

Permitting Reform

Unleashing the full force of American energy is important not only for the economy and national security but also for our climate. It's important to acknowledge that American energy is clean energy – American natural gas is 41% cleaner than natural gas produced in Russia. By leading the world in energy production, the United States is leading the world on climate.

It's time to produce clean energy in America.

 <p>DO'S</p>	 <p>DON'TS</p>	<p>AND NOW SOME CONTEXT</p>
<p>“Cut red tape to unleash American energy.”</p>	<p>“Cut red tape.”</p>	<p>The average American doesn't know <i>why</i> we need to cut red tape, so your messaging should clearly explain what is possible if we streamline the energy permitting process. Give your audience a vision to believe in.</p>
<p>“America needs an ‘all of the above’ energy strategy.”</p>	<p>“We need more pipelines and drilling in this country.”</p>	<p>The future of American energy is all of the above. This is the only way we will have affordable, reliable, and increasingly clean energy. Only emphasizing fossil fuels' role does not resonate with young Americans, including young conservatives.</p>
<p>“Permitting reform will ensure affordable, reliable, and increasingly clean energy.”</p>	<p>“Our current permitting process handicaps American natural gas and coal.”</p>	<p>The majority of energy projects held up in our permitting system are <i>clean</i> energy. For permitting reform to resonate with young, right-of-center Americans, it's imperative to emphasize its effect on the clean energy industry.</p>
<p>“We will not have a secure clean energy future without permitting reform.”</p>	<p>“Our country's energy security is in peril without permitting reform.”</p>	<p>While energy security is an essential goal, energy security alone is not enough to satisfy younger audiences. Having a secure <i>and</i> clean energy future is the priority.</p>
<p>“Energy projects should be built here, where we have the highest environmental standards in the world.”</p>	<p>“Unnecessary environmental protection hurts American energy production.”</p>	<p>Permitting reform is <i>not</i> about making environmental degradation easier. It's about streamlining processes so that we can build <i>and</i> protect our environment.</p>
<p>Give specific examples of energy projects held back by onerous regulations</p>	<p>Speak about permitting in vague terms</p>	<p>It takes about 4.5 years and \$4.2 million for potential energy projects to work their way through our complex permitting process. While these numbers are striking, specific examples of projects held up in bureaucracy illustrate this challenge and them more concrete.</p>

1. <https://www.energy.gov/sites/prod/files/2019/09/f66/2019%20NETL%20LCA-GHC%20Report.pdf>
 2. <https://static1.squarespace.com/static/594749a459cc68025728c8d1/t/621538339f79451ea84db593/1645557821271/Youth+Views+on+Climate+%26+Environment+ACC.pdf> (PAGE 23)
 3. https://static1.squarespace.com/static/594749a459cc68025728c8d1/t/63b57dae298198354f99f638/1672838574950/Luntz+2nd+OnePager_FINAL.pdf
 4. <https://www.rstreet.org/commentary/current-share-of-energy-projects-requiring-high-level-review-that-are-clean-energy/>
 5. https://ceq.doe.gov/docs/nea-practice/CEO_EIS_Timeline_Report_2020-6-12.pdf
 6. https://www.api.org/-/media/files/policy/infrastructure/2020/api_nea_onepager_final_digital.pdf