

2024

STATE & LOCAL CLEAN ENERGY IMPLEMENTATION MESSAGING GUIDE

**CLIMATE
POWER**





STATE OF WASHINGTON
— OFFICE OF GOVERNOR JAY INSLEE —

April 22, 2024

Dear Fellow State and Local Leaders:

Like you, I am experiencing the growing effects of climate change in my community. Our fires, floods, and storms are all more destructive. The climate crisis is here, it is now, and it demands urgent action. But this crisis also presents a transformative opportunity to build a new clean energy economy, improve public health, and bring jobs and investment to places and people left behind.

President Biden's clean energy plan has seized this opportunity with the biggest investment in climate action and new energy infrastructure in American history. It puts us on track to cut 1 billion tons of climate pollution over the next six years. Already, it has helped put more than 270,000 Americans to work, with many more good union jobs to come in overburdened communities and rural areas. This plan will also save working families money on their energy bills, help deliver on our commitment to environmental justice, and revitalize our manufacturing sector.

This breakthrough is only possible because of the strong foundation we have laid as state and local leaders. For years, we have been going bigger and faster to innovate, collaborate, and do the work of switching to clean energy. Here in Washington, we have adopted bold policies to power our state with 100 percent clean energy and slash harmful emissions from our cars and buildings, while continuing to rapidly grow our economy. Our Climate Commitment Act is cutting pollution and investing in the transition to clean, affordable energy. And communities across the state are reaping the benefits. Moses Lake is home to manufacturers of sustainable aviation fuel and electric car batteries. Electric buses are made in Ferndale. Farmers in Yakima produce their own energy from solar panels. In Centralia, we are bringing new clean energy jobs to a former coal plant town. I know you have similar stories to tell in your states and cities.

Now, it is up to those of us who helped inspire the president's plan to deliver on its promise. It is up to us to show that this moment is not the culmination of climate action, but the start. We must show people how climate action is improving their lives and driving America's economic transformation. We must shine a light on these policy victories with real, tangible, and inspiring stories. Behind every job number is a family; behind every new business is a dream.

We are at a critical inflection point in our history. What we do now will determine whether our children face a future ravaged by climate catastrophe or one transformed by an equitable clean energy economy. As state and local leaders, we have the opportunity and obligation to show Americans that they have a choice. We now have the momentum, so let's make the most of it. Thank you for your leadership and your persistence.

Let's deliver,

Jay Inslee
Governor



GUIDEBOOK OVERVIEW

This guide will equip you to tell the story of President Biden's clean energy plan and bring its landmark investments to life at the state and local level. The guide includes an overview of key tactics, messaging do's and don'ts, polling, local case studies, policy implementation resources, a coalition partner directory, and state fact sheets.

If you're looking for a place to start to make the most of these funds in your community right now, [here's an overview](#) of how to start implementation of the president's clean energy plan in your state or city.

TABLE OF CONTENTS

Telling the Story of President Biden's Clean Energy Plan 5

Messaging DO's and DON'Ts 8

Strategies in Practice 8

Adapting National Messaging to Your State or City 12

Creating Compelling Digital Content 16

Combating Disinformation 21

Accessing the Climate Community 24

Appendix: State Fact Sheets 27

TELLING THE STORY OF PRESIDENT BIDEN'S CLEAN ENERGY PLAN

President Joe Biden's landmark clean energy plan (collectively, the Inflation Reduction Act, Bipartisan Infrastructure Law, CHIPS and Science Act, and other Biden administration initiatives) is the most significant investment in clean energy and climate action ever made in US history. These investments are paying off and revitalizing communities across the country. Since President Biden signed his clean energy plan into law, the private sector has announced more than 500 new manufacturing facilities or expansion projects in wind, solar, batteries, electric vehicles, and more—creating over 312,900 good jobs across the country.

Our collective success and that of local economies depend on building public support for the clean energy plan as well as the uptake of the plan's tax credits and other programs. Together, we must garner widespread support and build the will needed to sustain and expand investments in clean energy and climate action. State and local leaders play an essential role in delivering on President Biden's clean energy plan—maximizing the benefits for communities and the climate and connecting them to constituents' daily lives.

The breadth of the plan—and its potential impact—presents significant economic opportunities for states, local governments, communities, and individuals across the entire country. Still, there are also real challenges. While many of the plan's key provisions are already in effect, others will be delivered by federal, state, and local agencies in the months to come. The vast array of incentives and programs can lead to confusion and even obscure the clean energy plan's role in bringing benefits to working families and their communities.

How we tell the story

An incredible opportunity lies before us. Polling continues to show low levels of awareness of President Biden's clean energy plan—its existence, impacts, and many benefits. The overall lack of awareness is a massive opportunity for us to shape the narrative and tell this story.

