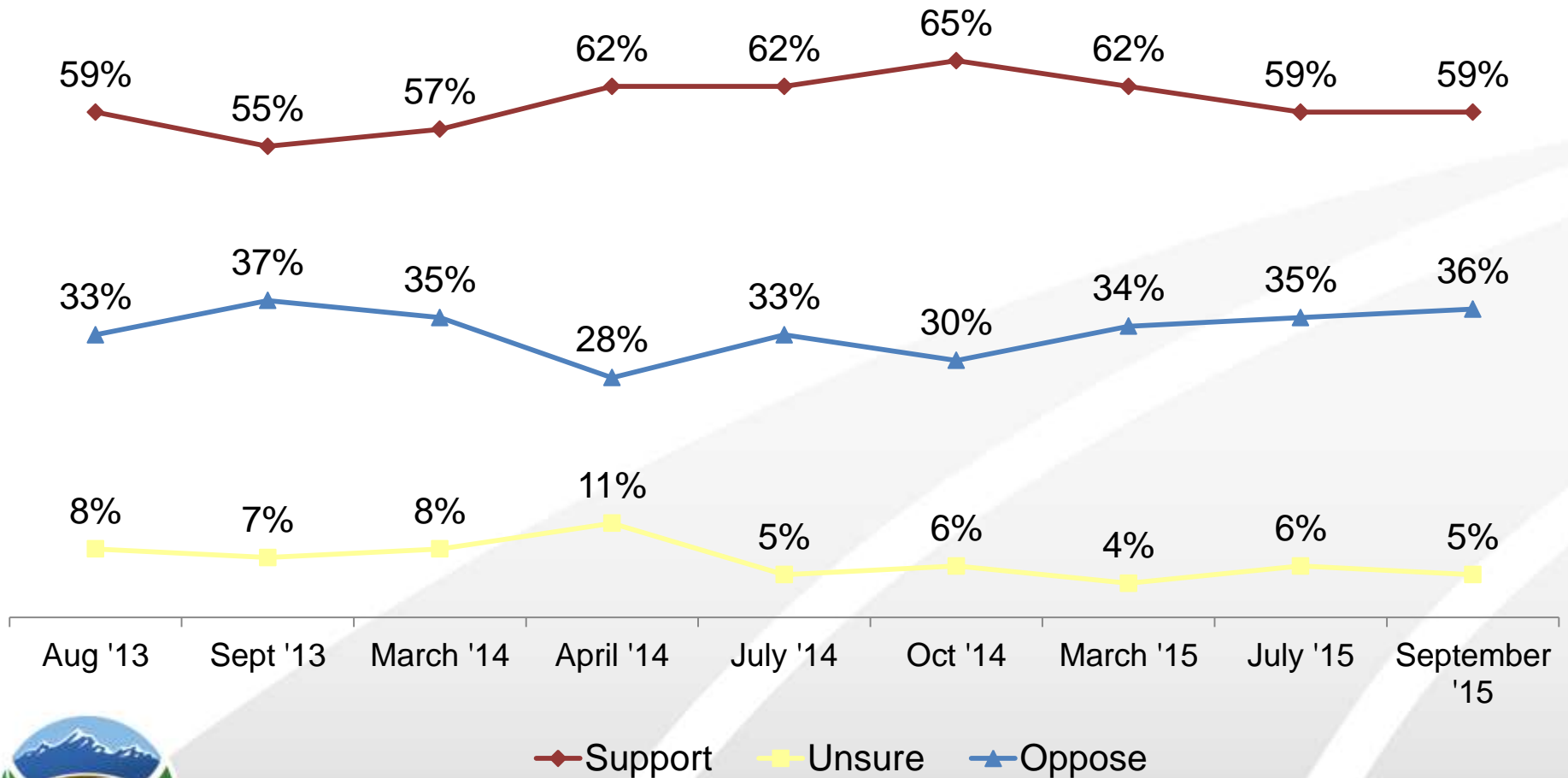
A screenshot of a news article. The article is dated "Sep 6, 2013, 1:25pm MDT" and was "UPDATED: Sep 10, 2013, 11:10am MDT". The headline is "Are you ready for some fracking? Energy group stars in Broncos-Ravens pre-game show". The author is identified as "Cathy Proctor, Reporter-Denver Business Journal" with links to her email, Facebook, and Twitter. The article text begins with "Anadarko Petroleum Corp. and Noble Energy Inc. -- both big in Colorado --". To the right of the text is a small image of a snowy mountain range. In the bottom right corner, there is a small graphic for CRED with the text "CRED: Helped you make the safe energy decisions.".

