



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

CALIFORNIA OIL AND GAS: BY THE NUMBERS



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)**

URBAN PRODUCTION SITE



**THUMS Island
(Long Beach)**

Activist Groups

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)

STATEWIDE

\$106.2 M*
TOTAL



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 (\$24M)

EXCLUDED FROM TOTAL AMOUNT*
Natural Resources Defense Council (NRDC) (\$143M*)
Sierra Club (\$87 M*)
EarthJustice (\$48M*)

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



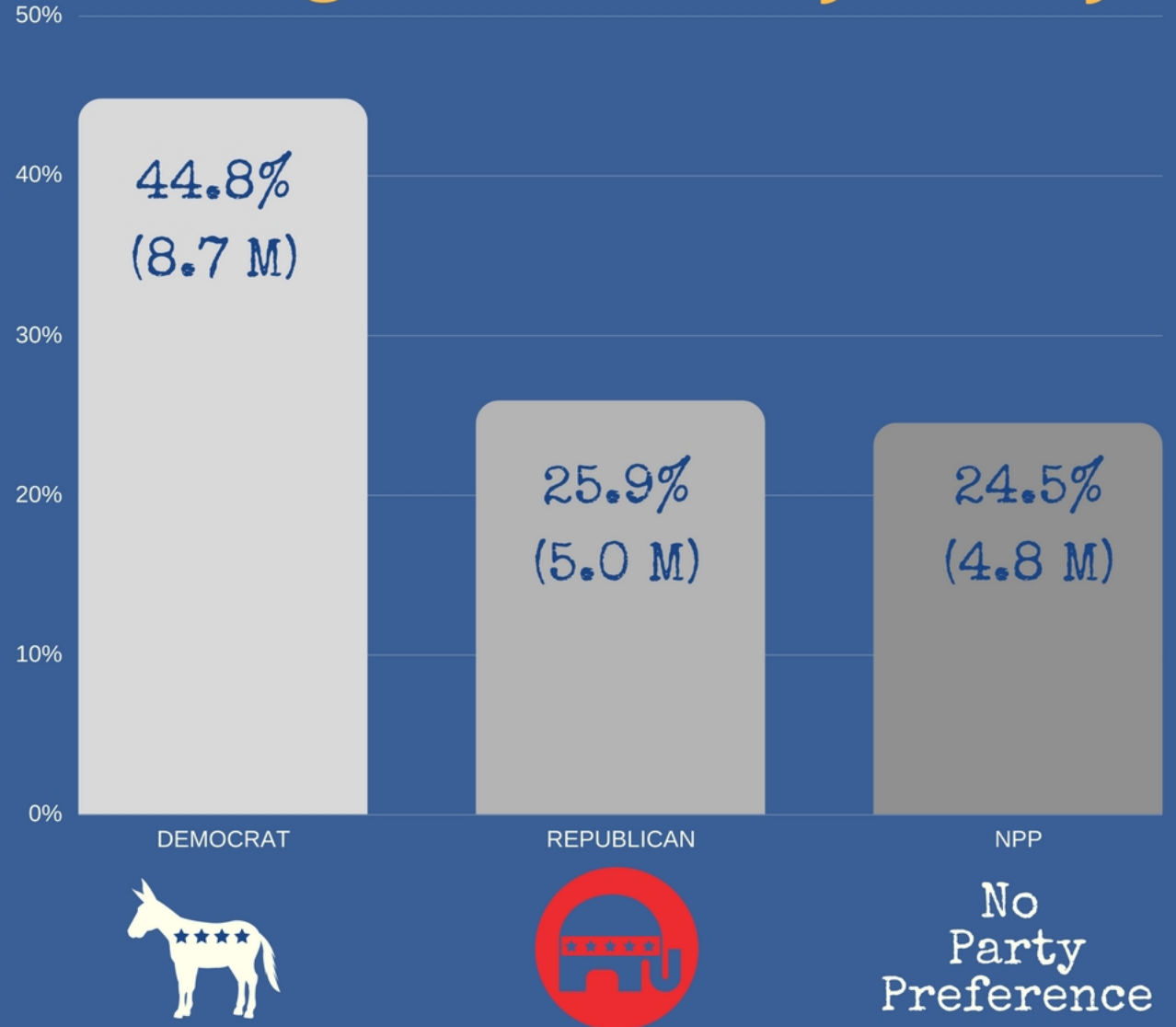
Signatures

needed to qualify an initiative:

STATUTE: 365,880

**CONSTITUTIONAL
AMENDMENT:** 585,407

Registration by Party



Anti-Domestic Oil Tactics:

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



Industry Response - Legislative



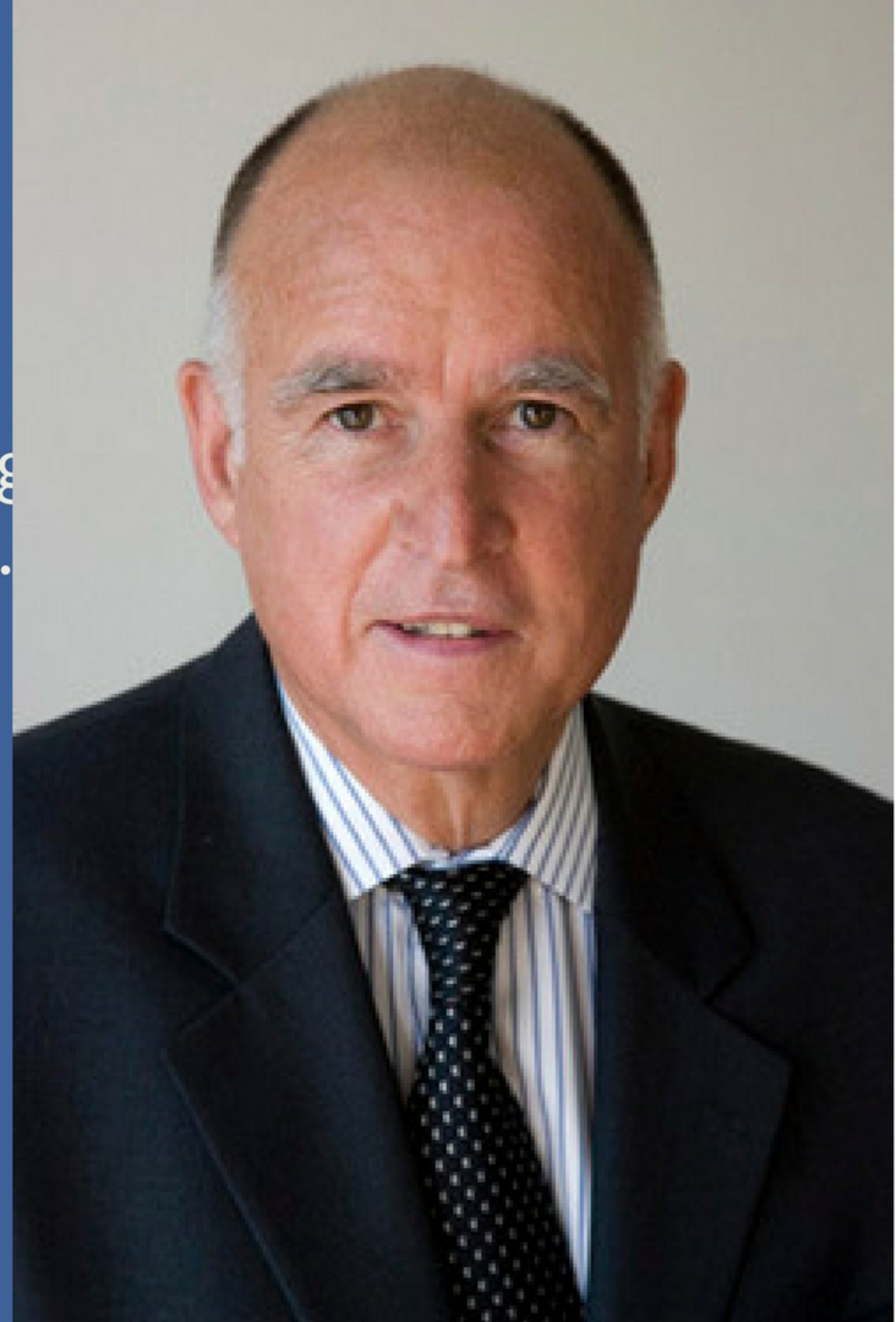
- Oil Symposium
- Tours
- Establish a Core Group of Supporters
- Industry Worker Day
- Compromise
- Find Allies

"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
 - o Coalitions
 - o Permanent Presence
 - o Royalty Owners/Workers
 - o Local Media (earned and paid)
- Local Elections

Industry Response - Lawsuits

- Intervene
 - o RICO
 - o Center for Biological Diversity
 - o Youth Justice/CBD vs. City of Los Angeles
 - o 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



CIPA Contacts

Main Office: 1001 K Street, 6th Floor
Sacramento, CA 95814
Phone: (916) 447-1177

Rock Zierman, CEO

Anthony Thomas, Director of Governmental Affairs

Willie Rivera, Director of Regulatory Affairs

Theo Pahos, Contract Lobbyist

Scott Wetch, Contract Lobbyist