Below are THREE key communications recommendations to help tell the story of the clean energy plan.

1: Raise awareness

2: Connect the dots and draw the contrast

3: Make it real

1 **Raise Awareness**

An essential part of any legislative or policy victory is winning the win. Further progress hinges on prior action being perceived as successful. In this case, that means raising awareness of the clean energy plan, the tangible benefits it is bringing to your city and state, who is responsible for delivering these results, and who opposed the clean energy plan and is now trying to eliminate it.

A lesson learned from the fight over the Affordable Care Act is that people are very averse to losing something they already have. But it took a long, hard fight against the many attempts to repeal that law to educate people about the law's benefits and why it mattered so much to them. Now, the Affordable Care Act is more popular than ever. Unlike the Affordable Care Act, President Biden's clean energy plan starts out with high baseline support among the Americans who are aware of it. The next task is to increase awareness so more people understand its wide-ranging benefits to communities and people's lives.

The most straightforward way to raise awareness of the president's clean energy plan is to publicly celebrate wins that are attributable to it, in whole or in part. Some examples of this include:

- Amplifying clean energy business announcements like new or expanded manufacturing facilities and the new jobs created as a result;
- Working with a constituent to help others understand how they can save money on their utilities by weatherizing their home;
- Sharing the health benefits of new EPA pollution standards for power plants in nearby communities;
- Uplifting new public infrastructure such as electric school buses or electric vehicle (EV) chargers funded by the National Electric Vehicle Infrastructure (NEVI) program; and,
- Highlighting consumer incentives like rebates for clean energy and electrification-related purchases.

There are a number of simple ways to raise awareness, including:

- A press call, [in-person press event](#), or roundtable with [clean energy businesses](#), community leaders and/or union workers to announce or underscore its positive impact;
- A virtual or in-person presentation for key partners on a state or local government's implementation strategy to equip them with the information they need to spread the word to key audiences;
- A press release to announce or underscore a win—a new project, federal grant, business investment or announcement of new jobs being created;
- Opinion pieces (op-eds or letters to the editors) in local or regional media (like these from [a business leader](#), [labor leader](#) or [elected official](#));
- Analysis conducted by state or local government agencies—or academic or private sector partners—on the energy costs reduced, jobs and investments created, or health benefits;
- Incorporating information, wins and relevant announcements into existing communications channels (e.g., websites and newsletters); and,

- Social media posts (organic or paid) to promote new investments, [jobs](#), and health or equity benefits from a project supported by the clean energy plan.

2 *Connect the Dots and Draw the Contrast*

Given the low levels of public awareness of the clean energy plan, it is necessary to be extremely clear, forceful, and direct about the connection between the plan and any local economic or climate breakthroughs that the plan supports. **This is not a moment for subtlety.** Even opponents of the clean energy plan are eager to claim credit for its results—obscuring the law’s role and who deserves the credit.

In your communications, it’s not enough to simply tout the good news of new jobs or a program to lower energy costs; you must make sure to communicate that these tangible benefits are happening because of the clean energy plan. And, depending on the context, emphasize that if the clean energy plan were to be eliminated—as its opponents have repeatedly promised to do—these benefits would vanish along with it.

3 *Make it Real*

We have to show—not just tell—why President Biden’s clean energy plan matters. Victories are not going to leave a lasting impression if they are abstract. We must connect them to concerns people have in their day-to-day lives. So, in addition to communicating what is happening in your community and making the direct connection to the clean energy plan, you need to communicate why it matters or which existing concern it addresses.

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Examples of how to make it real include:

- **Jobs:** We’re bringing a new clean energy manufacturing facility to our city thanks to President Biden’s clean energy plan. It will mean more jobs, a stronger local economy, and a better future for our kids;
- **Health:** We’re purchasing electric school buses with the clean energy plan’s grant funding because it means cleaner air and a healthier community for our kids;
- **Costs:** We’re making our homes and appliances more energy efficient with the clean energy plan’s incentives because I want to lower our energy costs; and,
- **Worries:** We’re cutting carbon pollution and investing in cleaner, more affordable energy with new funding from the clean energy plan because I’m worried about increasingly common extreme weather events and the reliability of the electric grid.

In short, we need to connect A → B → C to tell a complete story about the clean energy plan that will resonate with people:

- **A:** Something good is happening in your community;
- **B:** It's happening because of the clean energy plan passed by President Biden and other supporters of climate action; and,
- **C:** It's helping you and your family in tangible, easy-to-understand ways, or it addresses an existing concern you have.

