



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, FEBRUARY 2019

Monthly Meeting, Saturday, February 9, 2019
10:00 a.m. Pacific / 1:00 p.m. Eastern

Two Ways to Join

- To connect by video conference, go to <http://cclusa.org/meeting>
Note: To improve audio/video quality, close all applications and other browser windows
Note: Read this [zoom doc](#) to see how to turn on closed captions and adjust the font size
- To connect by phone: If you have unlimited calling, please call 1-646-558-8656; otherwise you can call toll-free at 1-877-369-0926. Enter 2017-2017-17 as the mtg ID.

If you have problems connecting, please contact Zoom's 24/7 support at 888-799-9666.

CONFERENCE CALL GUEST:

Dr. Natasha DeJarnett



The burning of fossil fuels takes a tremendous toll on public health, not only from the impact of climate change, but also from the pollution that leads to heart and respiratory problems. To learn more about this, we're joined this month by Dr. Natasha DeJarnett, research coordinator at the National Environmental Health Association. Her specialty areas include climate change and environmental exposures. Dr. DeJarnett received her PhD in Public Health from the University of Louisville in 2013. As a postdoc at the University, she was awarded a fellowship by the National Institute of Environmental Health Sciences to investigate cardiovascular risks of air pollution exposures. She also serves on the board of Citizens' Climate Education.

Actions

1. Make a chapter action plan for 2019
2. Communication skills exercise: Sharing information about the bill

If your Action Sheet is printed and you'd like to be able to click the links below, you can download this Action Sheet at cclusa.org/actionsheet

Make a chapter action plan for 2019

ALL LEVERS

The bill is reintroduced, so gather with your volunteers and decide what you will do together this year to help move it through Congress.

1. If your chapter has teams, break out into those teams.
2. Review the **Action Guide for 2019** on page 4 below. Notice and appreciate the actions that you have in progress, identify things that you want to add to your focused work, decide what you'll do this month, and set some year-end goals.

Reminders for February

- Spread the word that registration is open for the 10th Annual CCL International Conference & Lobby Day, June 9-11, 2019 in D.C. cclusa.org/conference . [Diversity Scholarships](#) and [Conservative Scholarships](#) are available. Scholarship application deadline is March 31st.
- Be sure to confirm your appointment and firm up the lobby plan for your in-district lobby meeting. See cclusa.org/in-district for a guide to in-district lobbying.
- Don't forget that we're striving to hit 2,000 outreach events by the end of April. If every one of our 428 chapters in the United States convenes and reports five events (tabling, presentations, bill parties, [film screenings](#)), we will reach our goal -- but why stop there?

Sharing information about the bill

COMMUNICATION SKILLS EXERCISE

We're excited that the bill was reintroduced, and we're eager to tell people about it! When coupled with good listening, these conversations can open minds and build relationships. Try slowing down to restate what you heard and appreciate the values underneath concerns you heard before responding with information.

Practice exercise focused on the regulatory language in the bill

With a partner, imagine a scenario in which someone expresses concern regarding the provision on EPA regulations. Try out these steps to help you balance listening with providing information. After the partners have each had a turn, reconvene and ask a few partners to replay their conversation for the whole group.

Listening	Your response might be something like this...
Reflect back the question you heard and then connect.	"I'm glad you are thinking carefully about this section. It sounds like it matters to you to preserve the EPA's ability to regulate emissions."
Listen to their response, and come back with anything you agree with them about.	"I agree with you that we need to keep as many options on the table as possible to solve this problem."
Ask permission to share your point of view.	"Can I tell you what I understand about this provision that makes me more comfortable about it?"
If they agree.	Share your perspective, perhaps using some of the points below from our "Responding to Public Questions" about the bill document.
Make a few points and then follow up with an open question to find out how well they are receiving the information.	"Do you think that a narrow restriction like this to satisfy Republican concerns is worth passage of a strong carbon fee?"
Continue listening, reflecting and sharing small bits of information. Then stop. Give them some time to think about things. Sometimes it takes a few conversations for people to change their point of view.	

