

Penta Policy Insiders

California Insights Review Series

Environment



Executive Summary

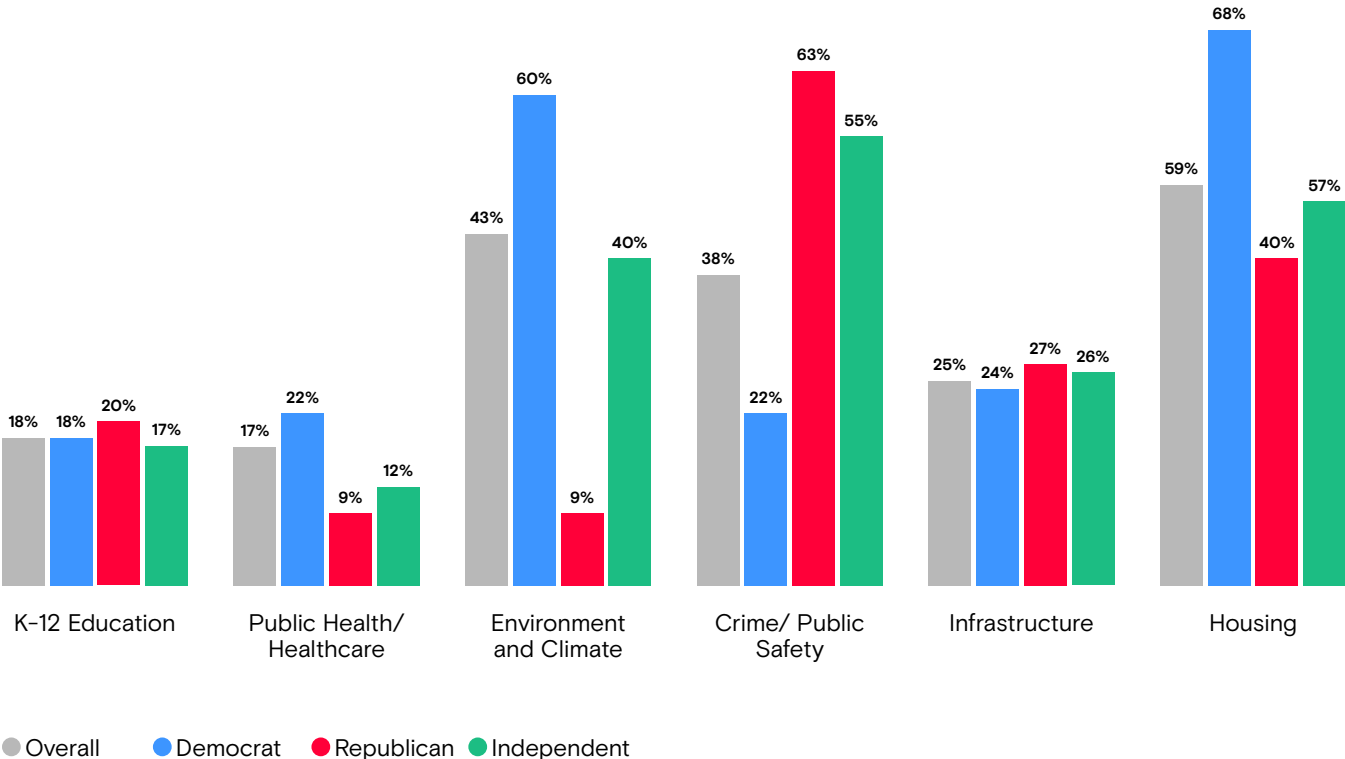
We are thrilled to share our findings from our fourth annual California Insights Review. From April to July 2022, we interviewed over 371 policymakers in California to gain a deeper understanding of the policy priorities for the state and what the private sector is doing to engage with the identified challenges.

Along with issues such as housing, infrastructure, and healthcare, one of the most significant challenges we heard policymakers detail is the

environment. Policymakers also discuss how they would like to see the private sector get involved to help solve some of these concerns, and note that this kind of engagement would be beneficial to both local communities and the state as a whole.

This report is the third in a series that examines California policymakers' top policy priorities of 2022. This review examines Environment in the state.

Which of the following do you view as the most pressing issues facing the state?



Qualitative n=49, Quantitative n=322

Environment

The environment is a significant concern for California policymakers, with 43 percent of respondents indicating that the climate is a pressing issue for the state. In fact, recent studies show climate change has doubled the chances of a disastrous flood happening in California in the next four decades.¹ State policymakers are concerned about the role of the oil and gas industry in contributing to climate change, the increased frequency of extreme weather events, and natural disasters. To combat these challenges, policymakers highlight the importance of corporate social responsibility in addressing the variety of climate-related issues facing the state.

California's Oil and Gas Industry

Although California is a top oil producer,² policymakers are split on their perceptions of the state's oil and gas industry, with many policymakers citing concerns about oil and gas development amidst a worsening climate crisis.