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

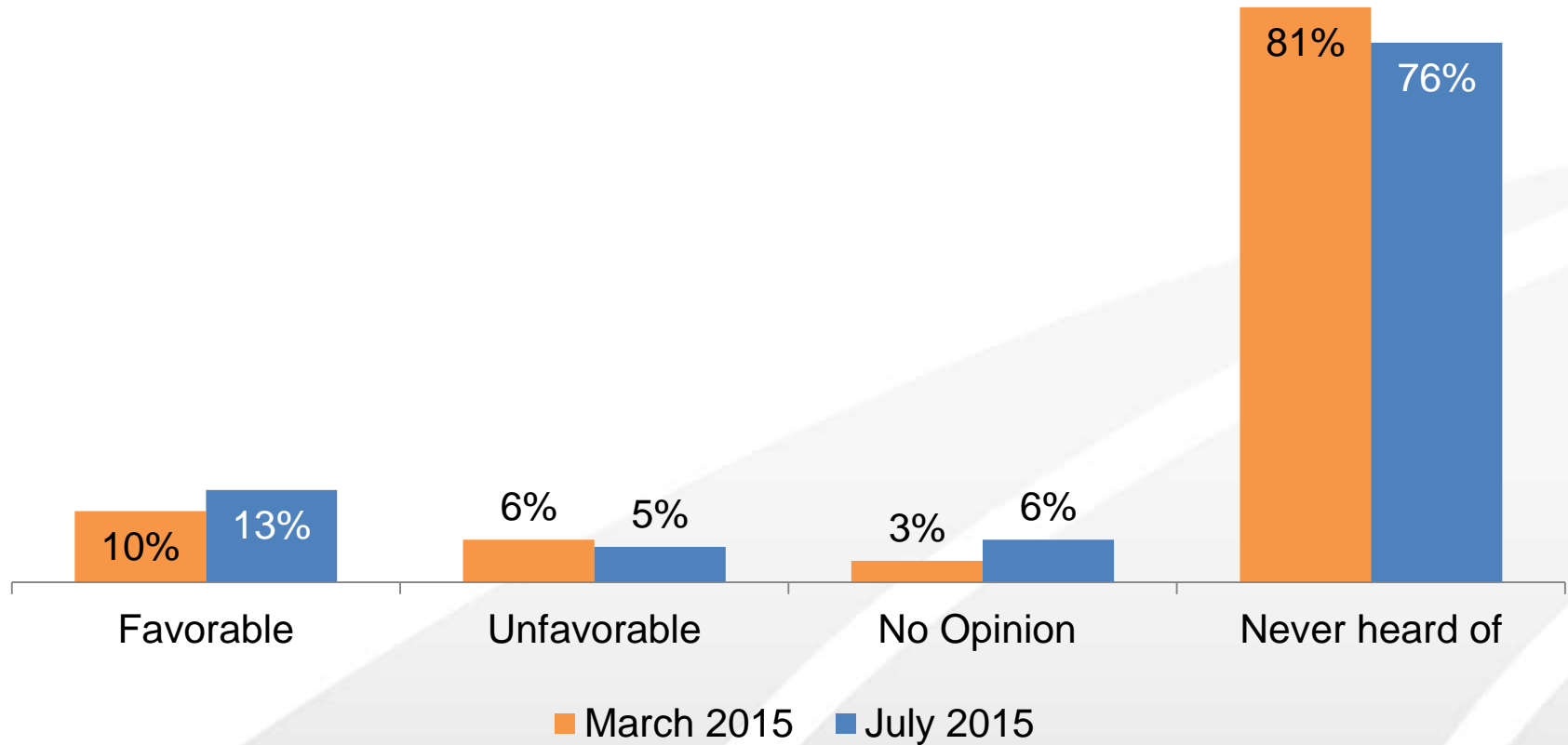




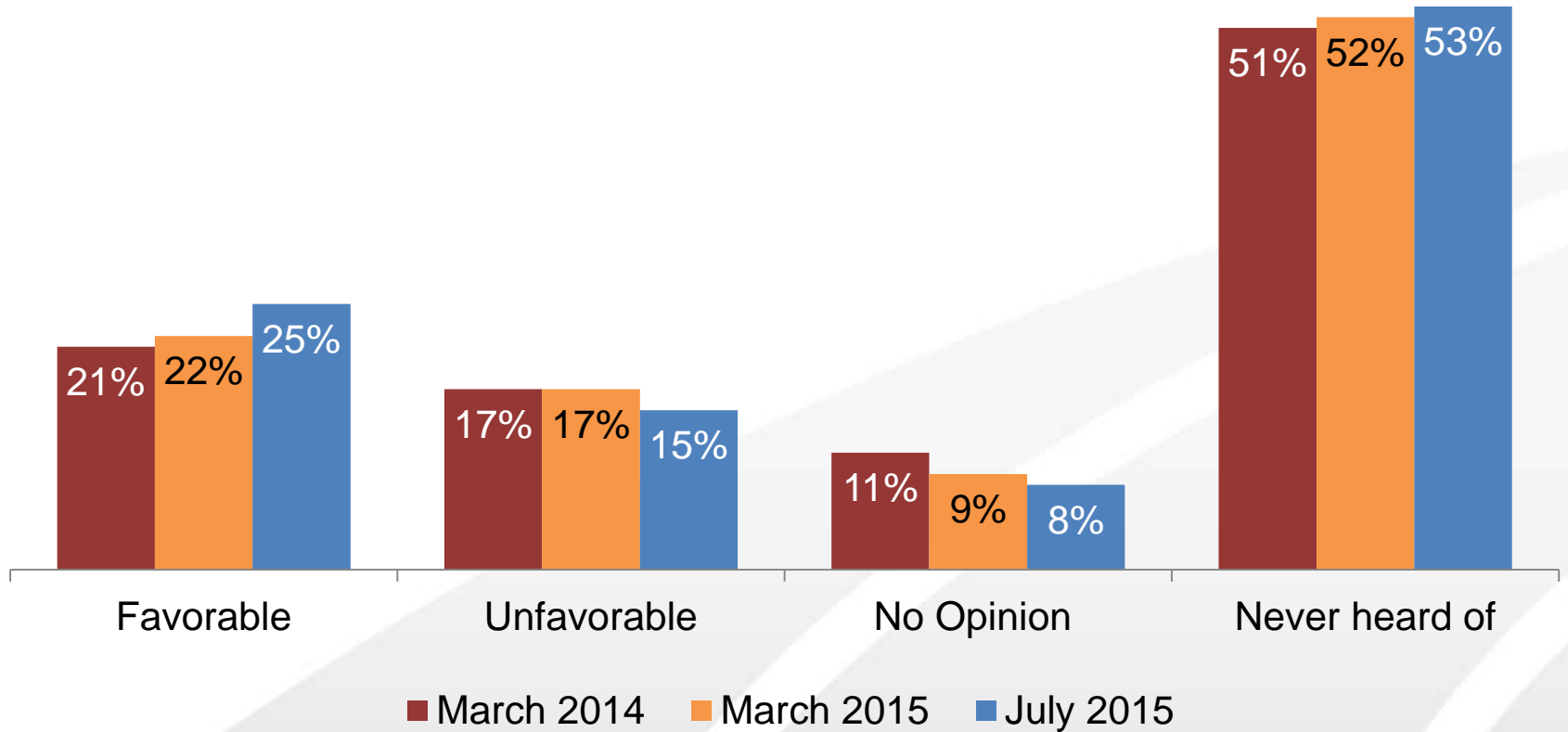
# Do you support or oppose the use of fracking in the development and production of oil and natural gas?



