



## Forest City 5M Projecy

### LEGISLATIVE ADVOCACY

**Client** The Marcellus Shale Coalition, Energy/Natural Gas Exploration and Production.

**Situation** Client was supporting comprehensive legislation to overhaul permitting, regulatory and tax structure for the natural gas industry in Pennsylvania.

Legislators were reluctant to support the bill due to opposition from political activist groups and environmentalists.

**Goals** Demonstrate broad public support for the legislation to encourage legislators to support the bill and create new jobs and economic opportunity.

**Strategy** Targeted 15 State Senate and 30 House of Representative districts to identify and mobilize natural gas supporters using traditional grassroots organizing.

### TOOLS WE USED

- ▶ Community engagement and grassroots organizing
- ▶ Social networking, digital organizing and new media
- ▶ Meetings with local businesses, key stakeholders, community organizations and reliable voters
- ▶ Telephone contact program with direct patches to legislators
- ▶ Phone identification surveys to find supporters

### HIGHLIGHTS

Generated over 6,500 letters, emails and phone calls to more than 40 legislators

Mobilized thousands of supporters from many diverse communities across the state

Due to our grassroots efforts, 34 of 40 legislators voted in favor of the bill

### OUTCOME

The legislation, now known as Act 13 in Pennsylvania, was passed by the Legislature and signed by the Governor, clearing the way for new statewide regulations for natural gas exploration and production.