

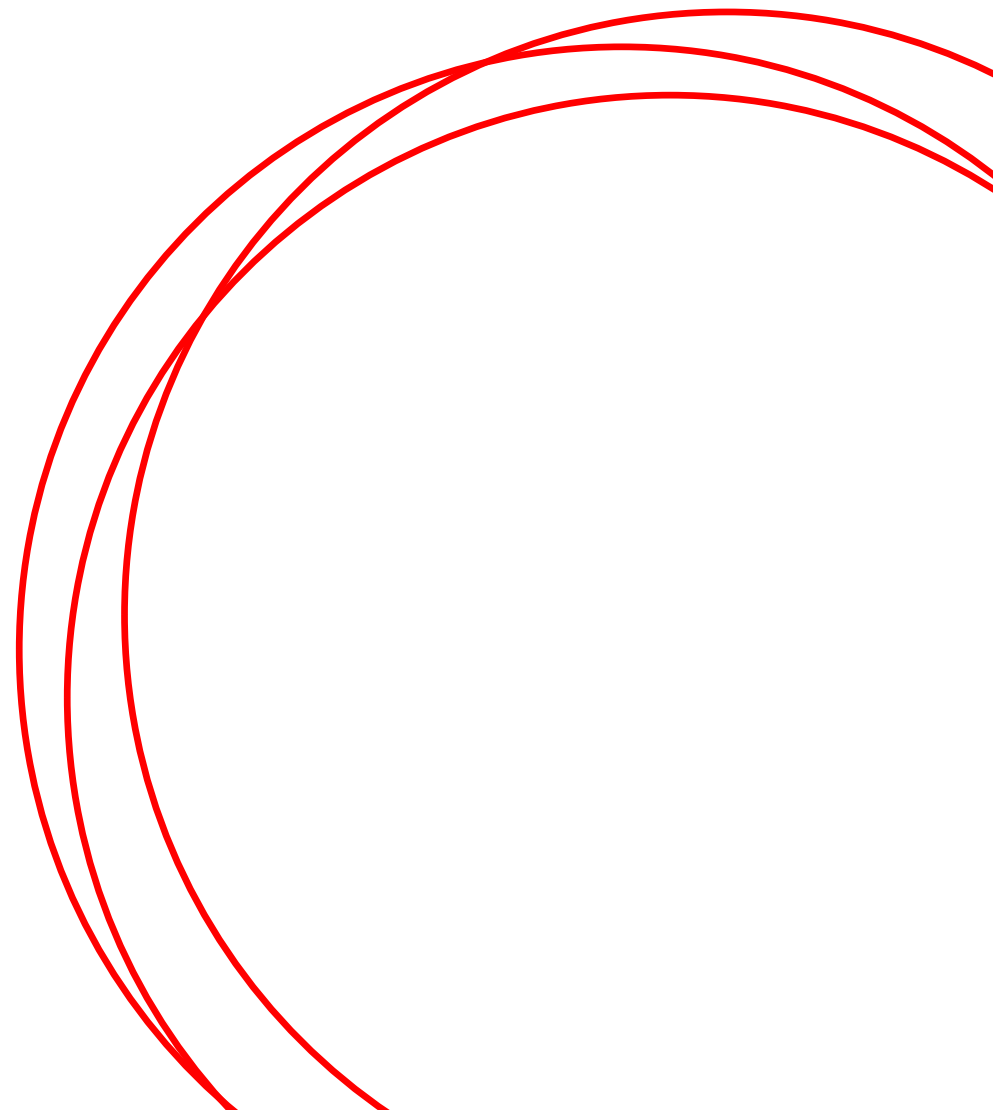
March 13, 2024

Economic Impact 2024

Building public support through community engagement
and building effective communications tools

BRAVOGROUP

©2024, confidential.



We work differently.

Our singular focus is delivering a win for our clients

- Integrated strategy
- Data-driven
- Audience-centric





PA Chemical Industry Council



Your Advocate for the Business of Chemistry

- Economic Impact
- High-Paying Jobs
- Generating Tax Revenue



Chemistry is Essential

Chemistry and plastics production are critical to modern life.