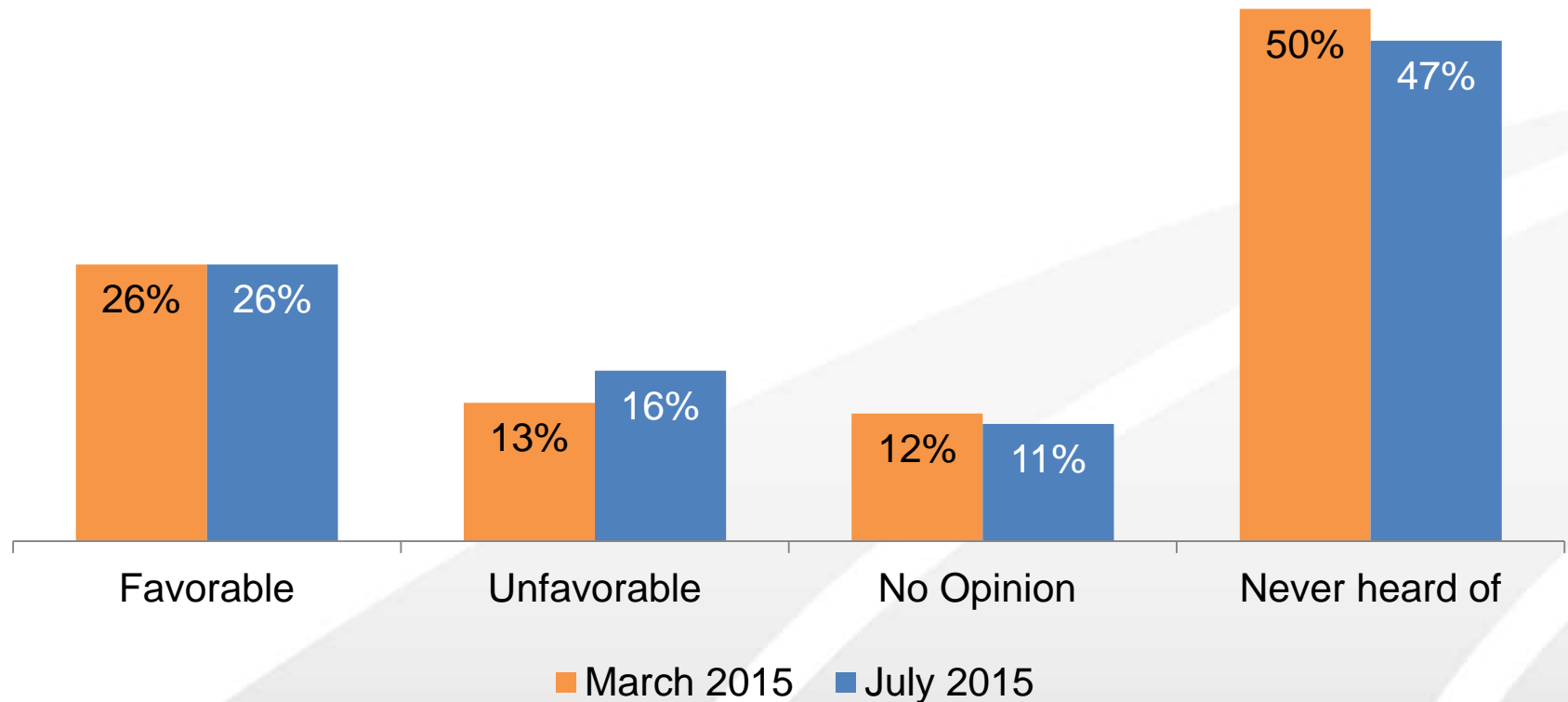
# *Food and Water Watch*



# *Environmental Defense Fund (EDF)*



# Colorado Oil and Gas Conservation Commission (COGCC)





# Building a Statewide Model

- CRED implemented a research protocol developed for Obama's re-election campaign to model and score **EACH INDIVIDUAL VOTER** for likelihood to move to support fracking and oppose adverse initiatives
- Using treatment and control groups, CRED implemented a persuasion program with **UNIQUE MESSAGES** to each partisan demographic
- Our biggest movement to support fracking was non-primary Democrats with proper messaging – a group largely ignored by the industry to date
- Results from this test allowed us to target each individual persuadable voter with unique messages based on their demographic, both digital and mail



