



Protecting our Interests: Fighting Back Against “Electrify Everything”

VFDA
vermontfuel.com

Who We Are

- The nation's leading (and largest) marketing firm specializing in the residential energy industry.
- 30+ full-time marketing and energy professionals dedicated to the unique needs of heating oil dealers, propane marketers, HVAC contractors and energy associations.
- We support hundreds of individual fuel companies across the country, including a number of VFDA members.
- We work with dozens of heating oil and propane associations and execute more NORA-funded programs, more PERC funded programs and more anti-electrification efforts than anyone in the country.



Battling Electrification in New Jersey

To date, New Jersey's anti-electrification campaign represents the largest effort in the country. The plan pushed back against the Energy Master Plan, encouraged legislators to adopt pro-energy choice legislation and galvanized public opposition to unreasonable pieces of the EMP. The *Smart Heat NJ* campaign resulted in:

- **Millions of impressions** across various media channels. Tens of thousands of social media engagements (comments, shares, etc.). Meaningful influence.
- **12,000+ consumer emails** submitted to legislators in a 4 month period.
- **Our messaging reached the highest levels of state politics.** Governor Murphy was forced to address the issue during one of the NJ gubernatorial debates.
- **Legislators (including Democrats) introduced and sponsored legislation** preventing the adoption of rules that would allow for only-electric home heating.



Sen. Gopal introduced legislation prohibiting rules to be made that electric heat be the sole source of heating.



Fighting for Heating Oil and Propane in New York

What started out as a propane-funded effort to fight the most restrictive recommendations in the Climate Action Council's scoping plan has become a coalition of interests that include both the New York propane and heating oil associations, natural gas concerns, the Hearth & Home Association and other affiliated stakeholders.

- **More than 240,000 website visits in the last year.** Millions of YouTube ad views and Facebook reach.
- **20,000+ and counting emails to legislators** opposing the most drastic and restrictive components of the Climate Action Council's plans.
- **Phase II will launch in January** once the CAC's recommendations are presented to the governor and legislature for final drafting.



EHRHART energy

SMARTER NY ENERGY

You always have a choice

CLCPA

When the Climate Leadership and Community Protection Act (CLCPA) passed in 2019, New Yorkers were given what happened: legislators set carbon reduction targets for carbon reduction, without specifying how those goals would be accomplished.

CLCPA requires carbon reduction to be met through multiple clean energy solutions. However, we are asking whether the plan being put together will allow us to meet a very real part, covered in legislation.

The message from New Yorkers is clear: we need to know about the CLCPA, the challenges that will, some of the greatest efforts, and helping your community be part of the solution.

Can't be left to the dark.

Learn More About CLCPA | CHALLENGE | SMARTER NY ENERGY

Learn More About CLCPA | Learn More NY Challenge | Learn More About CLCPA

FORCES YOU TO SWITCH

NEW YORK'S PROPOSED CLIMATE ACTION PLAN

SMARTER NY ENERGY

Speak Up for Your Energy Future

TAKE ACTION

Understanding the CLCPA
The Challenge for NY
Wrong Means
In the News

The CLCPA: Right Goal/Wrong Path

When the Climate Leadership and Community Protection Act (CLCPA) passed in 2019, New Yorkers were given what happened: Albany legislators set extreme, unrealistic targets for carbon reductions without specifying how those goals would be



An Anti-Electrification Strategy for Vermont

VFDA
vermontfuel.com

The Realities of our Fight

In many ways, the die has been cast in Vermont. Electrification is baked into virtually every energy policy the state has adopted or will consider.

To be successful, we must focus on what is possible. There is no opportunity to convince policymakers that electrification isn't a viable solution. But we can shine a light on the failings of "electrify everything" so that we can widen the pathway for renewable alternatives like biofuels and propane.

We will need to bring key messages to the public – that a wide majority of VFDA stakeholders support – and to legislators and regulators in order to make them more receptive to our solutions.