MESSAGING DO'S AND DON'TS

Words matter. Through extensive message testing over a period of several years, Climate Power has identified some key do's and don'ts when it comes to talking about clean energy and climate change, generally, and the clean energy plan, specifically. [This handy messaging guide](#) outlines key findings.

Additionally, Climate Power has identified the most compelling descriptions of the clean energy plan, which include:

- President Biden passed the most ambitious climate plan in history, which will cut approximately 1 billion tons of carbon pollution by 2030.
- President Biden believes it is the responsibility of this generation to solve climate change and leave a world that is safe and livable for our children and grandchildren, which is why his clean energy plan is the most ambitious climate plan in history.
- President Biden's climate plan will triple the production of clean energy, which will make it more affordable for families and is projected to save Americans \$38 billion on their electricity bills.
- President Biden's clean energy plan supports cracking down on price gouging and profiteering by Big Oil and Gas companies.

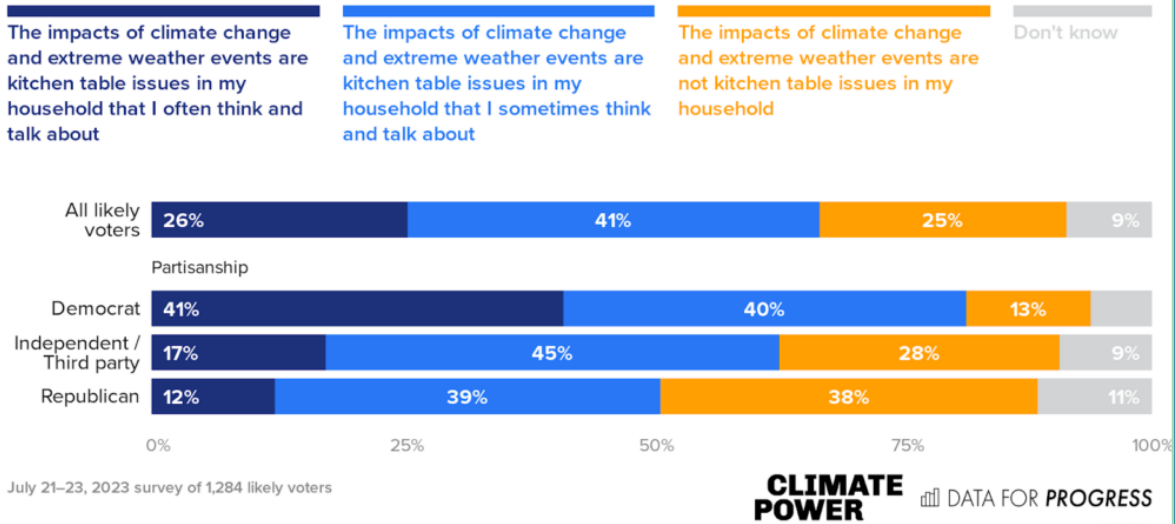
STRATEGIES IN PRACTICE

Showing Climate Change as a Kitchen Table Issue

[A Climate Power/Data for Progress poll](#) found a large majority of Americans—some 67%, including a majority of Republicans—now view extreme weather and climate change as a “kitchen table” issue.

Majorities Across Partisanship Consider Climate Change and Extreme Weather A Kitchen Table Issue

How would you best describe your interactions with the impacts of climate change and extreme weather events, such as wildfire smoke, flight delays, or extreme heat waves?



They also believe that extreme weather is having a tangible negative impact on various aspects of their lives, including their finances and health.

Using extreme weather events as an entry point allows us to meet the public where they are and connect more abstract and perhaps distant concerns about climate change to people’s daily lives right now. This opens the door for broader and deeper conversations with communities about why climate action, the clean energy plan, and the plan’s tangible benefits matter. In other words, framing climate change as a kitchen-table issue allows you to raise awareness, connect the dots, and make it real.

Example: showing climate change as a kitchen table issue

Jennifer Giegerich, Government Affairs Director of Wisconsin Conservation Voters, worked with Climate Power to secure [an op-ed in the Cap Times](#) that connected recent extreme weather events to the benefits of clean energy investments across Wisconsin that will lower costs and increase resiliency.

Closing the knowledge gap among young people

Young people care more about climate change than any other demographic. While there is growing awareness, many voters remain largely unaware of the clean energy plan. Younger people do not credit President Biden as a leader on climate change and other key issues. This is often because they lack information about what he has done to further climate policy, judge him against what they consider as the ideal climate standard, and do not factor in the opposition he faces from congressional climate deniers and their allies in the oil and gas industry.

Raising awareness of the clean energy plan among this key group, connecting the dots to President Biden and other supporters of climate action, and making the plan's benefits real is a major opportunity. Over half (58%) of younger people say the issue of climate change is very important to them personally. While younger people are generally downbeat in their outlook, clean energy investment is one development that stands out to them as a cause for hope and optimism.

