



2 July 2013

## 2013 Priorities by Program Area:

(Legislative & Regulatory Affairs, Membership, Marketing & Education, Working Groups)

### Legislative and Regulatory Affairs (Federal Affairs)

- Co-Chair: Doug Ross, Green Ground Law PLLC
- Co-Chair: Bernie Sheff, Anaergia

### Federal Affairs Mission

- Mission of the federal government affairs function (perpetual):
  - Identify policy issues of importance to ABC members and pursue introduction, advancement and strengthening of those policies at the federal government level
  - Increase the exposure of biogas/AD to all branches of government and the policy community, and become a sought-after voice in policy discussions affecting ABC members
  - Foster close working relationships with other associations and NGOs who share ABC's goals.

### Federal Affairs Goals

- Target these key sections of the government to take actions which will improve the climate for conducting biogas business in the U.S.:
  - White House (Senior Advisors, Council on Environmental Quality, etc.)
  - Federal Agencies (DOE, EPA, USDA)
  - Congressional Committees (Ways & Means, Senate Tax, Energy, Agriculture)
- Specific policy goals for 2013
  - Federal Legislation
    - Protect the Renewable Fuel Standard (RFS) from attempts to weaken it; work with EPA to include all relevant pathways to biogas
    - Farm Bill Energy Titles: Secure mandatory, full funding for the Energy Title of a five year comprehensive Farm bill
    - Renewable Energy Tax Credits: Comprehensive tax reform should promote renewable energy. Credits should be technology neutral and permanent
    - Climate Change: Promote the use of digesters to address the short lived climate pollutant, methane, which is generated by landfills and waste water treatment facilities
    - Natural Gas: promote natural gas as a cleaner alternative to fossil fuels. Push for expanded natural gas vehicle fleet in US, increasing ABC members' ability to market CRNG for transport fuel

- Biogas Section 48 Tax Credit: Expand Section 48 Investment Tax Credit to facilities that produce biogas for export without requiring facility to generate electricity
- Federal Agencies
  - EPA: Obtain clarification of RFS pathways to allow all ABC feedstocks to qualify. Encourage EPA to expand its leadership and education role beyond AgSTAR by participating actively in Biodigester-Biogas Workgroups (Research, Policy, Education)Department of Energy: Encourage nascent movement within DOE to recognize Biogas
  - Department of Agriculture: Continue to engage USDA on implementation of Farm Bill Energy Title programs to maximum benefit of ABC members
  - Department of Defense: Continue to engage DOD, looking for ways that ABC members can make their technology available to US military installations
  - Department of Energy: Encourage movement within to DOE to create and fund biogas projects and R&D within the Biomass Program Office.
- Prepare briefing documents on key issues to use when meeting with Congress and to increase ABC Member knowledge on key topics

### **Legislative and Regulatory Affairs (State Affairs)**

- Co-Chair: Norma McDonald, Organic Waste Systems
- Co-Chair: Tony Callendrello, NEO Energy

### **State Affairs Mission**

- Identify legislative and regulatory policy issues of importance to ABC members and pursue introduction, advancement and strengthening of those policies at the state and local government level
- Increase the exposure of biogas/AD to all branches of state government and the policy community, and become a sought-after voice in policy discussions affecting ABC members
- Foster close working relationships with other associations and NGOs at the state level who share ABC's goals.

### **State Affairs Goals**

- Publish Model Organics Diversion legislation; work with members to introduce in several states, and work towards adoption
- Mine state and state agency sites to identify new biogas-relevant state policies and share with members for awareness and/or action
- Identify and support regulatory and legislative initiatives, grants and opportunities that will support of biogas projects
- Increase ABC members' knowledge so they can be more effective advocates for issues that impact their business (including state legislative structure)
- Increase state regulators' and legislators' knowledge on how certain policies impact biogas businesses
- Form State/regional task force(s) to spearhead efforts as opportunities arise

## **Membership Committee**

- Chair: Paul Greene, O'Brien & Gere

## **Membership Mission**

- Broaden and deepen the membership to include all key sectors of the biogas industry
- Ensure the value proposition of the ABC is clearly articulated to prospective and current ABC members.
- Ensure new members are welcomed and appropriately initiated with regard to the opportunities available to gain more value out of their ABC membership and contribute to ABC programs.
- Instill the value of member growth in all Board members

## **Membership Goals**

- 200 members by the end of 2013 (60 new members) especially in these sectors:
  - Municipalities
  - Wastewater treatment plants
  - Engineering firms (esp. engineering firms servicing wastewater industry)
  - Professional service firms
  - Equipment vendors
- Increase the conversion of prospective members to active ABC members.
- Develop and implement a member retention program
- Collect data on why members joined, why they left, and who new members think should also be members.
- Attend biogas industry conferences and those serving key industry sectors where ABC membership is weak.
- Review and update where necessary our membership marketing tools.

## **Marketing and Education Committee**

- Co-Chair: Chris Voel, BioCNG
- Co-Chair: Kendall Christiansen, Gaia Strategies
- Co-Chair: Kim Lee, Rollcast Energy, Inc

## **Marketing & Education Mission**

- Promote the economic and environmental sustainability advantages of biogas and anaerobic digestion among the general public, elected officials, civil servants, NGOs and the private sector.
- Promote the ABC as the voice of the biogas industry.

## **Marketing & Education Goals**

1. Finalize several on-going 2012 efforts including:
  - standardized presentations for biogas and digester technologies,
  - digester technology graphics,
  - glossary of terms,
  - industry market data survey/analysis, and
  - project mapping.
2. Fully engage the landfill gas, wastewater and municipal sectors – supporting efforts towards membership growth, revenue generation and legislative reach.
3. Enhance and expand outreach through existing and new channels – website, print, social media, workshops, webinars, tours, face to face meetings.
4. Clearly define outreach audiences we wish to influence and tools designed for each, with a focus on bringing value to current ABC Members.
5. Explore opportunities for engaging the ‘next generation’ through university system.
6. Strengthen ABC’s relationship to existing biogas, digester, livestock, agro-industrial, landfill, wastewater, and renewable energy industry channels – e.g., AgSTAR, LMOP, NACWA, WEF, USDA, ACORE, 25x25, Innovation Center for US Dairy, etc.
7. Develop tools to recognize shifts in the market for biogas-based energy – inexpensive natural gas, dropping electric prices, dwindling incentives, opportunity for vehicle fuel.

## Working Groups

- **Biomethane**
  - o Co-Chair: Bernie Sheff, Anaergia
  - o Co-Chair: Sean Mezei, Flotech-Greenlane North America
  - o Goal: Develop a set of presentations which describe how biogas upgrading technologies work and some project applications
- **Biogas Industry Data**
  - o Chair: Ben Mathews, Caterpillar
  - o Goal: Complete the current biogas industry data map and post online to aide future project financing and educate others on the state of the industry.
- **Biogas Industry Connection**
  - o Chair: Richard Mattocks, Biothane/Veolia
  - o Goal: Connect industry jobs and internships with job seekers and students
- **AD Co-Products**
  - o Co-Chair: Amy Kessler, Turning Earth
  - o Co-Chair: Tom Ferencevic, Yield Energy Inc
  - o Goal: Determine how much biogas system co-products from the agricultural and industrial sectors are used.
- **Municipalities**
  - o Chair: Chris Voell, BioCNG
  - o Goal: Will meet for the first time in 2013
- **Biofuel**
  - o Chair: Rolfe Philip, Yield Energy
  - o Goal: Will meet for the first time in 2013