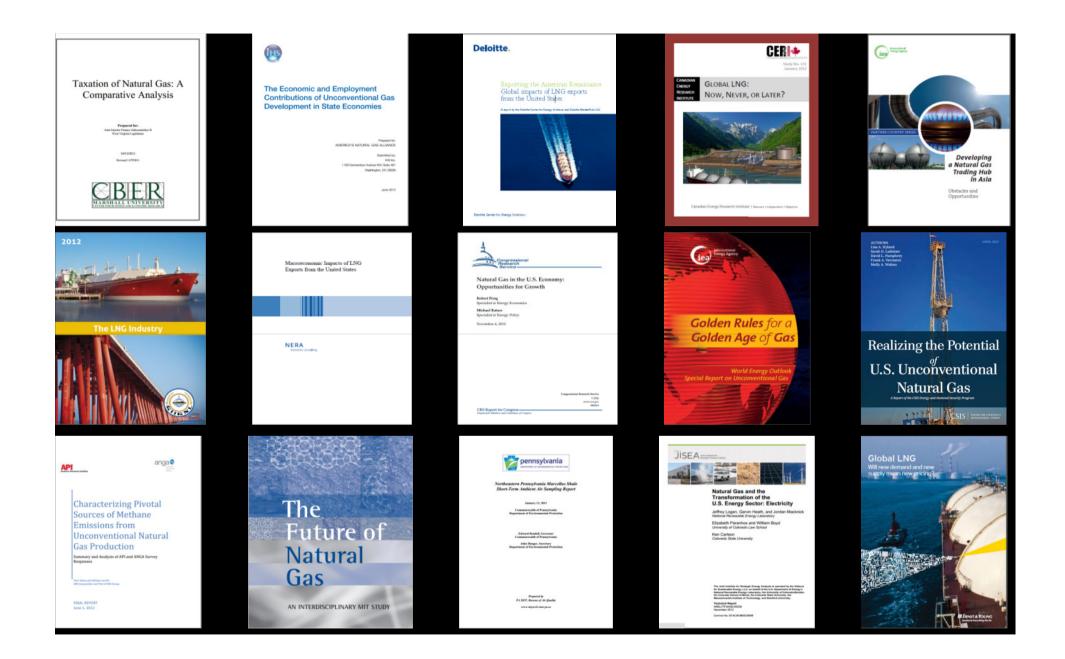


Fueling the Future

Kathryn Clay, Ph.D. Executive Director American Gas Foundation International Gas Union Marketing and Communications Meeting AGA | Washington D.C. October 8, 2013

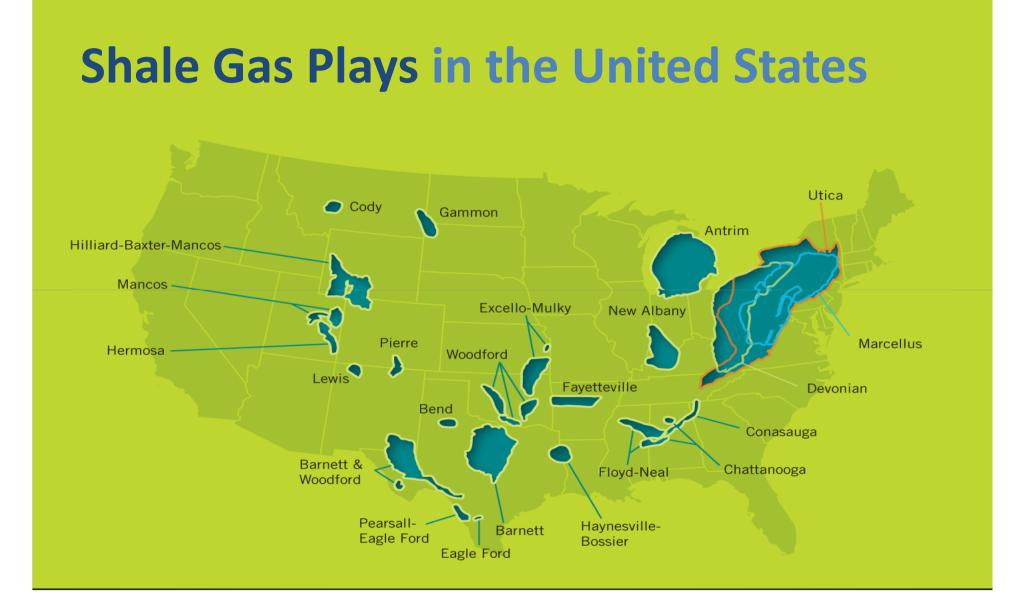
In 2000

	The sequence of provide the second and the second a
Natural gas is	Role of Natural Gas Should Grow
the cleanest,	Technologies - Cas Foundation study "Fueling the First
most efficient	ural east industry of the track faced the U.S. hat-
fossil fuel,	domestically along the domestically along the field that is 32 - * Temperature
Increased use of	or coal, and over three times as efficient as else-
natural gas could help the	American commy? This paradox is all the more puzzling given the fact that it has been national policy, as affirmed by suc-
nation meet its	tuse of natural gas.
environmental,	"Fueling the Future" proves that a root of the second and the seco
economic and	overview the works not been fully realized. It then outlines a comprehensive United States better meet its energy needs for the sum of the states better meet its energy needs for the sum of the states better meet its energy needs for the sum of the sum of the states are sum of the stat
national security	addresses the questions of how nucl natural gas might be used and how as well as what national benefits — environmental, economic, conservation — might result from such increased use.
goals.	Released in February 2000, the study forecasts that U.S. consumption of natural gas could rise more than 60 percent — from today's 22 quadrillion Btu (quadr to a least 33 quadr over the next 20 years if national policy allows; The study escato- nes two gas commungtion scenarios: The "current projection" shows gas denand demand could no 33 quadr in 2020, the "accelerated projection" concludes according to the study.

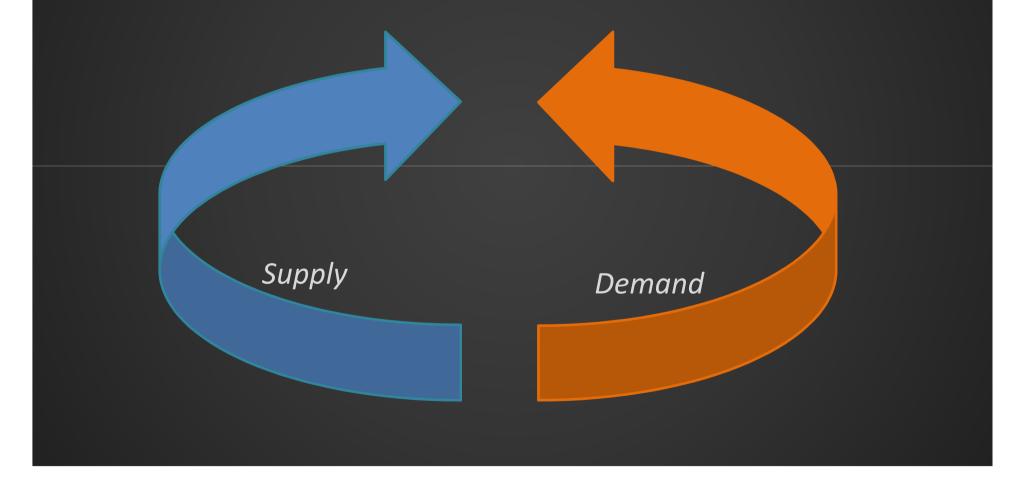


Our Goal for *Fueling the Future 2013*

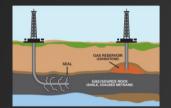
Stand apart from the crowd – by telling the LDC story.



How can we encourage "abundant demand" to realize the benefits of abundant supply?



A National Look at Natural Gas Demand Potential:



Supply



Economic Impacts



Environment



Energy Efficiency



Power Generation



Industrial



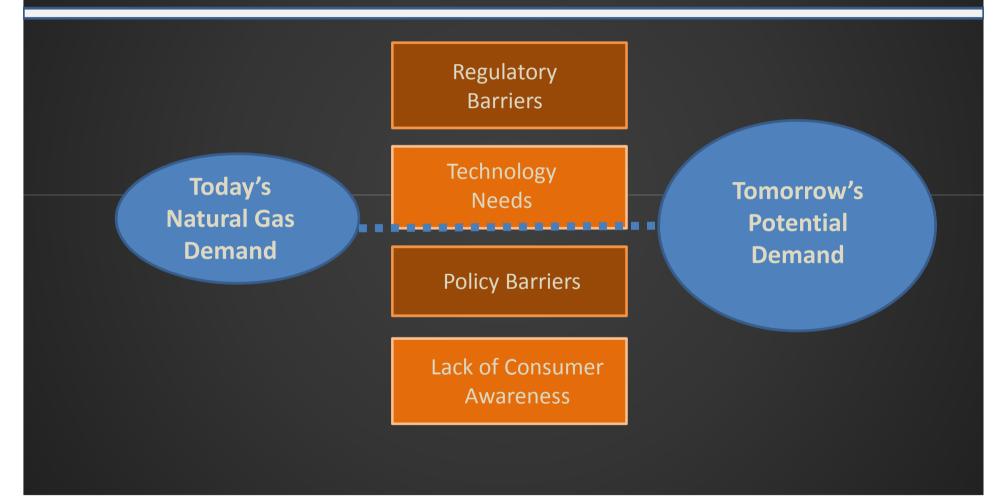
Residential/ Commercial





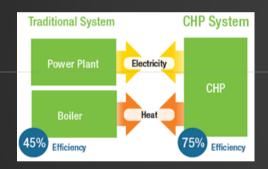
Export

Fueling the Future identifies innovative approaches to overcome barriers.



Growth opportunities – What are the potential game changers?

Combined Heat and Power



Natural Gas Vehicles





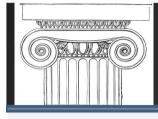
Fueling the Future Program Elements

1 Content Production & Industry Alignment	2 Hard Launch	3 New York City Plan	
Rich Digital Media Production	D.C. Press Event	Salon	
Social Media Planning	Media & Influencer Outreach	Media & Influencer Meetings	
Document Sharing Hub	Op-ed		
Industry Alignment			

Ongoing: Messaging, Materials, Monitoring, Metrics, Search

Georgetown University Energy Prize

- Launching in February 2014 in Washington D.C. with DOE Secretary Moniz
- \$5 million purse
- Open to communities with populations 5,000 to 200,000
- Two-year competition on reducing electric and natural gas consumption in residences and municipal buildings
- Figure of merit is full fuel cycle efficiency
- An on-line "dashboard" will use data visualization to help educate consumers in competing communities



American Gas Foundation

Comments or Questions

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