Young people want to hear about how their climate and clean energy goals are being advanced now—not commitments to advance them five or ten years from now. They are skeptical that these commitments will actually come to pass. Telling young people about legislation that has passed is much less impactful than telling them about the real, concrete progress that is already occurring today.

Younger people see the ultimate payoff of the transition to clean energy in terms of lower costs, health, and sustainability; showing them **the progress that is already occurring today** thanks to the clean energy plan increases their confidence that the promise of clean energy will be fulfilled.

Example: closing the knowledge gap among young people

[An op ed in the AZ Mirror](#) by an environmental justice advocate and recent sustainability graduate at Arizona State takes into account recent extreme weather in the state while pointing to the hope created by President Biden's actions to address the climate crisis.

Going on offense against hypocrisy

The clean energy plan has greatly benefited states and congressional districts with conservative elected officials often skeptical of action to combat climate change through tens of billions of dollars in investments and tens of thousands of new jobs. The positive impacts brought by President Biden's clean energy plan to rural and economically-disadvantaged communities

demonstrate inclusive economic policy in action. Nevertheless, climate deniers in Congress have voted dozens of times to repeal President Biden’s clean energy plan in whole or in part. This single-minded focus on harming their own constituents presents a significant opportunity for supporters of climate action to go on offense against this hypocrisy, showcase the plan’s positive impacts for constituents, and increase political pressure on climate-denying representatives.

Example: going on offense against hypocrisy

In November 2023 President Biden visited Pueblo, Colorado, and held an official event at CS Wind, the largest wind tower manufacturer in the world. He took the opportunity before, during, and after to underscore the tangible benefits of his clean energy plan and, importantly, to go on the attack against climate denier Rep. Lauren Boebert in her district.

Rep. Boebert has [notoriously decried](#) President Biden’s clean energy plan as “dangerous for America,” despite the plan delivering good-paying jobs to her district. CS Wind is just one example of a company that has specifically named President Biden’s clean energy plan as a determining factor in its decision to invest in our Made in America clean energy boom. The company is investing some [\\$200 million](#) in expanding its facility in Pueblo.

Here’s how the White House executed this strategy:

- In announcing the visit, the White House [specifically noted](#) the wind tower manufacturing facility, the world’s largest, was in Boebert’s district.
- [Background materials](#) issued prior to the event pointed out the benefits of the president’s clean energy plan, citing Climate Power’s [Clean Energy Boom report](#). They also distributed an ICYMI about [a news item](#) calling out the hypocrisy.
- In his speech, [President Biden directly called out](#) Rep. Boebert and others who “voted against the law that made these investments and jobs possible.”
- The White House briefed reporters on background, emphasizing that Rep. Boebert was pointedly not invited to the event due to her opposition to the clean energy plan. This tactic encouraged reporters to focus on that aspect of the story in their coverage.
- Following the visit, the White House posted [a video](#) from the @POTUS account that featured President Biden calling out climate deniers for voting against his investments in America, which he notes are benefiting both red and blue states.

This strategy paid significant dividends, generating considerable national and in-state media coverage that specifically focused on Rep. Boebert’s hypocrisy and the benefits of the clean energy plan.

As you put this strategy into action, [here is a list](#) of Members of Congress who voted against the passage of the president’s clean energy plan (specifically the Inflation Reduction Act) who have since benefited from clean energy investments in their districts and states.

ADAPTING NATIONAL MESSAGING TO YOUR STATE OR CITY

Raising awareness about the clean energy plan and its benefits in your community means not only making it relevant to people and their daily lives but also making it relevant to your state or city. The good news is that the plan is already delivering results across the country, making it incredibly easy to localize any campaign.

Here are a few examples of how to adapt national messaging on the clean energy plan to your state or city:

Elevate Clean Energy Business

The clean energy plan has already resulted in new jobs in almost every state. [The Clean Energy Boom report](#) provides topline figures for jobs and investments, along with specific examples of new or expanded businesses in key states. Climate Power is constantly tracking new clean energy business announcements and can work with you to identify additional examples, as needed. Many of the projects announced since the law's passage are now becoming a reality, with groundbreaking ceremonies or other signs of progress providing fresh opportunities to tout the clean energy plan. Alternatively, you can work with an existing clean energy business to illustrate how the plan is helping them grow their company, create new jobs, and more.

Promote Public Infrastructure

The clean energy plan is also our country's largest infrastructure investment in generations, which should offer an increasing number of projects to spotlight as dollars flow and construction ramps up. For example, EV charging stations funded by the Bipartisan Infrastructure Law's NEVI program are now beginning to come online in many states. These and other visible public infrastructure projects present the perfect occasion to show, not just tell, how the clean energy plan is impacting your community.

