



## State and Local Advocacy Strategy



BPA\_HC0R\_00326338

# Framing the Challenge: Shift and Needed Realignment

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The oil and gas industry operates in a more diverse landscape that is constantly changing:

- Energy policy-making is increasingly diverse.
- Energy sources are diverse (more domestic production vs importing & more diverse energy mix that includes renewables).
- The ability to target and shape public opinion and policy is shifting from a set of high-profile influencers to the public.
- Priority issues are shifting as the industry faces growing opposition.

As a result, the advocacy needs of our members call for a realignment of API's approach and leadership, by providing:

1. Integrated campaigns vs predominantly direct lobbying.
2. Transparent and agile structure and processes to prioritize issues and execute campaigns.
3. Enhanced strategic coverage.

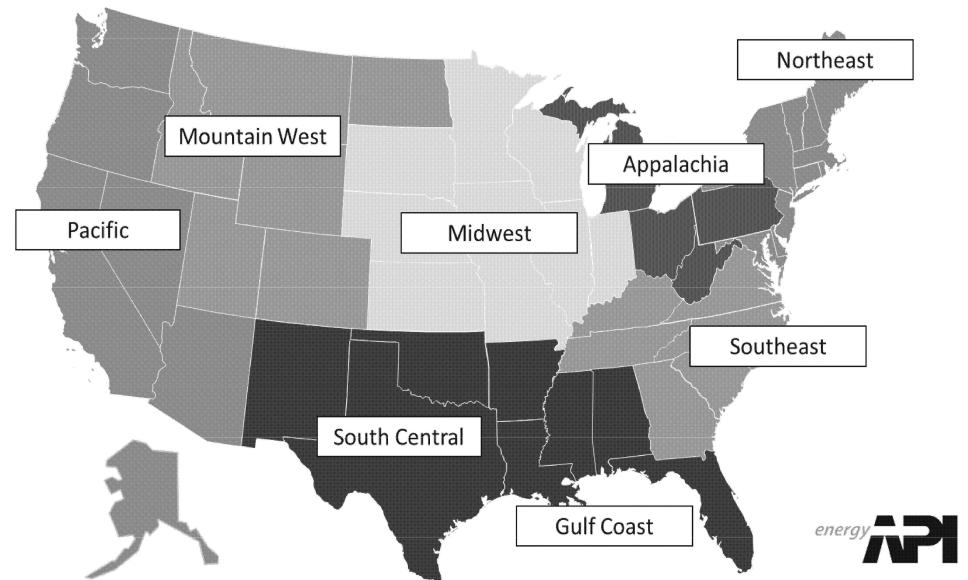
We must realign our ways-of-working as it relates to State/Local Advocacy so that our platform will be exceedingly effective under any political and social landscape.

# API Integrated Advocacy Capability

*Develop an agile, fit-for-purpose, state and local advocacy program that can respond to an ever-changing environment.*

## Regions

- Provide a broadened (50-state) integrated advocacy capability that is agile and allows resources to flow to industry's prioritized needs at the state and local levels.

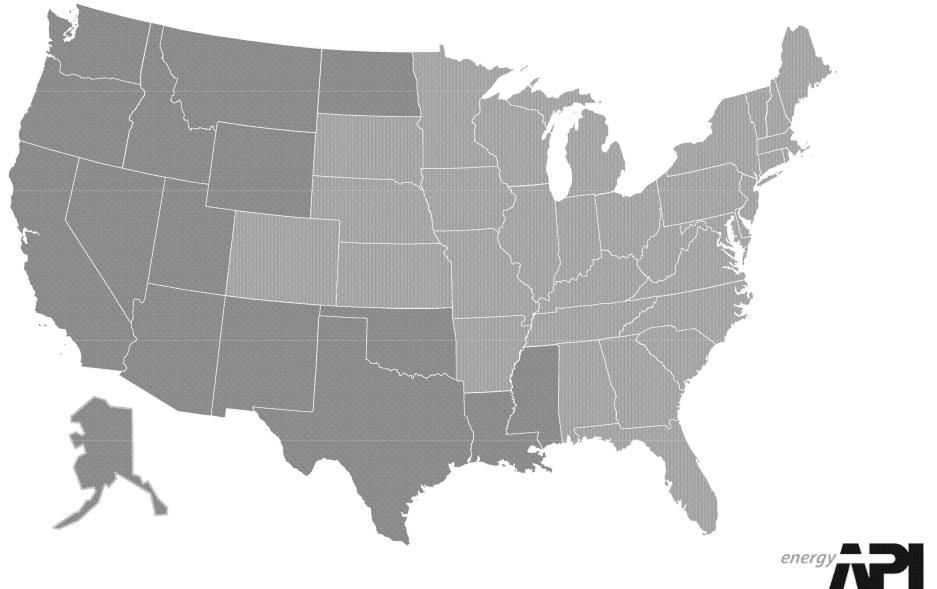


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# API Integrated Advocacy Capability

