

****Numbers reference 'BP America 2017 Priorities' reviewed by BP America business leaders on Dec. 14, 2016**

BPA HCOR 00305306

Provide oversight for all material obligations

During 2017 further resolve outstanding claims (substantially winding up the DHECC) and positioning BP to litigate the remaining 'tail' i

1. Plan on DHECC wind down and agreed structure with PSC and court to support residual activity
2. Fit for purpose process for addressing Backend Litigation on Medical Settlement
3. Plan to address remaining 'tail' litigation

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Defeat efforts in Whatcom County to restrict Cherry Point license to operate and future expansion

Defeat or significantly mitigate efforts by the Whatcom County Council to restrict Cherry Point's ability to operate and expand while bolstering Cherry Point's standing with voters and policy makers to improve the landscape in which we operate for the long-term.

Q1 Deliverables

1. Conduct education meetings with every Cherry Point employee and contractor.
2. Meet with each member of the Planning Commission and County Council.
3. Execute paid media plan.
4. Mobilize all allies to attend public hearings.

Q2 Deliverables

1. If County Council adopts harmful language in 1Q and the company opts to pursue a legal remedy, create and execute a long-term campaign
2. Continue educating employees and shoring up support among allies to mitigate policy risks in the future and create a healthier policy environment
3. Create sustainable effort by Whatcom Business Alliance to educate voters about Whatcom County's opportunity to have good jobs and additional business investment while also preserving a healthy environment.
4. Complete the ongoing assessment of how resources are being used to ensure alignment with business objectives and recommend calibration

Q3 Deliverables

1. Continue educating employees and shoring up support among allies to prepare for mobilization for public hearings.
2. Continue executing long-term campaign to bolster Cherry Point with policy makers.

Q4 Deliverables

1. Continue educating employees and shoring up support among allies to prepare for mobilization for public hearings.
2. Continue executing long-term campaign to bolster Cherry Point with policy makers.

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Analysis of US policy on energy transition & potential impact on BP

Assess current and emerging developments and policies in the US with potential impact on long-term structure of US energy systems an

Q1 Deliverables

1. Detailed scope of the study and delivery plan

Q3 Deliverables

2. Analysis (slide pack)

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ible voice on energy policy

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Reputation – Safety Campaign

Continue to improve the perception of BP as a “safe and reliable operator” among target audience

Q1 Deliverables

1. Roll out new safety ads by mid-March.
2. Improve or maintain safety metrics in polling among target audiences.
3. Amplify the new content internally to educate and empower employees.

Q2 Deliverables

1. Improve or maintain safety metrics in polling among target audiences.
2. Continue to amplify the new content internally to educate and empower employees.
3. Create new “sponsored content” with media companies.

Q3 Deliverables

1. Improve or maintain safety metrics in polling among target audiences.
2. Decide whether we will continue to advertise during remainder of year.

Q4 Deliverables

1. Improve or maintain safety metrics in polling among target audiences.
2. Determine 2018 advertising strategy.

s so that we can continue to protect and expand our license to operate in the U.S.