

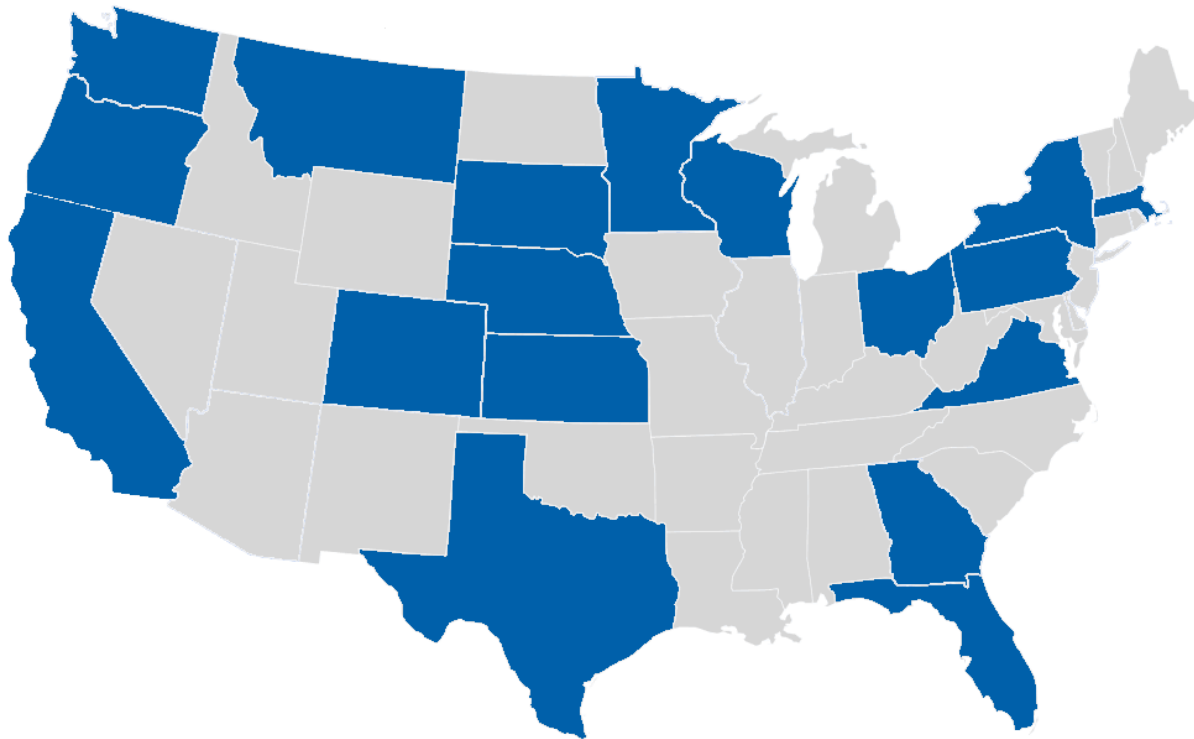
Playing a Catchy Tune – Building Customer Advocacy (Before You Need It)

WEI Customer + Corporate Symposium

John Egan
June 18, 2020



EEC's Footprint







Billions of Dollars at Risk if Oil & Gas Industry Can't Do a Better Job Telling its Story