Connect the Dots on Extreme Weather

Whether it's flooding in Michigan, extreme heat in Arizona, or any number of other disasters fueled by climate change, extreme weather events have become unavoidable for hundreds of millions of Americans. That is why two-thirds of Americans now say that climate change and extreme weather are kitchen table issues. Each new calamity creates a moment to connect worries about climate change and the negative impact it is having on our daily lives to the clean energy plan and how it is fighting climate change. Extreme weather events are also moments to draw a contrast between supporters of bold climate action like President Biden and the climate deniers, whose solution is to stick their heads in the sand.

Showcase Tax Credits and Rebates

The clean energy plan contains new federal tax credits and rebates for purchasing new or used EVs, rooftop solar panels, and electric appliances. The law also contains consumer rebate programs that are administered by states and are expected to continue to roll out throughout 2024 and beyond. All of these consumer incentives provide exciting opportunities to demonstrate how the clean energy plan is putting money in people's pockets and lowering their energy costs, all while fighting climate change.

Give Credit Where Credit is Due and Call Out Opponents

One key imperative is making sure that President Biden and other supporters of climate action receive credit for the clean energy plan. It's also important to call out the plan's Big Oil-backed opponents to illustrate how eliminating the plan will hurt people in your state. Always tell your constituents who in your state is for the plan and who is against it and why (Big Oil and other polluters).

In Practice - Savannah, Georgia Mayor

Savannah Mayor Van Johnson partnered with Climate Power around the first anniversary of the core element of the clean energy plan's passage. Savannah has a great story to tell—over 3,000 new jobs since the passage of the plan and a growing reputation as a clean energy hub. Mayor Johnson has worked hard to sell the positives of the president's clean energy plan, while calling out and counteracting false claims that it hinders job growth in the state.

Action: Mayor Johnson, Climate Power, and clean energy industry leaders held a press briefing to announce the new Georgia job numbers on the anniversary of the clean energy plan's passage, garnering local coverage [on Fox 28](#).

The mayor then published an op-ed in the [Savannah Morning News](#) (paywalled) to further highlight Savannah's growing clean energy boom.

When the clean energy plan was subsequently attacked, Mayor Johnson worked with Climate Power to quickly respond to these false claims, call out opponents, and show that the federal investments have in fact paid off in Georgia in another op-ed in the Savannah Morning News. (Paywalled — [article HERE](#)).

In Practice - Nevada Clean Energy Business

A Nevada solar manufacturing facility, Unimacts, worked closely with Climate Power to amplify how the clean energy plan has helped it grow inside the state. Together, Unimacts and Climate Power collaborated on three separate events—leveraging high-level surrogates and key events—to highlight and drive new coverage around the work and job growth that resulted from the clean energy plan's investments.

Action: Unimacts, [Sen. Jacky Rosen](#), and Climate Power teamed up to host a celebration event in August 2023, timed to the anniversary of the core element of the clean energy plan’s passage. The event was complete with a birthday cake and featured a tour of Unimacts. Unimacts CEO Matt Arnold said, “We wouldn’t be here without the [Inflation Reduction Act] IRA—full stop.” Press coverage included the [LV Review-Journal](#) and [News3LV](#).

Climate Power again partnered with Unimacts for a ribbon cutting event in September 2023 in tandem with RE+’s annual conference in Las Vegas, and again made the direct link to the clean energy plan. The event yielded six press clips amplifying Unimacts’ ribbon cutting:

- [Ribbon cutting marks opening of a new solar factory in Las Vegas](#) – KNPR
- [More solar energy jobs coming soon to Las Vegas](#) – The Review Journal
- [Las Vegas factory aiming to make solar panels more efficient](#) – Las Vegas Sun
- [Nextracker-Unimacts Establish Las Vegas, Nevada, Steel Components Facility](#) – Area Development News Desk
- [Nextracker, Unimacts Inaugurate New Las Vegas Factory](#) – Solar Industry
- [Nextracker Opens New US Factory with Dedicated Capacity in Las Vegas with Unimacts](#) – Yahoo Finance

Climate Power and Unimacts hosted a third event in January 2024, teaming up with Rep. Susie Lee to tour Unimacts. During the event, Rep. Lee highlighted that Unimacts would create 200 new clean energy jobs as a result of the clean energy plan. [Clip here.](#)

- News 3, [Congresswoman Susie Lee announces new clean energy jobs in Southern Nevada](#)
- The Nevada, Video: [Las Vegas solar manufacturing facility to triple operations after federal funding](#)

