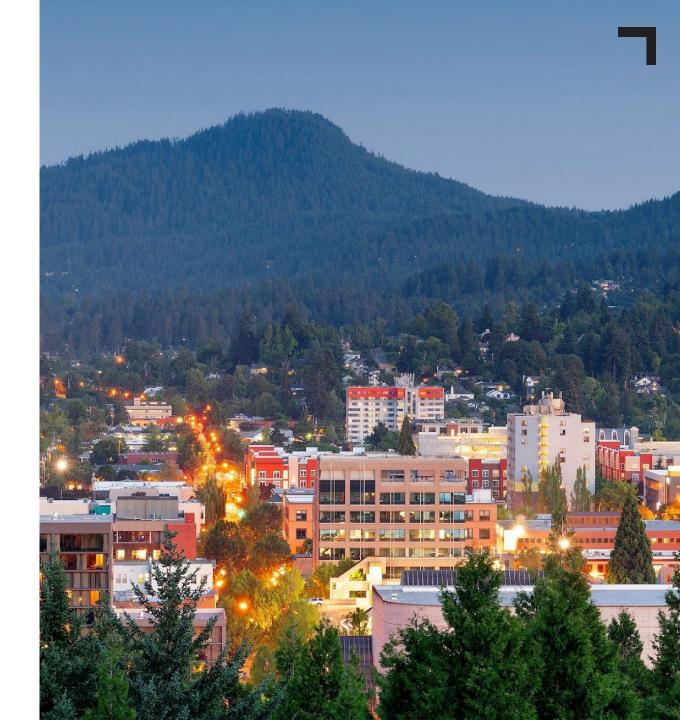
ANNE MARIE LEVIS

PRESIDENT & CREATIVE DIRECTOR



CAMPAIGN MANAGER

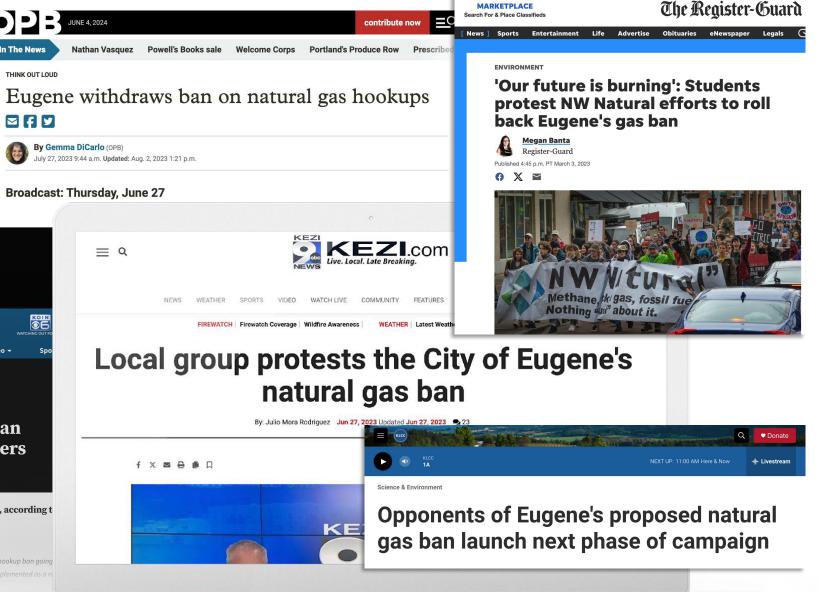




ISSUE:

Eugene, Oregon population ~ 120,000.
Home to the University of
Oregon. At the forefront of
Oregon's fight on climate
with a focus on banning
natural gas.





WHAT WE DID TO ENGAGE THE COMMUNITY

- Established a Coalition of Businesses Associations, Tourism, Restaurant and Lodging, Unions, Agricultural Associations, Homebuilders and others
- Used research to understand community perceptions
- Created a Brand for effort
- Attended public meetings and presented more than 4,000 signatures against a ban
- Created a petition committee to gather more than 12,000 signatures to reverse a gas ban
- Launched Campaign
- Meetings with elected officials and key stakeholders





























TIMELINE

FEB. 6 2023

FEB. 7 2023 MAR. 9 2023

APR. 2023

JUL. 10 2023 AUG. 2023-PRESENT

Eugene City
Council votes 5-3
to ban natural gas
in new home
construction.

Petition
Committee begins
gathering
signatures to send
the ordinance to
the ballot.

Petition
Committee turns
in more than
12,000
signatures to
reverse gas ban.

Ninth Circuit Court of Appeals strikes down Berkeley's gas ban as invalid under federal law. Eugene City Council unanimously votes to repeal the ban, citing Eugene for Energy Choice and the Berkeley decision.

Continued
engagement with
coalition, elected
leader and partners
to keep issue front
and center.

WHEREARE WE NOW?

Fighting against any new regulations through outreach and engagement.

- Continue Coalition
- Electeds Outreach
- Case Studies on Decarbonization
- Media Outreach
- Attending Public Meetings

