

Action Sheet, June 2016

CCL Monthly Conference Call, Saturday, June 11, 2016

**Groups meet at 9:45am PT/12:45pm ET**

**The international conference call starts at 10:00 am PT/1:00 pm ET**

**The conference call part of the meeting is just under an hour long and the groups meet for another hour after that to take and plan actions.**

Call-in number: 1-866-642-1665, passcode: 440699#

Callers outside U.S. and Canada, please use Skype: 719-387-8317, passcode 440699#

Conference Call Guest:

**Bessie Schwarz, Yale Program on Climate Change Communication**

Bessie Schwarz is the Communications Strategist for the Yale Program on Climate Change Communication, managing media, and outreach analysis. She comes to YPCCC with extensive experience designing, running and winning national and local grassroots campaigns. She has worked with Citizens’ Climate Lobby to help CCL groups leverage the polling information found in YPCCC’s Climate Opinion Maps, which provide state- and district-level detail on public opinion about climate change and climate solutions. As we approach our lobby day on June 21, we’ll talk about how to use Yale’s data in meetings on the Hill.

Actions

1. Make plans to participate in the June 20 congressional call-in and spread to the word to friends and allies.
2. Strategize ways to generate more media.
3. Practice communication skills exercise and laser talk included in action sheet.

Are you or your team preparing for the June 2016 Lobby Day in DC? If so,[the 2016 Lobby Day Resources page](http://community.citizensclimatelobby.org/conference-resources-2016/%22%20%5Ct%20%22_blank) has everything you need in one easy place.

ACTION

**Make plans for June 20 congressional call-in**

An important part of our lobbying effort next month is our call-in campaign to congressional offices on Monday, June 20, the day before hundreds of citizens from across the nation will meet with members of Congress in DC to push for a revenue-neutral carbon fee. These constituent calls asking members of Congress to take action on climate change will make a BIG difference when CCL volunteers go to the Hill the following day, giving their meetings a sense of urgency that might otherwise be lacking.

To help with these calls and to track the number of calls we’re generating, we strongly suggest [using the online action](http://citizensclimatelobby.org/call-congress-to-act-on-climate/#/23/) tool on CCL’s website that is specifically set up for the June 20th call-in.

In your groups:

1. Ask everyone present to take out their calendar and put in when they will call Congress on June 20th, taking into account the time zone difference in Washington D.C. Go to [http://cclusa.org/callcongress](http://cclusa.org/callcongress%22%20%5Ct%20%22_blank) for the script, phone numbers and to log your call.
2. Ask everyone present to think of 1-3 other people they will personally ask to do the same thing, and who they will personally remind on June 19th.
3. Assign someone to send an email to your group roster on June 19th asking them to call the next day. You might also send an advance notice to your group right away, and then remind them on the 19th.
4. Brainstorm other groups that could be invited to call and assign group members to contact them.

Sample email for your list:

*On June 20th I’m going to call my U.S. Senators and Representative to ask them to take action on climate change. That’s because the next day hundreds of our fellow Citizens’ Climate Lobby volunteers will be in D.C. to lobby for us, and our phone calls the day before will help underscore that we want Congress to act. We’ve been told that even a half dozen calls on the same day makes an impression.*

*Please join me in calling Congress on June 20th. Put it in your calendar and use this website [http://cclusa.org/callcongress](http://cclusa.org/callcongress%22%20%5Ct%20%22_blank) to get the script, phone numbers and log your calls. Thank you so much.*

Additional resources:

* **On Facebook:** We’ve created an [**event page**](https://www.facebook.com/events/886547478141320/) that you can share with friends. Sign up for the event and start inviting now!
* **On CCL Community:** We have a [**resources page on Community**](http://community.citizensclimatelobby.org/resources/call-in-day/)where you’ll find the suggested script for phone calls, a graphic to share with others, and a suggested email to enroll other organizations to participate in the call-in.

Even if you can’t come to the conference in Washington, you can contribute to our lobbying effort by participating in the June 20th call-in and encouraging others to make calls.

ACTION

**Strategize ways to generate more media**

A key component in our methodology to generate political will is published media – letters to the editor, op-eds, editorial endorsements. In a recent roundtable with businesses, Sen. Sheldon Whitehouse and Rep. Chris Gibson emphasized the importance of LTEs to generate support for climate action in Congress, saying they read all the LTEs, and it really “grabs their attention on an issue.”

At your meeting this month, review your group’s media activity. What’s working well for your group? What do you want to improve? Brainstorm new ideas and decide which ones to try out.

**Some suggestions:**

* Designate a member in your group to be the media coordinator who will 1) look for LTE opportunities in your local paper, 2) receive media packets and op-eds from CCL, and 3) develop a relationship with a member of your newspaper’s editorial board. Send the name and contact information for your group’s media coordinator to adeline@citizensclimate.org.
* Assemble a team of volunteers who agree to submit letters to the editor when the media coordinator passes along LTE opportunities. The chances of a letter getting published improve dramatically if several letters are submitted on a given topic.
* Identify someone in your group who will agree to draft and submit op-eds to your local paper.
* Plan to meet with your newspaper’s editorial board about getting an endorsement of CCL’s Carbon Fee & Dividend proposal. A good pitch for a meeting would be to brief the board about meetings in Washington with your congressional delegation.
* Create a system to make sure congressional liaisons receive published media to share with their contacts in DC congressional offices.

**Resources on CC University and CCL’s podcast:**

* [Writing Effective Letters to the Editor](http://community.citizensclimatelobby.org/?p=1240)
* [The letter to the editor formula](http://ccl.podbean.com/e/how-to-construct-a-letter-to-the-editor/) – 4:29 podcast detailing how to construct a letter to the editor.
* [The letter to the editor hierarchy](http://ccl.podbean.com/e/how-to-find-lte-opportunities/) – 9:18 podcast demonstrating how to find the best letter writing opportunities.
* [Editorial Board Meetings](http://community.citizensclimatelobby.org/cclu/meetings-with-newspaper-editorial-boards/)
* [Getting op-eds published](http://community.citizensclimatelobby.org/?p=5600)

**5-minute communication skills practice**

Each partner will take a role as staffer or CCLer and read the script out loud, then change roles and do it again. You should be able to do this in just 5 minutes.

**A carbon tax will increase energy costs and hurt hard-working families**

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| **WHAT NOT TO SAY:** | **BETTER RESPONSE:** |
| **Staffer or other contact**: I'm not interested in a carbon tax because it will increase energy costs and hurt the hardworking families in my district **Argumentative**: People will switch to renewables so costs won't really go up much.  | **Staffer or other contact:** I'm not interested in a carbon tax because it will increase energy costs and hurt the hardworking families in my district **CCLer:**It's true that energy costs will increase with a carbon tax but, with the dividend, most lower-income and middle class families will come out ahead.  |

**ENGAGEMENT ROLE PLAY 1 – Conservative Office**

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| **Staff/ Contact** | **CCL Volunteer** |
| I'm not interested in a carbon tax because it will increase energy costs and hurt the hardworking families in my district  | It sounds like you're worried about people living on a tight budget being able to make ends meet.  |
| Yes, fracking has finally made energy affordable for people so they can get ahead. The last thing I want is to make life harder for them. | We can all agree that we want to make sure all families in America can be safe, healthy and prosperous.  I think we can both lower emissions and be prosperous. Do you think that's possible in America?  |
| Sure. If we take our time and encourage innovation, America can do anything. I just don't think a carbon tax will help.  | What do you think would help?  |
| Reducing taxes and regulations is what spurs innovation. Look what fracking has done to reduce emissions.  | I agree that the market is a key element in spurring innovation. Part of what I really like about Carbon Fee and Dividend is that it is not based on regulations. Instead it creates a clear incentive for the market to develop affordable clean energy sources. Plus, with the dividend, most lower-income and middle class families will come out ahead. Can I send you more information on how lower income households in our district would end up ahead under our policy?  |
| I'm still dubious but would be happy to have you send me something short.  |  |

**TAKE HOME LESSONS:**

* Reflect back their concern.
* Ignore tangential triggering topics.
* Find common ground.
* Ask questions.
* Appeal to things you think they value (eg America, innovation, free-market).