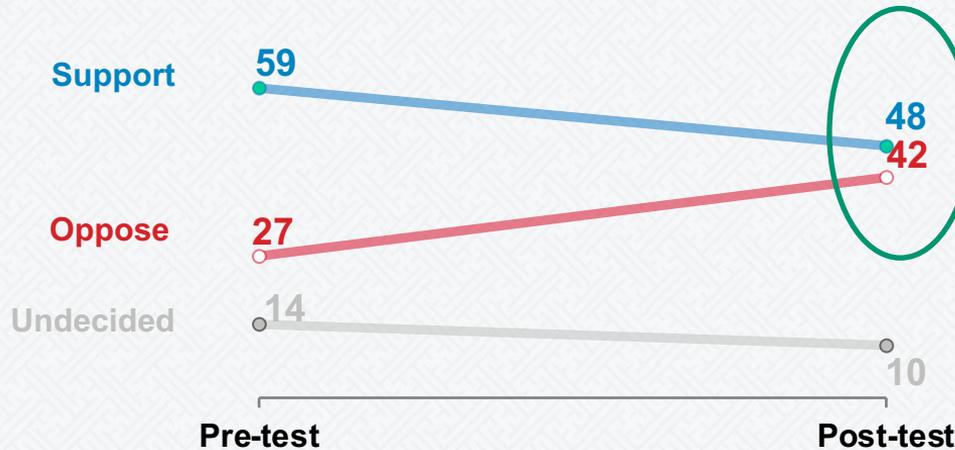
What Do We Want to Accomplish?

- Increased awareness among Vermont consumers – our customers and others – about the pitfalls of an electrification-only energy strategy.
- Grassroots pressure on legislators and regulators.
- A public and political environment that more readily accepts the limitations of electrification and acknowledges the contributions that heating oil and propane providers can make in achieving the state's clean energy goals.



The Right Messages Can Move Public Opinion

Shift in Support/Oppose for the “part of the Vermont Climate Action Plan to switch homeowners from heating oil, propane and natural gas to electricity and electric heat pumps?”



Vermont's electrification policies vastly overstate Vermonters' support, and exceed the will of the people.

The Messages We Need to Focus On

An energy policy that is over-reliant on electrification for transportation and home heating is undependable, unaffordable and unnecessary.

- **Undependable** – Vermont’s aging electric infrastructure cannot take on the enormous demand load that electrify everything would bring. Increased power outages and electricity supply problems would quickly ensue.
- **Unaffordable** – Mandates, new taxes and incentives to electrify (or disincentives not to) will increase energy costs for everyone. Increased electric demand will spike electric rates to unseen levels.
- **Unnecessary** – Renewable alternatives can play a significant role in achieving Vermont’s clean energy goals. Bioheat® fuel, renewable propane and renewable natural gas are less expensive alternatives to an all-electric approach.



A Smart, Aggressive and Practical Campaign

- **Messaging based on our extensive Vermont and Northeast voter polling** about electrification and carbon reduction efforts.
- **Utilizing all of the lessons we have learned** in the Smart Heat NJ and Smarter NY Energy campaigns.
- **Making 1+1 = 3** with highly sophisticated targeting, tracking, AI, dynamic \$ allocation and reporting



Smart Energy Vermont



Digital Advertising

Illustration of various digital advertising formats including desktop, tablet, and smartphone screens displaying ads.



Marketer Tools for Customer Outreach

Illustration of a group of people standing in front of a blue utility truck.



SEO

Illustration of the letters 'SEO' with a magnifying glass over the 'O' and a green upward-trending arrow.



Smart Energy Vermont

Understanding The EHP | Call To Families | Heat Pump Case-Up | Sustainable Solutions

Speak Up For Your Future

The Right Goal, But the Wrong Path

New Jersey's Energy Master Plan outlines a plan to reach 100% clean energy by 2050. While we all support this ultimate goal, the current plan will negatively impact most families in the Garden State.

- The EHP will require whole-house conversions to electric heat that could cost New Jersey families \$20,000 or more.
- It will strain our already fragile electric grid and lead to increased winter power outages.
- Existing heating sources like natural gas, propane and heating oil are already transitioning to low-carbon and no-carbon solutions.

Achieving the EHP's objective without strapping families will require a directional shift. Without it, New Jersey homeowners are in for increased expenses, fewer choices in how they heat and cool their homes, and a potentially dangerous strain on our electric grid.