In Practice - State and City Partnerships in New Mexico*

Belen, New Mexico, is the future site of Arcosa, Inc.’s newest wind-tower manufacturing facility. Fueled by the clean energy plan’s incentives, Arcosa bought an extant facility in Belen’s Rio Grande Industrial Park and intends to create over \$314 million in economic impact for the area in the next decade—creating a New Mexico-grown wind-tower supply chain to build wind farms all over the Southwest. Belen is just the beginning of clean energy manufacturing in New Mexico: in August 2023, Governor Lujan Grisham, along with the state’s federal delegation and the mayor of Albuquerque, celebrated the announcement of Maxeon Solar Technology’s \$1 billion investment in a solar cell and panel manufacturing center in Mesa del Sol, near Albuquerque. The new factory will create more than 1,800 domestic jobs in clean energy manufacturing and engineering, further demonstrating how New Mexico has leveraged the job-creating provisions of the clean energy plan, private investment, and the state’s commitment to the clean energy transition.

In Practice - Clean Energy Workforce Transformation in Pennsylvania*

In August 2023, Pennsylvania Governor Josh Shapiro announced the Commonwealth Workforce Transformation Program (CWTP), a first-of-its-kind program created via Executive Order 2023-17 to bolster and expand Pennsylvania's infrastructure workforce.

Under the program, the commonwealth will reserve 3 percent of clean energy plan funding received from the federal government specifically to promote workforce development and on-the-job training, leading to as much as \$400 million being invested directly in training Pennsylvania's workers over the next five years.

Importantly, organizations within the commonwealth receiving the clean energy plan's funding are also eligible to receive up to \$40,000 for each new worker trained. The program is expected to support as many as 10,000 jobs by preparing Pennsylvanians for next-generation infrastructure jobs, including those modernizing energy, water, and sewer infrastructure.

In Practice - Public-Private Partnership in Colorado*

In August 2023, Colorado Governor Jared Polis joined the state's federal lawmakers to mark the one-year anniversary of the clean energy plan in Brighton, Colorado, which saw a surge in private-sector investment since the passage of the landmark legislation.

Following receipt of an offer of state incentives from the Colorado Economic Development Commission, solar manufacturer VSK Energy Inc. announced its intent in June 2023 to invest \$250 million in a new solar photovoltaic module assembly facility in the Denver suburb. The investment will add to Colorado's \$4.6 billion cleantech economy, according to the Colorado Office of Economic Development and International Trade, and is projected to bring 900 net new jobs.

Other private investments include Ampirus establishing a new lithium-ion manufacturing facility in Brighton, Fortesque Future Industry selecting Colorado for its clean hydrogen innovation center, and CS Wind doubling its wind tower facility in Pueblo. Governor Polis cited tax credits made possible by the clean energy plan as a significant driver of these ventures as well as overall growth in clean energy and manufacturing projects throughout Colorado.

Other great examples in action from local leaders

- **AZ:** AZ State Rep. Oscar De Los Santos in the Arizona Capitol Times: [Clean Energy, Arizonans' Resilience Are Keys To A Better Future](#)
- **AZ:** Secretary Treasurer of the AFL-CIO Susie Martinez: LETTER: [The Inflation Reduction Act is already working wonders for Nevada](#)
- **AZ:** Clean Energy CEO in Tuscon Sentinel: Dimensional Energy CEO: [Gov't shutdown would slow clean energy progress in Arizona](#)

- **NV:** NV Assemblywoman Selena Torres in Nevada: [Opinion: Flooding in Las Vegas and the urgent need for climate action](#)
- **OH:** Athens Mayor Steve Patterson in the Columbus Dispatch: [Athens is not the most inviting place for electric vehicles. What we are doing about it.](#)
- **PA:** Clean Energy CEO in Trib Live: [Benefits of Inflation Reduction Act](#)
- **WI :** Wisconsin LCV Leader in CapTimes- Opinion- [Biden’s Climate Policies Delivering for Wisconsin](#)
- **WI:** Mandela Barnes in Cap Times [Opinion: Inflation Reduction Act Essential To Wisconsin’s Clean-Energy Economy](#)
- **WI:** WI State Rep. Evan Goyke in the Shepard Express: [How You Can Be Part of Milwaukee’s Clean Energy Future](#)
- **WI:** Madison Mayor Satya Rhodes-Conway, Green Bay Mayor Eric Genrich, Kenosha Mayor John Antaramian, and Racine Mayor Cory Mason in the Cap Times: [Wisconsin mayors: Infrastructure deal a road to a more equitable, sustainable future](#)
- **WI:** Madison Mayor Satya Rhodes-Conway in the Cap Times: [Big year for climate action in Madison](#)

*Examples adapted from the US Climate Alliance [2023 Annual Report](#)

CREATING COMPELLING DIGITAL CONTENT

At the state and local level, effectively leveraging digital communication channels is essential for engaging with constituents and highlighting the impact of your climate initiatives—specifically in the clean energy boom.