**ENGAGEMENT ROLE PLAY 2 – Liberal Office**

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| **Staff/ Contact** | **CCL Volunteer** |
| I'm not interested in a carbon tax because it will increase energy costs and hurt the hardworking families in my district  | It sounds like you're worried about people who are living on a tight budget being able to make ends meet.  |
| Yes. There are a lot of people in our district who are just getting by and while we do want to reduce emissions, we're not interested in a regressive tax that would hurt the poor the most. We think it's critical that a carbon tax go to programs that support our communities and help families lower their emissions. | We certainly don't want a regressive tax either and totally agree that protecting vulnerable families and communities is critical. Can you say more about why you think the tax needs to go to government programs? |
| We think the best way to reduce emissions is through programs like mass transit with efficient and affordable housing nearby, funding for energy retrofits, vehicle efficiency, etc. A carbon tax is a great way to fund those programs.  | Those programs do sound like potentially great ways to reduce emissions. Do you think that's something we could get through the current Congress?  |
| Not with Republicans in control. You'll never pass any carbon tax.  | I can understand your doubts, but we actually think that Republicans can support a carbon tax if it is 100% revenue neutral, and we are starting to see some movement in that direction. Even though it might not be your ideal solution, do you think the Representative could support such a bill if we could show you that it protected lower income families and reduced emissions?  |
| I can't speak for the Representative, but I'm happy to share whatever you have with her.  | Great. Is it OK if I send you a few pages of graphs that show how low income households would do under our policy?  |
| Of course. Please do.  |  |

**TAKE HOME LESSON:**

* Validate their values and feelings.
* Find common ground.
* Ask questions.
* Move away from ideal case to potential support for compromise.

LASER TALK

**Household Impacts Study**

CCL recently funded a study to respond to frequent requests from members of Congress as to how their constituents would fare with our policy. The study examines the net financial impact on various socioeconomic groups of U.S. households in year one of Carbon Fee and Dividend.

Study findings:

\***Net benefit** = dividend received exceeds the estimated increase in cost of goods purchased as a result of the fee.

1. 86% of households in the lowest income quintile, representing households in the bottom 20% of incomes in the U.S., experienced a net benefit.
2. The worst-affected quintile was the wealthiest 20% of American households. However, even in this quintile, 57% of households experience a net gain or a minor loss. A minor loss is defined as increased costs due to the policy which amount to less than 0.2% of annual income.
3. 53% of U.S. households and 58% of individuals receive a net financial benefit.
4. Nationally, 54% of rural households benefit, beating the national average by 1 percentage point. So rural households are not unduly affected.
5. Key predictors of how a household will fare are: Income and people per household. Higher income households tend to have higher costs, but not always. Households with more people are benefited by the dividend formula.
6. Variations within a state are much larger than variations between states or regions, as found in previous studies as well [1, 2]
7. Winners win big, losers lose small.

An update incorporating 3 new datasets into the analysis was completed in April. With the new datasets, the national percentage that benefited actually went down, so at least you know CCL is honest!

*You can find more information on the* [*Household Impacts Study on CCL Community*](http://community.citizensclimatelobby.org/resources/household-impacts-study/)*.*

1. Kevin A. Hassett, Aparna Mathur, and Gilbert E. Metcalf. “The Incidence of a U.S. Carbon Tax: A Lifetime and Regional Analysis.” 2009. The Energy Journal, Vol. 30, No. 2. URL: [https://www.aeaweb.org/assa/2009/retrieve.php?pdfid=346](https://www.aeaweb.org/assa/2009/retrieve.php?pdfid=346" \t "_blank)
2. Roberton C. Williams III, Hal Gordon, Dallas Burtraw, Jared C. Carbone, and Richard D. Morgenstern. “The Initial Incidence of a Carbon Tax across US States.” 2014. Resources for the Future. RFF DP 14-25. URL:[http://www.rff.org/research/publications/initial-incidence-carbon-tax-across-us-states](http://www.rff.org/research/publications/initial-incidence-carbon-tax-across-us-states%22%20%5Ct%20%22_blank)