

Climate Change Polling

Friday, February 7, 2014

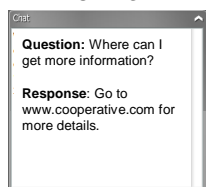


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Step 2: Click on the Send button.

Phone



Step 1: Pick up your phone's handset.

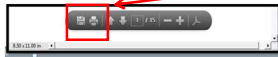
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Senior Vice President,
Government Relations





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Vice President, Political Affairs



TODAY'S AGENDA

- Welcome - Jo Ann Emerson
- Brief EPA Update – Kirk Johnson
- Focus Groups and Polling – Keith Frederick
- Brief Materials Update – Laura Schepis
- Q & A



Top 4 Messages in One Word or Less

- COSTS
- RISK
- COMPLEX
- JOBS/ECONOMY



Atmospherics Around Messages

- Washington politics driving this.
- Making rules by special interest influence and benefit.
- Who are the winners? We are the sure losers.
- Will taking action have an impact?



COSTS

1. Cost. Top and dominant message in all groups
... these new greenhouse gas regulations on
power plants will raise
electricity rates!



RISK

- **2. Risky and Unproven Science.** "Storage" component of CCS raises immediate, universal concern:
 - Pumping CO₂ into the ground sounds risky – especially given the vague understanding of CO₂ – putting water, animals, and food sources at risk.
 - The fact the government has only conducted limited demonstration projects = more study needed – especially on the long term effect of CO₂ underground storage.



COMPLEX

- 3. Complexity of Climate Action Plan:**
- Strong negativity toward Federal government provides potent themes.
 - Faulty technology. Health Exchange website raises doubts about government's ability to execute on technology.



JOBS/ECONOMY

4. Economic Instability. With the recovery not yet secured, raising electric rates would stifle recovery, drive inflation, and hurt families.

- Increasing energy prices will cause all prices – food, commodities – to rise.
- Driving up cost of manufacturing drives employers (and jobs) overseas.
- Double (triple) whammy of higher rates, higher costs, and lost jobs (and higher unemployment/government) costs.



Specific Findings



The “Cost” Factor --- Coal Plant Regulation Impact.

- Immediate reaction by all 4 groups to discussion of the EPA’s intended CO₂/coal plant emissions regulation: **will drive electricity rates up.**
- Most don’t know or even care how their electricity is made – as long as reliability is maintained – participants in all 4 groups still assume any increased regulations over coal burning plants will hit their wallet – most guess by **20% or higher rate hikes.**



Video Clip 1

Focus Group Voices: Cost



Reliability and Electricity Production

- Neither focus group location experiences much power outage.
- As such, reliability is assumed, taken for granted, and expected.
- Likewise, electricity production is out-of-sight/out-of-mind. Few know or care how electricity is made.



Reliability and Electricity Production

- Implications:
 - Cost, not reliability is the motivating grassroots issue.
 - Since it is easily assumed “cost will go up” under new CO₂ /coal plant government regulations, there is little need for detailed education about the exact role coal plays in electricity production.



Carbon Dioxide Misunderstanding

- Misinformation and lack of scientific awareness across all four groups.
- #1 assumption of CO2 atmospheric effect = OZONE depletion (all four groups).
- Virtually no understanding of basic “greenhouse gas” mechanics.
- Virtually no automatic link of CO2 to GLOBAL warming.



Carbon Dioxide Misunderstanding

- Some think CO2 is “poison,” “cancer-causing.”
- Even though, someone in all four groups breathed-out to explain CO2 is “natural” and exhaled by humans... also absorbed by plants.
- Even with higher education, ... CO2 policy shorthand of Washington does not translate to the real world.



Image of Coal

- Dirty.
- Abundant.
- Cheap(er).
- Old-fashioned fuel.
- Not much sympathy for miners (some more in Illinois) .



Image of Coal

- No sympathy for coal industry (except some generalized “jobs” value).
- Confused/unaware of what pollutants/emission “cleaner-coal” scrubber technology addressed (many think CO₂).
- No general sense of benefit from coal-based electricity – not linked to affordability or reliability.