Health Care



Medicines



Adhesives



Electronics



Food Packaging



Renewables



Energy Efficiency



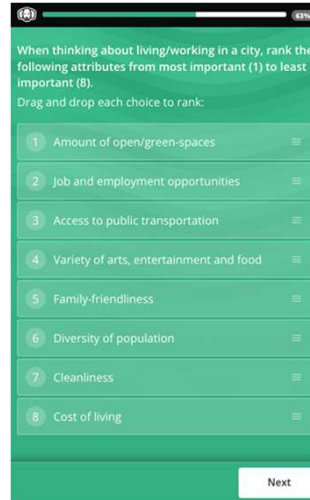


WHEN YOU NEED A FRIEND
**IT'S TOO LATE
TO MAKE ONE**

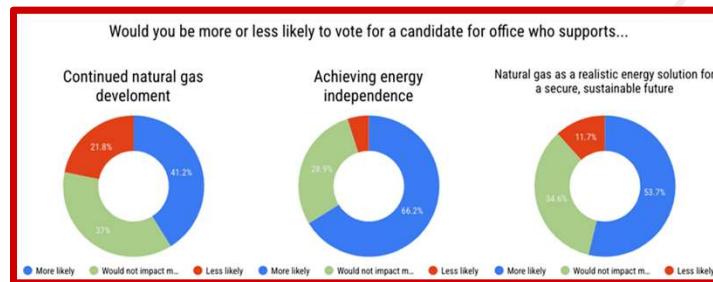
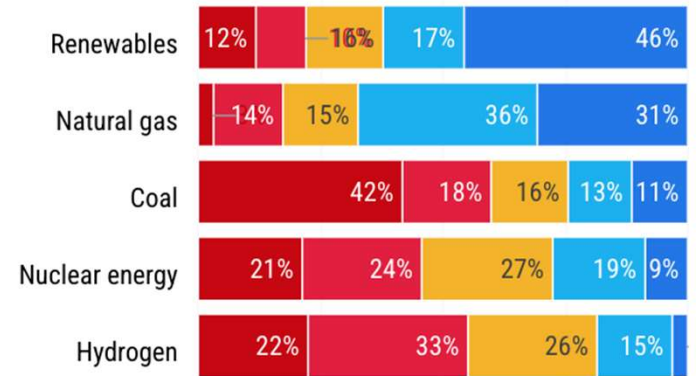
Do Your Homework

Upfront planning and research will help to establish a sound strategy for success.

- Alignment
- Identify challenges and opportunities
- Landscape and political analysis



IMPORTANT ENERGY FOR PA'S FUTURE
Rank: Least important impact 5 4 3 2 1 Most important





Identify Your Audiences

Determine your audiences including who is directly and indirectly involved in the process (permitting, approvals).

- Stakeholder mapping
- Identify decision makers
- Identify potential allies

Build an outreach strategy that emphasizes local engagement and branches out as needed.