# CRED Tools

## *Statewide Voter Database As Backbone*




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.”**

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

Colorado’s Department of Energy Development

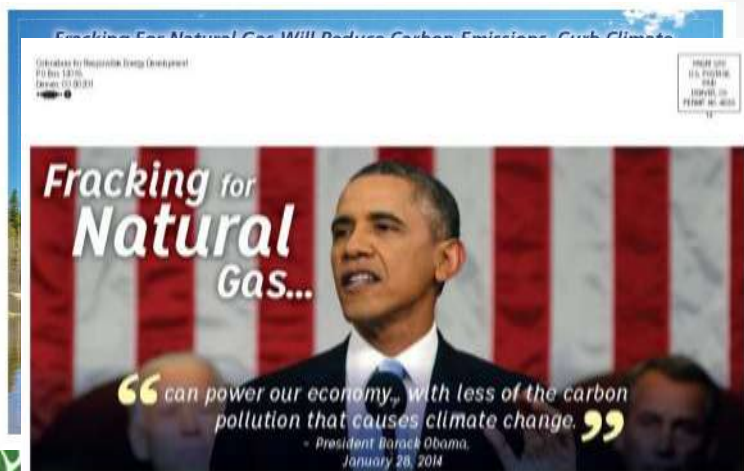


**FRACKING.**  
Ages, genders, interests & values.

LAST YEAR, COLORADO COLLECTED NATURAL GAS DRILLING TAXES OF **\$81.5 MILLION** IN SEVERANCE TAX REVENUE TO THE DEPARTMENT OF NATURE. THAT REVENUE HELPS US BUY AND MAINTAIN OUR STATE PARKS, ROADS, & SCHOOLS. **\$1.6 BILLION** IN TAX REVENUE.

**110,000 COLORADOANS** AND **100,000 COLORADOANS** SUPPORT NATURAL GAS DRILLING.

**S. NATURAL GAS**  
**DIMIR PUTIN'S WORST ENEMY.**



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

Calculations by Independent Energy Development  
FD Box 14716  
Denver, CO 80202

**Fracking for Natural Gas...**

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

- President Barack Obama,  
January 28, 2014



[ SPONSORED ENERGY SECTION ]

**colorado**biz****

**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



About + In the News **Our Coalition** Contribute Now Resources Contact Us

## Our Coalition

Home → Our Coalition

Vital for Colorado is promoting a "Seven Principles" pledge document, that shows support for Colorado's longstanding history of responsible oil and gas development in the state.

As a group, we are committed to making sure Colorado continues to thrive, and we now would like to encourage you as an individual business leader or company, to join us in assembling more support by signing the attached pledge.

*By signing onto the attached "Seven Principles" pledge, you will be joining a statewide coalition of economic development groups, chambers of commerce, non-profit organizations and hundreds of small businesses that are standing up for this industry. Please join us on this effort.*

# 40,000 & COUNTING!



# 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)



# 2014 Victories

- **Loveland**—Defeated ballot measure pushing two-year moratorium 52% to 48%
  - First victory under CRED model & strategy
- Signature collection for 2 proactive measures on the ballot
  - Fiscal transparency
  - Municipalities ban or restrict fracking they would not receive revenues from oil and natural gas development
- Agreement for no measures on the ballot, measures withdrawn
  - 2,000 setback
  - Local Control
- Governor's Oil and Gas Task Force





## *2015 Victories To Date*

- **Erie**—Successfully defeated moratorium before Town Council
- **Windsor**—Local community rights petition submitted to Windsor Clerk and was 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. Elected pro-energy city council to avoid potential attacks

*No municipal ballots measures in 2015*





# Steps Moving Forward

- Continue CRED's activities statewide
  - Broadcast TV, radio
  - Outreach
  - Door-to-door canvassing
  - Broad coalition building and outreach
- Conduct statewide research
  - Tracking
  - Potential 2016 ballot measures
    - Fiscal impact statement on the ballot
    - Signature collection proportional by county
  - Opposition monitoring
- Preparing for whatever comes next



# Thank You!

**Mark Truax**

*Director of Operations & Coalitions*

[truax@pacwestcom.com](mailto:truax@pacwestcom.com)

720.724.0298