Consumer Website



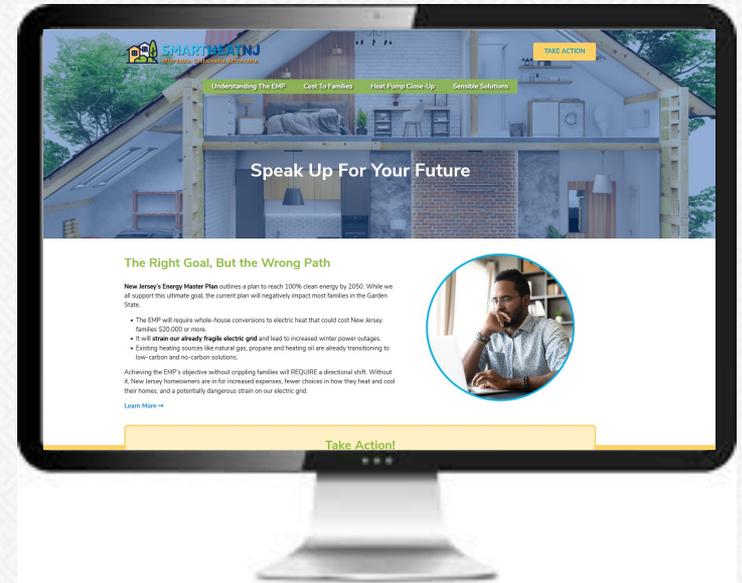
Social Media

Illustration of a laptop displaying 'FACEBOOK ADS' and 'ADS' with social media icons.

Smart Energy Vermont

Consumer-Facing Website

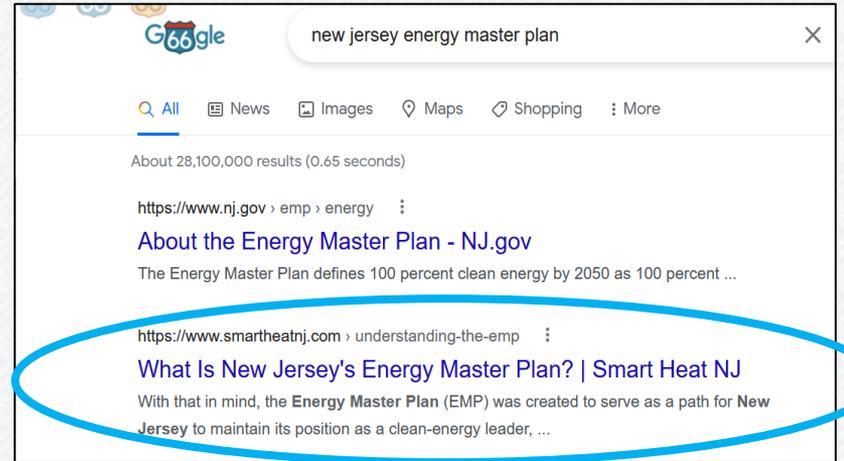
- We need a resource where consumers can gain insights into the realities of electrification and the solutions that renewable alternatives can provide. This site will serve as the hub for Vermont's anti-electrification efforts and will be dynamic to meet industry and consumer needs.
- VFDA stakeholders will be able to link to it and utilize all of its content for customer communication. VFDA will be able to leverage the website to make a stronger pro-bio and pro-propane argument when engaging with policymakers and regulators.



Smart Energy Vermont

Search Engine Optimization

- We'll need the website to rank on Google and other search engines so that consumers find our information when looking for details about Vermont's energy policy. SEO is a substantial undertaking, but critical to ensure our messages reach our audience.
- We will conduct the full suite of SEO activities that are required for Google and other search engines to serve up our content.
- Our goal will be to rank for searches like “Is it better to heat your home with electricity?”, “Converting from oil (or gas) to electric heat pumps” and “Are there drawbacks to an all-electric transportation network?”



Smart Energy Vermont

Social Media/Facebook Advertising

Energy is a hot topic across all media, and social media gives us a unique opportunity to enlist like-minded Vermonters to amplify our message. Our goal will be to influence opinion through a combination of engaging and persuasive posts, and attract discussion/conversation so that our content is seen by a large audience.

We will:



Develop engaging content multiple times per week and boost/promote posts to increase reach.

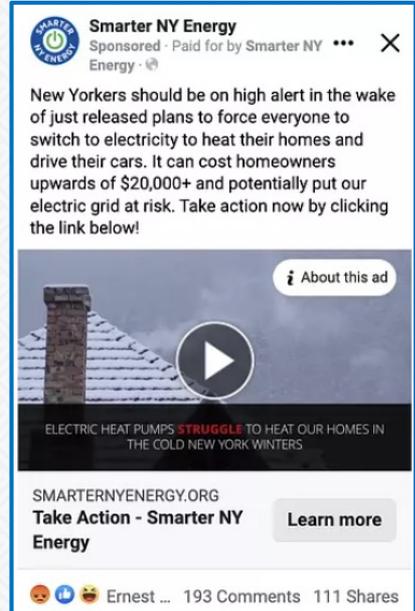


Launch a Facebook advertising campaign that will drive voters to the *Smart Energy Vermont* website and get them to take action.



