IPAA Strategic Planning Conference:
“How Environmentalists Can Bring California to Your State”

ROCK ZIERMAN, CIPA CEO
June 21, 2017 | Laguna Niguel, CA
California’s oil-producing counties

Annual Oil Extraction (2011)
- Less than 1 million
- 1 million to 10 million
- More than 10 million

Graphics reporting by Tiffany Hsu
@latimesgraphics
539,000 barrels of oil produced per day.
- 3rd highest in the nation.
- Down from 1 million barrels/day 30 years ago.
- All oil produced in California is used in California.

38 PERCENT of total California supply produced in state. 75% from Kern County alone.

62 PERCENT of total California supply tanked in from Alaska or foreign nations.
RURAL PRODUCTION SITE

Midway Sunset
(Kern County)
Activist Groups

$106.2 M* TOTAL

STATEWIDE

- Food & Water Watch ($17.8 M)
- 350.org ($11.4 M)
- Center for Biological Diversity ($14 M)
- Advocacy Fund ($12.7 M)
- Surfrider Foundation ($6.1 M)
- Earthworks ($2.2 M)
- Center on Race, Poverty and the Environment ($1.3 M)
- NextGen/Tom Steyer ($24 M)

EXCLUDED FROM TOTAL AMOUNT*

- Natural Resources Defense Council (NRDC) ($143M*)
- Sierra Club ($87 M*)
- EarthJustice ($48M*)

LOCAL

- Environmental Defense Center ($1.08M)
- Los Padres Forest Watch ($400 K)
- Central Coast Alliance United for a Sustainable Economy ($1.2 M)

- Stand Together Against Neighborhood Drilling (STAND-LA)

Partners with:

- Physicians for Social Responsibility, LA ($800K)
- Liberty Hill Foundation ($10.3 M)
- Communities for a Better Environment ($2.2 M)

OTHER

(no 990 filed)

- California Environmental Justice Alliance
- Californians Against Fracking
- Fresnans Against Fracking
- Citizens for Responsible Oil & Gas (CFROG)
- Stop Fooling California
- Rootskeeper
VOTER STATS

Registration by Party

Signatures needed to qualify an initiative:

STATUTE: 365,880

CONSTITUTIONAL AMENDMENT: 585,407

DEMOCRAT: 44.8% (8.7 M)

REPUBLICAN: 25.9% (5.0 M)

NPP: 24.5% (4.8 M)

No Party Preference
Anti-Domestic Oil Tactics:

- Legislation/Regulation
- Oppose Moderate Democrats in Elections
- Local Ordinances/Ballot Measures
- Lawsuits
- Media/Public Outreach
Industry Response - Legislative

- Oil Symposium
- Tours
-Establish a Core Group of Supporters
- Industry Worker Day
- Compromise
- Find Allies
"But that's the reality. California has 33 million vehicles and 39 million people. So they have to be somewhere."

"I wonder how that reader reconciles driving a car or riding a bus or getting in an airplane. If they're walking in bare feet or something, then I'd say, well, yeah, you're living consistently."

- JERRY BROWN, CALIFORNIA GOVERNOR

Source: Capital Public Radio, 6/12/17
Alternatives to In-State Production

Here are the choices to replace 200 million barrels of California oil:

- 588 MORE tanker ships per year
- 284,994 oil rail cars
- RATIONING gas and driving
Industry Response - Local Efforts

- Measure P (Santa Barbara County)
- Measure Z (Monterey County)

- Californians for Energy Independence
  - Coalitions
  - Permanent Presence
  - Royalty Owners/Workers
  - Local Media (earned and paid)

- Local Elections
Industry Response - Lawsuits

- Intervene
  - RICO
  - Center for Biological Diversity
  - Youth Justice/CBD vs. City of Los Angeles
  - Aquifer Exemption Injunction
Industry Response - Media/Public Outreach

- EID
- Legal Letters to Publications
- Social Media
- Turn out to events with workers, royalty owners, labor, and other coalition partners
- Internships
- Kern Energy Festival
- Charitable Giving
- Studies
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