August 11, 2014

*Shale PR Problems Place Billions of Dollars
of Spending at Risk*

Oil & Gas Industry Urged to Continue Personal Outreach

September 2, 2016

February 24, 2011

Fracking Fight Coming Back to Colorado

AUGUST 29, 2017

Initiatives to Limit Fracking Appear Headed to Colorado's 2016 Ballot

May 22, 2015

***Colorado Oil & Gas Industry Faces a New &
Different Regulatory Future***

April 9, 2019

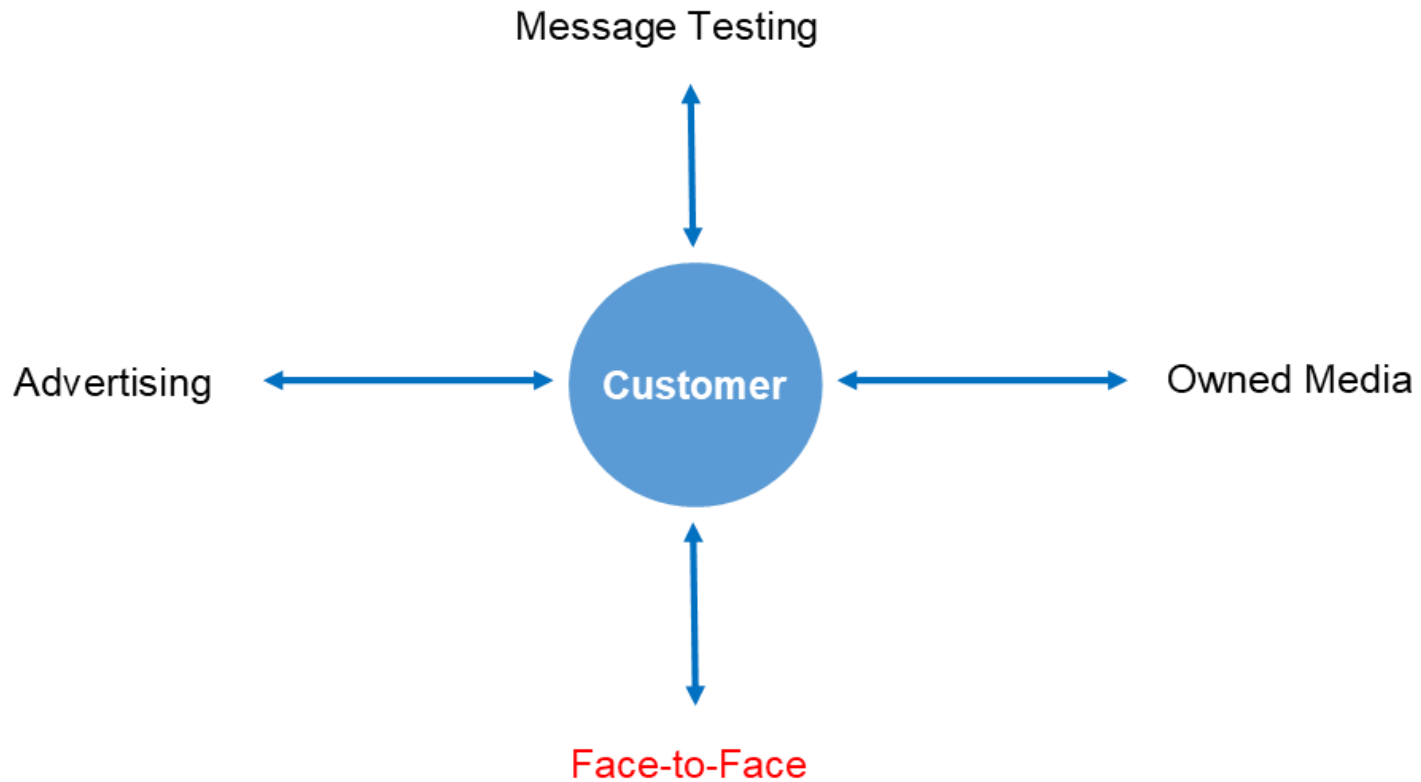


Why Should You Care?

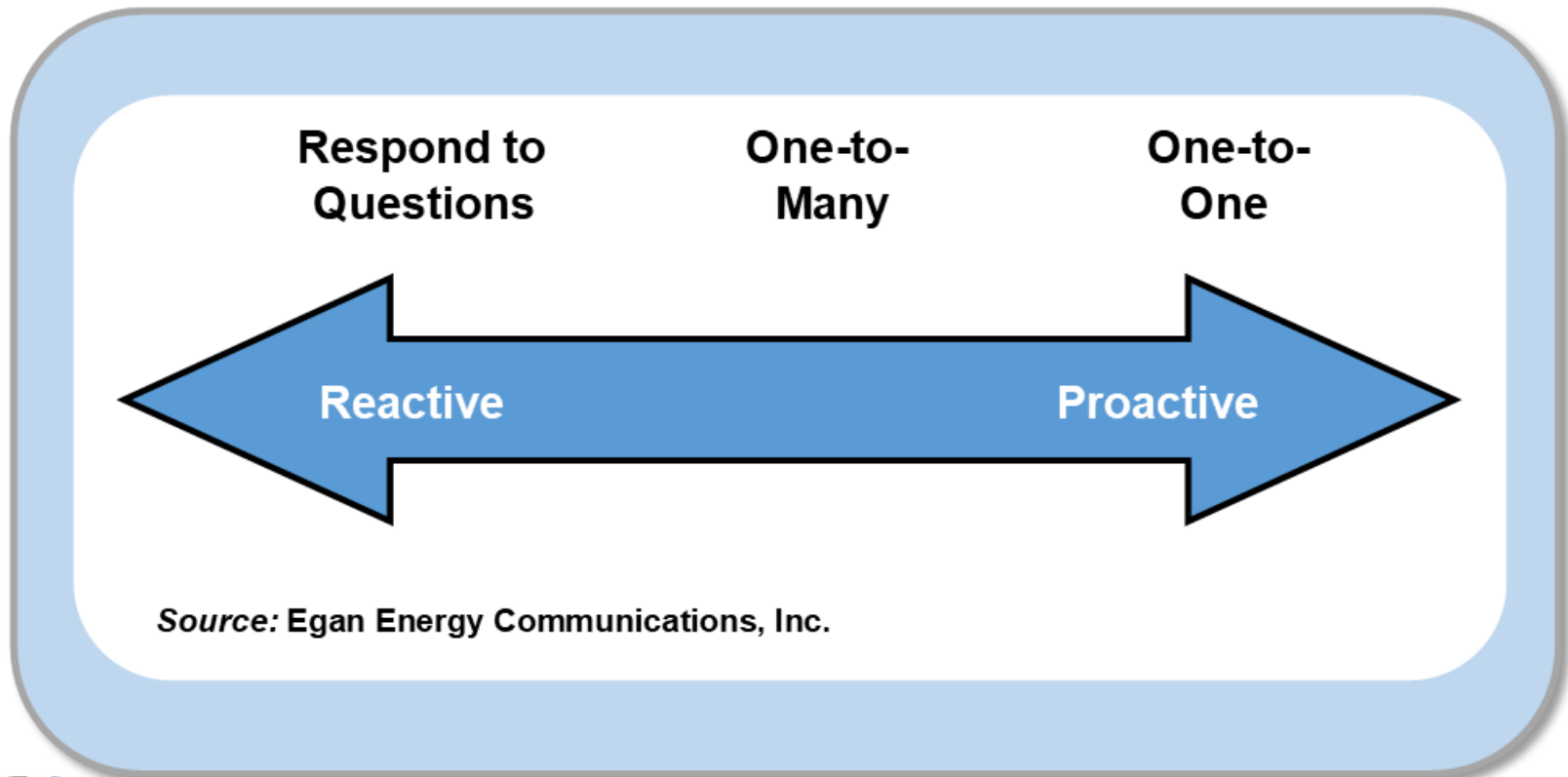
- ~\$375 billion in proposed energy projects in Western North America scheduled to begin construction 2020-2025
- Surprise — Some are controversial
 - Nuclear, LNG, gas pipelines, T&D projects, wind, solar, BESS, hydro relicensing
- Delays, litigation a perennial threat
 - “There are no more empty spaces”