Amplify the voices of like-minded Vermonters and create an “army of persuaders” who can help take our message further than we could by ourselves.

Our goal will be to generate thousands of consumer engagements all to increase awareness of electrification’s shortcomings and the renewable alternatives to wholesale electrification.



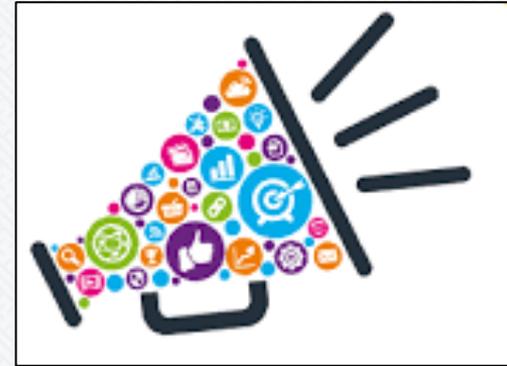
Smart Energy Vermont

Digital Advertising

Digital advertising is a highly effective means to influence and activate consumers. The ability to deliver specific content to highly targeted audiences increases the success of our efforts.

Depending on available budgets, we would deploy the following digital tactics:

- YouTube Advertising
- Targeted Display Advertising
- Addressable Geofencing
- Retargeting



Smart Energy Vermont

Digital Advertising – YouTube Ads

YouTube's TruView platform allows for 15 and 30 second ads to run before specific YouTube videos. We only pay when a viewer has watched the full ad.

TruView also allows us to highly target our audiences and serve up the ads that prove to have the greatest impact with viewers.



Click above to view one of the Smarter NY Energy ads.

Smart Energy Vermont

Digital Advertising - Targeted Display, Retargeting and Addressable Geofencing

Targeted display ads are a powerful tactic to ensure that consumers are seeing the same message multiple times in multiple ways. Think “incredibly targeted billboard ads” that remind consumers of something they’ve seen elsewhere.

Retargeting is a form of display advertising where we will “retarget” Vermonters who have visited our website. Our ads will follow them around online for a period of time, keeping our message in front of them.

Addressable geofencing will allow us to identify physical locations that are important to us. For example, we might select the state capitol or town administration buildings. Every person who enters that location would be served up our ads for the next 30 days. This is an incredibly effective way to deliver our message to key constituents.



This is an example of a 3-panel rotating targeted display ad served up to New Jersey audiences.



Smart Energy Vermont

Marketer Toolkit

Our existing customers can be influenced and activated to stand up with us. Customers who receive anti-electric and pro-renewable information from their fuel companies are much more likely to trust the information we provide and take action in our favor. That's because they directly benefit from our renewable solutions and stand to lose a lot if they are required to transition to electric heat pumps or electrification in general.

We would develop a Vermont Marketer Toolkit that would provide marketers with communication tools they can use to promote the key messages to their customers.



Smart Energy Vermont

Marketer Outreach Strategy

The most effective efforts occur when marketers are amplifying the message to reach tens of thousands of consumers. This takes commitment from stakeholders and guidance/support from Warm Thoughts. To ensure success, we will aggressively engage with dealers and will:

- Conduct webinars to get marketers and their staffs to effectively deploy emails, letters, postcards, etc.
- Provide personal support to marketers who need help deploying these tools. In some cases, marketers may just need some personal coaching. In other cases, they may need someone to actually deploy the materials. We will provide either upon request.

STOP THE NEW YORK CARBON TAX

The Carbon Tax Could Thousands of Do

Attention Combined Energy Services propane & H
Your elected state officials have proposed a "carb'
NY resident's home heating and driv

Tell your elected representatives enough is enoug
This tax would affect anyone who buys gasoline, o
heating oil or electricity

[Find out more!](#)

Did you know NYS is forcing residents to convert to electric heating, water heating & cooking in 2030? They're even outlawing outdoor wood burning boilers that same time. In 2035 - NY is outlawing the sale of anything new with an "internal combustion engine" meaning: cars, pick-ups, vans, motorcycles, lawnmowers, boats, UTVs/ ATVs, snow blowers, snowmobiles.