From our "Responding to Public Questions" document cclusa.org/responding-questions:

We appreciate that many people want to keep every option on the table. The limits in this bill are minimal and this policy will achieve much higher emissions reductions than any regulations proposed to date. In fact, it will cut U.S. emissions in 2030 nine times as much as the Clean Power Plan would have if it had gone into effect. The bill only affects EPA regulations on greenhouse gases covered by the carbon price, and only as long as emissions targets are being met. If, after 10 years, targets are not being met, the policy mandates that the EPA implement additional regulations to meet those emission reduction targets. This gives clear direction to the EPA from Congress that would prevent the type of court challenges that have hampered policies based on the current authority of the Clean Air Act — some of which have yet to be enacted almost 10 years after that authority was confirmed by the Supreme Court. Congress (as well as state and local governments) can also always enact further legislation addressing climate change as it sees fit, or as the public demands.

Action Guide for 2019

A quick guide for building support for the Energy Innovation and Carbon Dividend Act.

Top Actions and Suggestions

1. Grow your Chapter

- a. Orient and engage any influx of new people
- b. Re-contact and re-energize your list
- c. Divide and share the work
- d. Build up your ability to work on multiple fronts

2. Strong Liaison to your Members of Congress

- a. If you don't have one - find one
- b. If you do, support them in building the relationship with your MOC

3. Prioritize Grassroots and Grasstops (prominent community influencers) Outreach

- a. Educate
- b. Build local support for the bill

4. Start easy and grow

- a. Start with the easy actions
- b. Go for bigger actions as time allows and your capacity grows

More info on these and other actions below

Building relationships and mobilizing: CCL's focus has been on building respectful relationships with our members of Congress. Now that we have a bill, we need to also grow our ability to mobilize and show strength in numbers, for example with call-in days. We'll be working on that this year!

Bill Resources: cclusa.org/bill **Public Bill Site:** energyinnovationact.org

Notes & Local Ideas:

Actions, by CCL's "Levers of Political Will"

CHAPTER DEVELOPMENT - Recruit, train, engage and share the work

1. Make a plan for engaging new volunteers.

- Orientation, Education and Training
 - Encourage experienced group members to invite them to coffee
 - Offer a regular 30 minute orientation before or during your monthly meeting
 - Hold a Climate Advocate Training for everyone who hasn't had it yet
 - Share training and resources available from CCL national
- Get them engaged and contributing right away
 - Be ready with simple tasks new folks can do
 - Have them assist experienced volunteers or help them join your group's teams
 - Find out their skills and goals and help them leverage them for the group
- Have Fun - a welcoming, fun, inspiring and active group culture makes all the difference in whether people come back
 - Appreciate the work that is done every month
 - Find ways for people to get to know and like each other
 - Structure the work so that people do things together
 - Have time in meetings for one-on-one and teams/small groups
 - Use what CCL national provides (Monthly Call, quotes from Mark, blog pieces, etc.)

2. Re-energize your list

- Throw a party (see grassroots below)
- Make calls to reconnect with members who have been active in the past and get them back

3. Follow-up right away (within a few days of an event)

- Have a person or team who calls new people and gets them connected and involved

4. Divide and share the work

- Ask different people to take charge of each activity you want to have happen.
- When new people join, ask them to be a helper to that person
- Grow a team around your point people and work towards a team for each lever of political will

5. Help Start New Chapters

- Encourage experienced people in your group to become Group Development Coaches who find and support people in a new community to host a Climate Advocate Training. Connect them with Elli Sparks: elli@citizensclimate.org

Notes & Local Ideas:

LOBBYING - Build and deepen your relationships with your members of Congress

1. Find a Liaison if you don't have one. This is one of the most important CCL roles. Support new people to grow into this role. Email all liaison changes to Amy@citizensclimate.org.

2. Determine what level of support your Rep and/or Senators have for the Energy Innovation Act and determine appropriate action to move them toward greater support.

- Deepen your relationship
- What evidence of support is most important to your MOC?
 - Constituent Comments? - work with your grassroots team to collect a lot of them
 - Published Media? - work with your media team to get published or get an editorial.
 - Grasstops support? - work with your grasstops teams to find influential leaders to support the bill.