It's a “Both/And” World



Communications Continuum



Door-Knocks Work!

- “Door-to-door is a compelling outreach tactic. It’s reliable, it’s scalable, and the results are predictable. Door-knocks are one of the most effective uses of marketing dollars.”

3Degrees™



F2F Persuasion in Erie, Colorado

- Erie was one of several Colorado cities with significant opposition to fracking.
- Encana employed F2F tactics to proactively persuade the persuadable
 - Opened a local outreach office with 2-3 FTE Community Relations staffers
 - F2F “Walkabouts” — a door-knock campaign
 - Self-guided Open Houses for the public
- Preempted drilling moratoria, won operating agreement with the town of Erie.



Persuade the Persuadables



Fayetteville (NC) PWC Community Advisory Group

- 20 members serve three-year terms
- Meet monthly to discuss current issues, upcoming projects, upcoming Board decisions, review communications
- Originally established as a standing customer focus group
- Evolved to engage/educate customers about PWC operations, projects and changes



Benefits to FPWC

- Better decision-making
 - Built-in focus group
 - Brings the voice of the customer into decision-making process
 - Improves PWC's understanding of how its decisions affect customers & community
- Ambassadors of PWC who are invested in the utility and proud to represent it publicly
- Critical role during crisis



LG&E/KU Retiree Ambassadors



- F2F mobilization of retirees for >20 years
- Price increases, hydro relicensing and more
- “Retirees can talk to their neighbors on a ‘guy next door’ level, without sounding corporate. We are consciously using them to expand our reach into the community.”



EPB: One-to-One Comms

- “It always comes down to people, complex technology notwithstanding.”
- 500 employees + 400 retirees
- All are expected to be “megaphones”
- Employees and retirees are “a huge adjunct sales force.”
 - “10x more powerful than a press release”



Takeaways

- “Pay now or pay later”: F2F is not cheap, but not doing it (or not doing it well) can be very expensive
- Focus on the persuadable (~70% of community)
- Be open & transparent — and walk your talk
- Take time to understand the community’s concerns
- Showcase good intentions & good practices
- Utilize employees & retirees in your outreach
- Don’t let internal goals turn you into a bad neighbor



No-Cost Resources

- *EEC Perspectives*, EganEnergy.com/blog
- EEC Crisis Communications Checklist
- “F2F Comms, a Powerful, Post-digital Comms Tool” article
- Case study on LG&E/KU F2F ambassadors
- “Power New Mexico”
 - PNM case study from MindOverMarkets.com



Thank You!

For more information

John Egan

President

Egan Energy Communications, Inc.

720-949-4906

John@EganEnergy.com