Tell Albany Politicians don't force expensive electric on us! Here's an easy way to tell them NO: www.smarterNYenergy.org

Important Info for NY Residents

**Forced Electric Heat 2030
Cars, Trucks, Boats, etc 2035**

312,747 People reached 46,766 Engagements ↑ +453.8x higher Distribution score [Boost post](#)

101 231 Comments 3K Shares



Smart Energy Vermont

Reporting, Metrics and Data

We will be collecting millions of data points that will help us optimize performance throughout the campaign.

Powerful digital AI (artificial intelligence) will shape which ads gets served up to which audiences. Google analytics will tell us which content is being digested by consumers. Social media posts and ads will track every data point as well.

Results will be reported to VFDA on a regular basis and quarterly at a minimum.



Video	Impressions	Views	Clicks	VTR	CTR	Take Action			
						Submission Last	Submission	Submission Conversion Rate	
						Click Conversion	Viewthrough	Totals	
Are you happy about being forced to convert your home?	1,643,641	259,209	10,882	15.77%	0.66%	1,808	203	2,011	18%
NY Climate Action Plans will cost you thousands of dollars	1,059,474	80,456	3097	7.59%	0.29%	428	33	461	13%
NY's Electric Grid is about to get even worse.	212,174	20,546	995	9.68%	0.47%	114	15	129	13%
Plans to rapidly electrify everything could prove disastrous for NY.	126,532	16,104	755	12.73%	0.60%	105	12	117	15%
NY Climate Action Plans- the cold, hard truth.	178,081	7,139	472	4.01%	0.27%	80	12	92	19%
Radical changes are coming to your NY home	145,058	20,961	599	14.45%	0.41%	44	4	48	8%
		404,415							

*Note: Data sorted by most Take-Action submissions.





Where does VFDA Go From Here?

VFDA
vermontfuel.com

Unite...

VFDA is comprised of companies with varied interests, beliefs and perspectives about the very best path forward for energy policy in the state.

The differences that may exist between a heating oil company, a propane marketer or a trucking operation are insignificant in the face of the existential threat of electrification.

The unifying force for VFDA stakeholders and other allied parties is that **electrification-only policies will destroy our industry and also happen to be a poor substitute for a reasonable, responsible, renewable and diverse energy policy.**



Support...

The states that have been successful at pushing back against narrow electrification have been those whose stakeholders have recognized the severity of the threat and the need to respond immediately.

Thirty dealers in New Jersey raised \$600,000. Fifty – and counting – heating oil dealers, propane marketers and manufacturers in New York will raise more than \$1,000,000.

Vermont stakeholders will need to determine how much their future is worth.

Warm Thoughts would help VFDA deploy the communications and fundraising strategies that have proven effective in other states.



Act...

The next legislative session is right around the corner. If we hope to influence the discussion, the time to act is now.

We have devised 12-month budgets with line items broken out to give you a sense of what is possible. This budget is for illustration purposes only. Once Vermont knows what resources it has at its disposal, we would then determine the size and scope of the effort.

For planning purposes, we would counsel VFDA that a minimum budget of \$50,000 would be required to develop an effective program. A budget in the \$150,000-\$200,000 would allow for a broad and integrated campaign with substantial reach across the state.

Core Activities

Component	Budget
Website Creation and SEO	\$18,000
Social Media	\$12,000
Marketer Toolkit, Dealer Outreach and Fundraising Support	\$22,000
Total	\$50,000

Outbound Marketing Activities (to be increased or decreased depending on budget)

Component	Budget
Facebook Advertising	\$24,000
Digital Advertising - YouTube	\$24,000
Digital Advertising – Targeted Display, Retargeting, Geofencing	\$60,000
Total	\$108,000



A Final Word

We are excited for the opportunity to lead Vermont's effort to carve out a stronger and brighter future for the delivered fuels and transportation industries.

We believe that our reputation combined with our proven track record for delivering real results in the battle against electrification makes us the ideal partner.

However, we are under no illusions. This project will require dexterity in navigating the political realities that we face in the Granite State. It will require superior strategic abilities and executional skills. And it will be our absolute pleasure to fight alongside you.

Rich and the Warm Thoughts team



Rich Carrione
Vice President, Operations

rcarrione@warmthoughts.com

973-632-8793