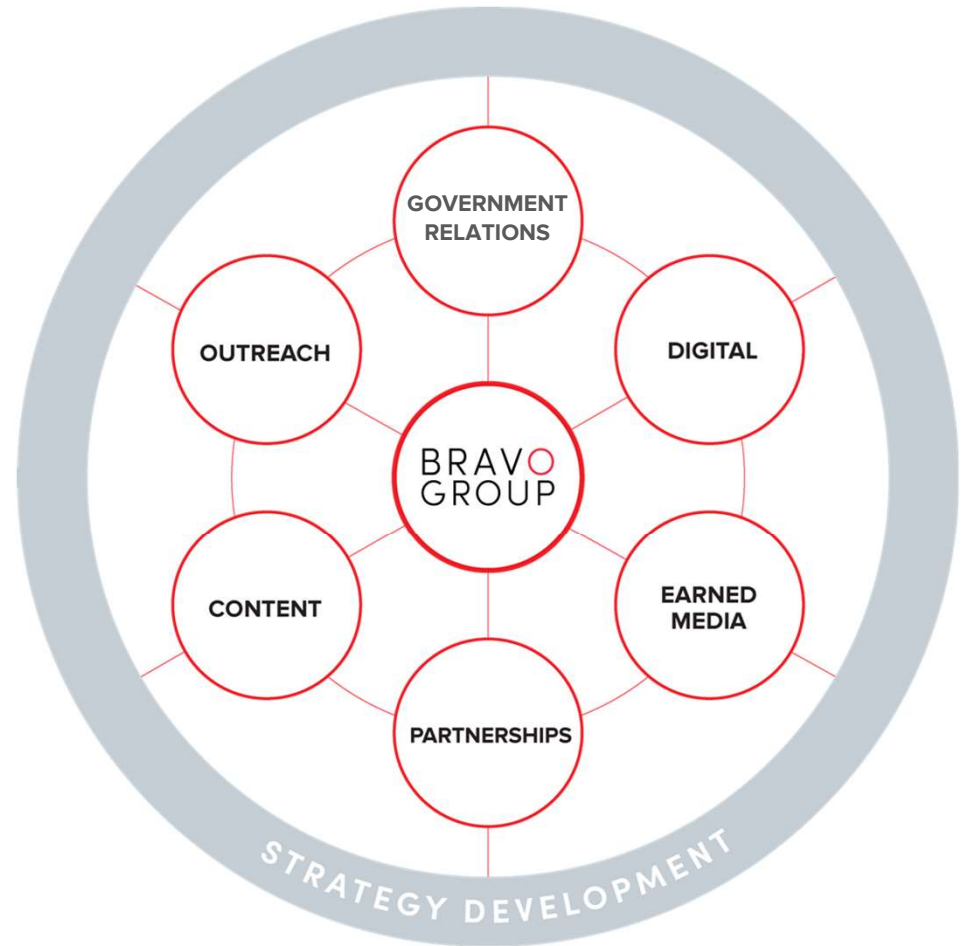


A close-up photograph of a map with several red pushpins. The map is slightly out of focus, with the pushpins in the foreground being sharp. The background is a light blue and white map with various lines and markings. The text is centered over the map.

A STRATEGIC PLAN PROVIDES THE ROADMAP TO SUCCESS

Tactics tethered by a strong and clear strategy yield impactful results

- Clear, measurable objectives
- Prioritization
- Collaboration
- Content Planning
- Communications Strategy





TELL YOUR OWN STORY
**OR OTHERS WILL
TELL IT FOR YOU**

Tell Your Own Story

If you are silent, others will fill the void and you'll be playing from behind from the start.

- Establish communications channels
- Engage proactively with audiences
- Equip allies with tools and resources
- Always be the adult

Pittsburgh Post-Gazette
ONE OF AMERICA'S GREAT NEWSPAPERS
\$2.00 232 YEARS OF SERVICE THURSDAY, MAY 2, 2019 VOL. 92, NO. 274, 5/2/19 FINAL

U.S. Steel plans \$1B upgrade

Mon Valley Works to get first facility of its kind in U.S. plus cogeneration power plant

By Daniel Moore
Pittsburgh Post-Gazette

U.S. Steel plans to announce on Thursday that it will spend \$1 billion to upgrade its Mon Valley Works, a move the company says will keep the region's last integrated steel mill operating for decades to come.

The company will build a combined casting and rolling facility, the first of its kind in the U.S.

power plant. Put together, the combination aims to reduce emissions and increase the efficiency and sustainability of steelmaking in the Mon Valley.

The facilities, expected to be running by 2022, will also make the Mon Valley Works the Pittsburgh company's central source of base material for high-strength, lightweight, flexible steel that feeds the

announcement scheduled Thursday at the Edgar Thomson Works in Braddock is the culmination of companywide planning combined with improved financials in 2018, CEO Dave Burritt said in an interview this week.

The Mon Valley Works includes Edgar Thomson, the Clairton Coke Work and the Irvin Plant in West Mifflin. Together they employ

is nobody in the United States that has this type of technology. This is great for our customers and also positions the community here for a very bright future for generations to come.

"This is where steel started, and this is where steel continues," he said, sitting at a glass conference table at the company's engineering offices in Braddock. The table is

John Fetterman
@JohnFetterman

This was always our goal:

- ✓ Secure the Union Way of Life
- ✓ Environmental stewardship
- ✓ Dramatic reductions in emissions
- ✓ Cutting-edge, green steel
- ✓ \$1 Billion investment for Braddock and PA.

Salena Zito
@SalenaZito

Incredible news for the Mon Valley

U. S. Steel @U_S_Steel
To secure the future of #steelmaking and #mfg in Western #PA, we're proud to invest in state-of-the-art technology to create an endless casting and rolling facility. This technology will make Mon Valley Works the first facility of this type in the US. ...

Steel to spend \$1 billion on Mon Valley Works
18-year-old Pittsburgh steelmaker said its new casting and rolling facility will it to better compete for decades to come.
gazette.com

Think Beyond Economic Investment and Jobs

Look beyond the surface level economic and jobs numbers and dive into impacts at the personal level.

- Community benefits and taxes
- Strengthening supply chains
- Environmental benefits
- Workforce opportunities

It's important to always be the adult. Treat communities with respect and they will reciprocate by welcoming you.