Here’s a guide tailored to help you communicate the benefits of clean energy initiatives to your community:

1 Integrate Clean Energy Messaging

Integrate messaging about clean energy initiatives into your overall communication strategy. Emphasize how these new or developing projects directly benefit your community or state in terms of job creation, economic growth, health benefits, and environmental sustainability. Ensure that digital platforms (like social media, blogs, and websites) play a central role in conveying these messages to your constituents.

2 Craft Compelling Social Media Content

When creating social media content, be relatable and avoid jargon or acronyms. Focus on communicating the tangible benefits of clean energy for your constituents in everyday language. Highlight how clean energy initiatives contribute to:

- **Job Creation:** Emphasize the opportunities for local employment generated by clean energy projects.
- **Cost Savings:** Illustrate how transitioning to clean energy can lead to savings on utility bills for households and businesses alike.
- **Reliability in Extreme Weather:** Showcase the reliability of renewable energy sources, such as solar and wind power, in withstanding extreme weather events like storms or heat waves.
- **Health Benefits:** Explain how clean energy initiatives contribute to improved air and water quality, leading to better public health outcomes for your community.

Share stories, data and real-life examples that demonstrate the positive impact of clean energy projects on local communities, economies and the environment. Tailor your messaging to align with the values and priorities of your community, ensuring that it resonates with your audience on a personal level.

Here are some examples from elected officials:

Chuck Schumer @SenSchumer

As we celebrate one year of the Inflation Reduction Act:

I'm touring Ljungström's plant in Upstate NY as they transition from manufacturing coal technology to wind energy and add new good-paying jobs.

We are boosting American manufacturing and building our clean energy economy!



11:28 AM · Aug 30, 2023 · 58.1K Views

Senator Jacky Rosen @SenJackyRosen


Critical minerals are *critical* for our clean energy future, & Nevada is leading the way.

I'm joining @SenCortezMasto in calling on the Admin to allow mining for these minerals to qualify for the Inflation Reduction Act's 45X tax credit.

This will benefit NV businesses & jobs.

Governor Roy Cooper @NC_Governor

North Carolina is at the epicenter of our country's clean energy economy. Let's continue our work bringing good-paying clean energy jobs to communities across the state.



Governor Gretchen Whitmer @GovWhitmer

We're sparking change and moving Michigan manufacturing forward by investing in new technology and supporting clean energy. Let's show the world what Michigan can do as we power the future! ⚡



Clean energy

We are showing the world that we make a lot more than just cars. In the decades ahead, we will dominate the manufacturing of batteries, chips, and clean energy too.

Here are some examples from Climate Power’s latest clean energy jobs report from State Leaders & Climate Power:

 **Governor Tony Evers** @GovEvers

Reducing emissions and increasing access to electric vehicles will result in cleaner air, healthier communities, and more money in Wisconsinites’ pockets.

We’re going to keep working to expand electric vehicle infrastructure in Wisconsin to drive our state forward.

 **EDF** @EnvDefenseFund · Feb 2


Whether it’s a pickup truck or a sports car...Wisconsinites can save big bucks by buying electric. Between the savings and climate/environmental benefits it’s clear “Electric vehicles represent a win-win for Wisconsinites” 🙌
bit.ly/482XqIX



Electric vehicles are saving WISCONSIN families money

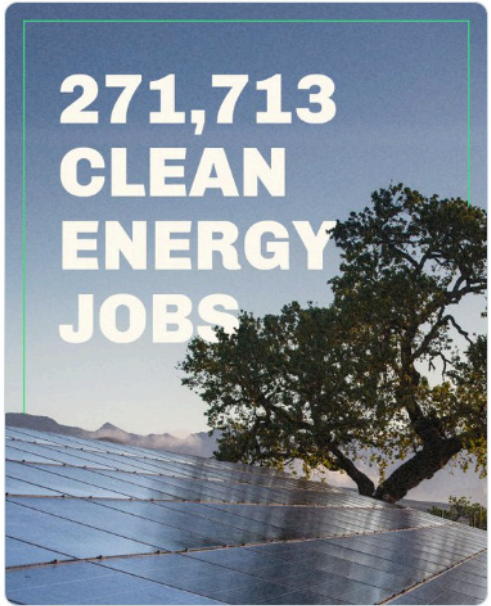
Vehicle Comparison	Savings
Ford F-150 Lightning (EV) vs Ford F-150 (Gas Vehicle)	SAVINGS: \$23,000
Chevrolet Bolt EUV (EV) vs Chevrolet Trailblazer (Gas Vehicle)	SAVINGS: \$12,600
Ford Mustang Mach-E (EV) vs Ford Edge (Gas Vehicle)	SAVINGS: \$3,200

SOURCE: EDF, SAVINGS OVER 10 YEARS

 **Climate Power** @ClimatePower

NEW REPORT: Our clean energy boom is transforming our nation's workforce 🇺🇸 Since 2022, companies have announced more than 271,000 clean energy jobs.