3. In-district lobbying - Jan-Apr - Time to educate them about the bill and make your first ask.

4. June Lobby Day - What can you do to help get volunteers to D.C.?

Notes & Local Ideas:

MEDIA - A steady drumbeat of pieces to local papers and postings on social media.

1. Write letters to the editor and op-eds about the bill

- Buddy up to write letters
- Volunteers pick a week and sign up to write letters
- Grow an LTE team

2. Find a media contact and mark them as Media Packet Recipient in your roster so they'll receive media alerts from CCL National.

3. Meet with your local Editorial Board - Request an editorial or, if they aren't ready, an op-ed

4. Social Media

- Have volunteers share and retweet all of CCL's social media on FB, Twitter, Instagram
- Larger Chapters - Set up or re-invigorate your chapter's social media accounts

5. When you get published:

- Share the letter with your MOC and on social media
- Let your GL or field reporter know and celebrate with your group

Notes & Local Ideas:

GRASSROOTS - Educate, recruit and build support

1. Throw a bill party!

- Invite your group, all of their friends, and other organizations to celebrate and educate about the bill
- You can re-engage less active volunteers, recruit and collect constituent comment forms.

2. Tabling - Make a plan for where you want to table this year.

- Inform the masses and practice talking about the bill.
- Recruit - use a sign-up sheet and have a plan for following up to invite them to your next meeting or event.
- Collect constituent comment forms for delivery at your next lobby meeting.
- Connect with other orgs - build relationships to lead to presentations, endorsements, etc.

3. Presentations

- Start small
 - Pick your five best organizational allies and set up a presentation for them (climate or enviro groups, churches, etc.)
 - If appropriate, ask them to support the bill and/or recruit new members
- Go bigger
 - List local clubs, groups and organizations that have regular meetings of members.
 - Send a proposal for a CCL presentation about the bill to everyone on the list.
 - Follow up a week later with a phone call.
- Increase Capacity
 - Encourage new people to learn to present by first attending and supporting your experienced presenters (greeter/schmooser, help with Q&A, staffing table, etc.)

4. Get ready to mobilize! (mobilizing means showing strength through large numbers)

- Find a volunteer or team to coordinate mobilization
- Hold regular gatherings to write Congress
- Build a team to make calls to Congress once a month. Aim for 3-5 calls each working day.
 - These will be your superstars when it comes to call-in days
- Set goals for constituent comment forms. Make plans for gathering them (tabling, events, etc.)

Notes & Local Ideas:

GRASSTOPS ENGAGEMENT - Demonstrating support from community leaders

1. Influential members of your community can endorse the bill at energyinnovationact.org.

- Re-engage with any influencers who endorsed carbon fee and dividend
- Start small
 - Top five influencers who will most impress your MOC or
 - Pick the lowest hanging fruit - who is easy to ask and will say yes?
- Get more systematic
 - Get a list of existing endorsers from the [Grasstops Engagement Tracker](#)
 - Make a plan to reach out and share about the bill and ask them to endorse it.
 - Ask them how they can best impact their MOC (endorsement, sharing a story, joining you in a lobby meeting, asking others to endorse, etc.)
 - Ask them to endorse the bill at energyinnovationact.org.
- Keep going--reach out to potential new endorsers
 - Make a list of who else is influential, find out who your volunteers are connected to, set priorities and start reaching out.

2. Engage with local elected officials, large local employers, hospitals and Chamber presidents

- Start small
 - Have volunteers list any elected officials they know and can ask personally to endorse.
- Go bigger
 - Have a team make a list of the city council members, mayors, and county supervisors, state assembly members, state senators, and other local elected officials.
 - Break up the list and start making appointments.
 - Educate them about the bill
 - If they are supportive, ask them how they can best influence their MOC.
 - Ask them to endorse the bill at energyinnovationact.org.
- Resolutions
 - Where there is support, work on municipal, county, faith, and school board resolutions supporting the bill.

Notes & Local Ideas: