

Offshore Wind Constitutional Amendment Messages and Framing

Ballot Language

"Do you support an amendment to require that federal revenues received by the state generated from Outer Continental Shelf alternative or renewable energy production be deposited into the Coastal Protection and Restoration Fund?"

Messages

- **"If the money comes, we give it to the coast."**
 - Simple and high level. No need for details about energy production in the gulf; or speculation about the speed of the energy transition away from oil and gas; no arguments about where or how to do wind;
- **"Energy addition" and economic development is a good theme...**
 - All of the above energy state...(and all offshore energy production depends on a healthy coast)
 - Ensures that as energy production grows and changes in the Gulf all users are contributing to the preservation of the coast that makes that production possible.
 - "Let's build on our ability to supply the world's energy needs by producing even more energy through innovations like hydrogen and offshore wind. *This isn't about replacing our traditional energy efforts. It's about enhancing them, while embracing innovation and preparing for the growing global energy demand.*"(Ehrhardt, Faucheux, and Moncla in the [Advocate on 7/31](#))
 - "It is vital that we remain firm in our support of Louisiana's energy expansion for the people of the industry. Our action or inaction today will determine whether Louisiana's position as a premier energy-producing state will be preserved or threatened." (Ehrhardt, Faucheux, and Moncla in the [Advocate on 7/31](#))
- **Represents a new revenue stream**
 - Not taking away from anyone; not taking revenues away from another cause, not favoring one type of energy over another; not about pitting wind against oil and gas;
 - Does not increase costs for energy producers; rather, it redirects money that would go to the federal treasury to coastal protection and restoration projects in LA.

- **OSW industry is positive for Louisiana**
 - a supplemental revenue stream for energy companies diversifying their business so that while oil is volatile, they can continue to stay in business and put people to work.
 - At least 15 companies have already supplied goods and services for offshore wind projects
 - More than 450 companies across LA could one-day support offshore wind.
 - LA's export potential and procurement goals for Offshore Wind could generate more than 3,700 jobs across manufacturing, shipbuilding, installation and commissioning, and operations and maintenance by 2031.
 - Signals to the market that LA is excited about wind, we want to see it in the Gulf, we want to be part of the solutions for the national supply chain, and we want to see it also bolster coastal restoration efforts.
- **Constitutional Amendment Supports the Coastal Master Plan**
 - This is the first near-term step we can take to start to fill in the funding gap that we know is coming when the BP money runs out in 2031
 - Science-based Coastal Master Plan and protections on the CPR Trust Fund ensure that these dollars will continue to support projects that work and will last

Slogans and Simplest Possible Messages

- No Coast, No Energy
- New Funding from New Energy
- All Types of Energy should Invest in the preservation of our Coastal Communities
- Energy First (first amendment on the ballot)
- Vote the Coast