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Sent: Fri 25/09/2020 9:22:22 PM (UTC)
Subject: weekly carbon policy report 9/25

Transportation and Climate Initiative *(proposed carbon pricing program for the transportation sector on the east coast of the U.S.)*

- The **Coalition for a Better Business Environment**, a pro-TCI business coalition bp helped found, was announced on 9/24 with earned media, organic and paid social media, and print ads in state capital newspapers in RI, CT, MA, NY, NJ, DE, MD and VA. Members include Ford and Shell.
 - **Politico** covered the formation <https://www.politico.com/morningenergy/> and bp promoted it on its communications channels
 - C&A reached out to more than 110 elected officials and policymakers in support of the announcement.
 - Third party advocates, including CERES, Our Transportation Future, environmental organizations and others were asked to amplify the announcement.
 - Notable feedback:
 - MA Environmental Secretary Katie Theoharides, chairperson of the multi-state TCI working group, noted the coalition announcement at a TCI leadership meeting
 - Rhode Island Governor Deputy Chief of Staff to bp: *"I'm starting to feel the momentum. Great work."*
 - Other positive comments: Alliance for Clean Energy New York, NY DEC Deputy Commissioner, CT Governor policy advisor, Georgetown Climate Center
- An op-ed by bp American Chairman and President Dave Lawler in support of TCI ran in the *Providence Journal* (RI) on 9/24; the op-ed is being amplified with organic and paid social media in Rhode Island; the op-ed is being pitched to other publications.
- The paid social media campaign promoting bp's support for TCI that started last week continued in the target states of Virginia, Maryland, Delaware, New Jersey, New York, Massachusetts, Rhode Island and Connecticut.
- Following on a conversation with Maryland Governor Hogan three weeks ago, a C&A team met by videoconference with MD environmental and transportation officials to develop a relationship and explore how bp can support the state entering TCI. The officials praised bp for its advocacy efforts on behalf of TCI.
- Over the last seven days, there have been approximately 1,918 mentions on Twitter regarding TCI and RGGI accounting for a total estimated reach of 5.4 million. bp's share of voice on the total reach is relatively limited at just 3.6 percent.

Pennsylvania – Regional Greenhouse Gas Initiative *(carbon pricing program for the power sector on the east coast of the U.S.)*

- The paid social media campaign in support of a pro-RGGI coalition joined by bp continued this week.

Illinois – comprehensive climate policy legislation

- A paid social and digital campaign promoting an op-ed by bp America Chairman and President Dave Lawler continued through this week.
- Graves is reaching out to third party advocates such as the Chicago Urban League for their support in amplifying the op-ed.
- The Illinois team sent the op-ed to 64 legislative leaders and key committee members; 43 opens (67% open rate); eight follow-up calls arranged to date.

Redacted - First Amendment

- Thought leadership engagements:
- bp's sustainability efforts were featured in a [policy podcast](#) hosted by the Chicago Council on Global Affairs; Trine Mong was interviewed.

- *Energy Outlook* events confirmed with: Illinois Manufacturers' Association: Sept. 30; University of Illinois Urbana-Champaign: Oct. 1; Illinois Commerce Commission: Oct 22

US advocacy

- This week the bp.com/USadvocacy webpage has had 459 total pageviews and a 5:02 average pageview time (last week tracked a 3:39 average), which is a 272% increase over the 1:51 average pageview time for the entire bp.com/us website over the same time period, showing viewers continue to remain engaged with the advocacy content.

Complete metrics on the above will be available after completion of the amplification efforts.

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