Other Fuels – Natural Gas, Nuclear, Solar, Wind

- *Natural Gas*. Abundant (for now), cheap (for now), jobs, and cleaner – although some question the “unknowns” of emissions.
- *Nuclear*. Clean, expensive to build/cheap to operate, highly regulated, ultimately limited due to waste storage problem.
- *Solar*. Think only of home solar (not commercial production), expensive, impractical, not technologically evolved.
- *Wind*. Clean, expensive, bird/eagle killer, impractical except where wind reliably blows (not in Atlanta).



Capture and Storage

- Without explanation, little understanding of what this is...
- When explained simply, the STORAGE concept seems laughable and extremely RISKY...to water, animals, and the food supply.
- Because the properties of CO₂ are unknown but assumed dangerous at some level, the idea of pumping it into ground makes no sense.



Capture and Storage

- Concerns are compounded when told EPA is basing its policy on limited demonstration projects, none of which are at the scale of a functional coal plant. “Government-funded” projects also spikes the concern level.
- Unproven and risky science drives a desire for more study; especially the long-term health impact, more and larger-scale demonstrations, and requests for more specifics on how this storage process actually would work.



Video Clip 2

Focus Group Voices: Costs/Risky



Views of the EPA

- Nearly all seem familiar with “EPA” term and know as “environmental” regulator.
- EPA painted with broad cynical brush of Washington – corrupt, bought off, more ideological and political than science-based.
- Generally seen as pushing too far/overreaching; especially among Republicans.
- No real defense/credibility for EPA.
- Seen as different under Obama than pro-energy Bush years.
- Light bulbs is cited example of “too much” regulation.



Republican/Conservative Media Attentive and Civic Active

- Everything about CO2 /coal plant regulation confirms what they believe and hate about Washington...
 - Too much regulation;
 - Special interests rule, we pay more;
 - Obama Administration acts out of ideology and political agenda, not science or public good first;
 - Actions hurt, not help economic recovery;
 - Pick winners and losers or, helping friends and punishing enemies; and
 - Drive price of living and manufacturing up and jobs out of country.



The Pro-Regulation View

- Those in support of EPA regulations of coal plant emissions say...
 - Got to start somewhere;
 - CO2 is dangerous;
 - Pricing coal higher facilitates switch to natural gas; and
 - U.S. should lead/has obligation to do something on climate change.
- The few with this view tend to be...
 - Women more than men;
 - Obama supporters; and
 - Democratic Media Attentives (St. Louis).



Economic Impact

- In both Atlanta groups, this increase in coal-based electricity is seen as leading to **broad negative economic consequences** including:
- higher food prices
- increased unemployment
- government spending.



Video Clip 3

**Focus Group Voices:
Economy/Jobs**



Video Clip 4

**Focus Group Voices:
Take Action**

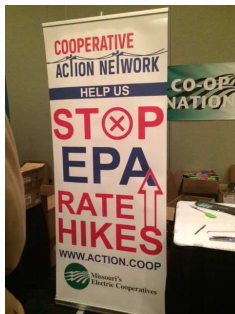


Top 4 Messages in One Word

- COSTS
- RISK
- COMPLEX
- JOBS/ECONOMY



Materials that Bring the Message Home



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Want a Secure Energy Future?



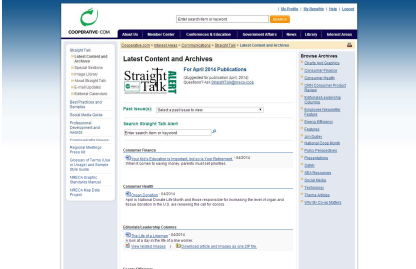
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we need coal as part
of America's fuel mix.

Visit Action.coop

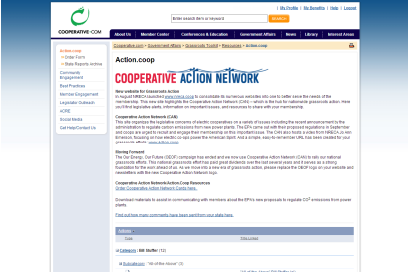





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