## OGA-Led States

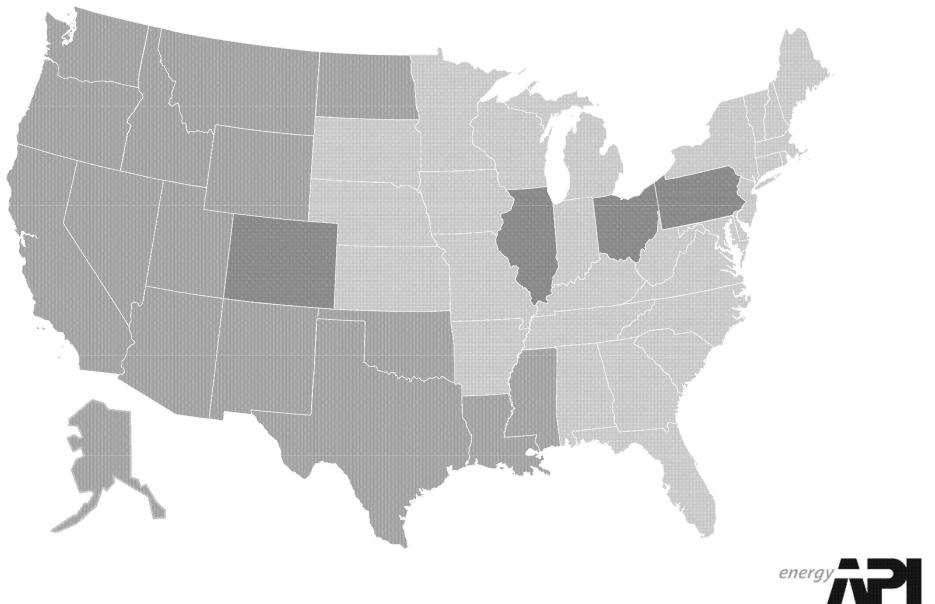
- API will continue to provide a full complement of advocacy capabilities including communications, mobilization, legal, and policy from its headquarters to support OGAs.



# API Integrated Advocacy Capability

## API-Led States

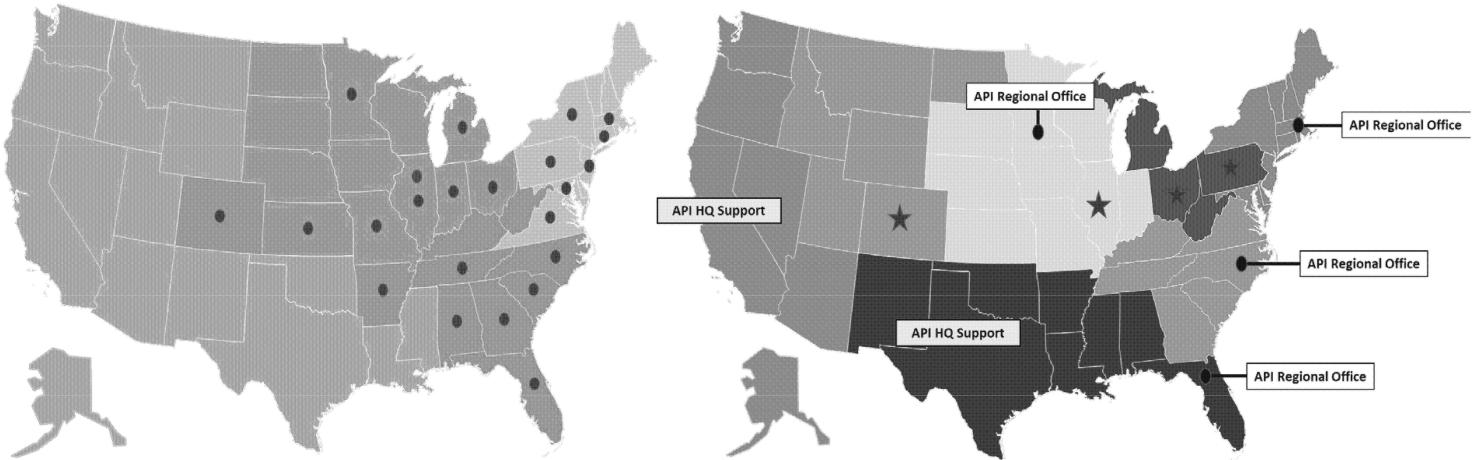
- Prioritize resources to states (4) that have consistent volume of top priority issues that could have a high industry impact.
- Within these states, API will strengthen its advocacy capabilities by adding mobilization and communications competencies.
- In the other states (29), API regional offices will provide integrated advocacy capabilities including direct lobbying, mobilization, communications, and administrative support.
- API will continue to provide key political insights and analysis throughout the API-led states/region.



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# Current & Future API State Network



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# Future API State Network