I think we need to become more energy independent... right now [energy companies] are pushing for getting rid of natural gas and wanting all new homes here in California to be all-electric. It takes more energy to produce electricity than it does us having gas in our homes. So there again, **I think while we're trying to be frugal on climate, the reality is we're actually doing more harm.**

Councilmember, Municipal, R



The oil and gas industry should do a better job of engaging with the communities that have concerns about their production. We hear from those communities all the time. And they have very real concerns.

Deputy Secretary, Executive, D



In California, we have sort of an interesting relationship with the energy industry. We have a very high need for energy. But **we also have a very strong environmental contingent here in California that has deep concerns about expanding oil and gas development.**

Legislative Director, Legislative, D



I think oil and gas companies are environmentally conscious. I think they do the best they can. More research needs to be done on how they can eliminate pollution and then also the government regulation piece, making sure that everything is done correctly.

Councilmember, Municipal, R

Growing Concern About Extreme Weather Events

Across party lines, California policymakers are concerned about the frequency of extreme weather events in the state, ranging from droughts to sea level rise, and believe there must be state-wide solutions to curb the increase in catastrophic climate events.



The biggest issue that we face right now in terms of climate change is that throughout the whole year, we're on fire. Personally, my wife and I have been evacuated twice because of fires over the summer. So, **I think what we're seeing right now is going to be an ongoing issue and it wasn't addressed years ago when it could have been.**

Executive Officer, Executive, D



Extreme weather is a top policy concern. The lack of water, lack of rainfall and sea level rise is going to be a big deal. Even though my community probably won't get impacted, **there'll be an impact at the state level that will cost all of us.** Air quality and water are always huge drivers of growth and development. And if you don't have water and wastewater and good air quality, you're bound to have a lot of other issues.

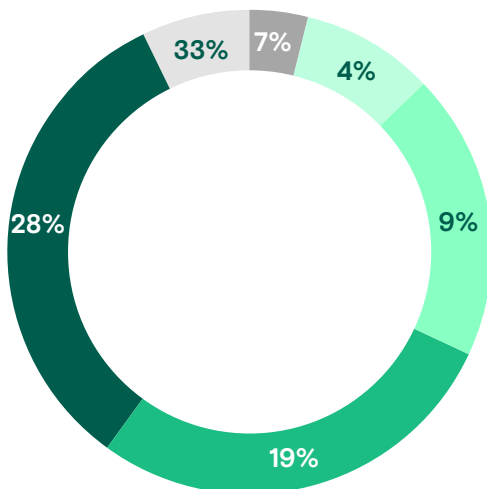
Mayor, Municipal, R

Role of Private Sector and Corporate Social Responsibility

Green energy and alternatives to fossil fuels have become especially important amidst the war in Ukraine. Policymakers emphasize the importance of Europe's energy becoming self-sufficient, instead of relying on Russian oil and gas. Self-sufficiency would provide political, economic, and environmental benefits.

Importance of Organizational Commitment to Environmental Responsibility

n=313



Policymakers - **89 percent** - believe it's important for organizations to have a commitment to environmental responsibility. Some public sector decision-makers see opportunities for public-private partnerships in working toward a more sustainable state.

- Not at all important
- Slightly important
- Moderately important
- Very important
- Extremely important
- I have no opinion



I would like to see their active participation in markets that drive action on climate. And I would like to see a real commitment to transitioning to climate-friendly practices, products, supply chains, etc, and being very clear with the public sector about what they need to do, and how we can be partners in helping to make that happen.

Deputy Secretary, Executive, D



We need oversight to make sure the oil companies don't take shortcuts on this type of thing" [when answering a question on how corporations can be more environmentally conscious].

Councilmember, Municipal, R

Conclusion

California policymakers, regardless of party affiliation, are concerned with the effects of climate change in the state, particularly regarding the frequency of extreme weather events and the role of the oil and gas industry in addressing the various effects of climate change on communities. Furthermore, decision-makers see opportunity for private industries to increase their social responsibility efforts toward building a more climate-resilient California.

Penta Strategy

Corporate Strategy

Reputation & Brand
Management / Tracking

Product Strategy & Innovation

Issue Management

Customer Segmentation

Executive Engagement & Positioning

Messaging, Communications,
& Go-To-Market

Media Relations & Crisis Management

Advertising & Digital Strategy

Penta Intelligence

Momentum Measurement

Reputational Analysis

Policymaker Research

Trend Forecasting: What's Next?

Message Testing

Media Monitoring & Analysis

Risk Assessment

ESG & DEI Analysis

Custom Research & Predictive Analytics

Public Opinion Polling

Stakeholder Mapping & Research

About Penta Policy Insiders

Penta provides direct feedback from policymakers to government relations professionals, improving advocates' ability to understand, validate, and improve the efficiency and effectiveness of their engagement.

About Penta

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Citations

1. <https://www.science.org/doi/10.1126/sciadv.abq0995>
2. <https://www.conservation.ca.gov/calgem/Pages/Oil-and-Gas.aspx>

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