Check out our State of the Clean Energy Boom Report climatepower.us/clean-energy-b...



**271,713
CLEAN
ENERGY
JOBS**



NV Conservation League
@NVconservation

The [#CleanEnergyPlan](#) is lighting up Nevada's future with more than 15,000 [#CleanEnergy](#) jobs! 🌞

Discover how NV is leading the way in:

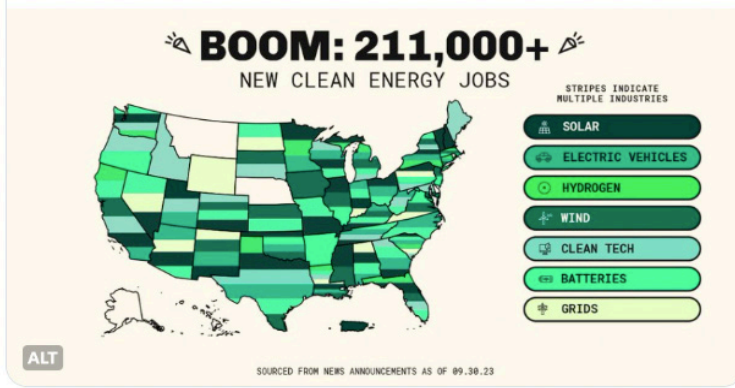
- ✓ sustainable
- ✓ high-paying jobs employment opportunities in [@ClimatePower's](#) *NEW* report 📄



Rewiring America @rewiringamerica · Nov 7, 2023

NEW: The Inflation Reduction Act has generated over 211,000 new clean energy jobs in just over a year, per a new report from [@ClimatePower](#).

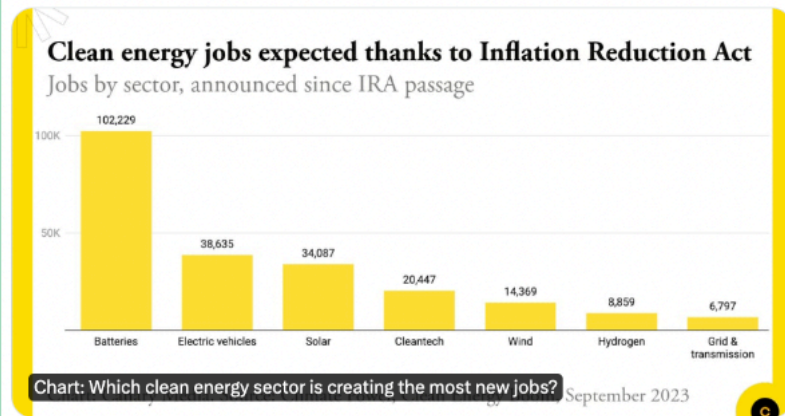
Dive into all the data: bit.ly/4711Bfh bit.ly/4711Bfh



Climate Power
@ClimatePower

Bidenomics is hard at work for the American people—since [@POTUS'](#) clean energy plan passed, 211,00+ clean energy jobs have been announced.

Our clean energy future is bright 💡



3 *Engage and Mobilize Stakeholders*

Engage with local stakeholders, including local or state businesses, community organizations, and advocacy groups, to amplify your clean energy message. Collaborate with these partners to co-create content, host events (in person or virtually), and showcase success stories from individuals in that community that illustrate the transformative potential of clean energy initiatives locally.

4 *Utilize Data*

Utilize data and metrics to quantify the impact of clean energy initiatives on your community or state. Highlight tangible proof of progress already visible in the community or soon expected from clean energy investments, including job creation, energy savings, and greenhouse gas emissions reductions. Visualize data through infographics or charts to make complex information accessible and easily understandable to constituents.

5 *Build Public Support*

Build public support for clean energy initiatives by fostering a sense of ownership and pride in your communities. Encourage community participation in clean energy projects, such as rooftop solar installations or energy efficiency programs. Showcase the diverse benefits of clean energy, including cost savings, climate resilience, and local economic development, to garner broad-based support. Point to why these are good for the community and individuals, from health benefits to available tax credits.

6 *Be Responsive to Constituents*

It's crucial to encourage open dialogue with your constituents. Actively seek feedback, answer questions, and address concerns regarding clean energy initiatives. Don't shy away from engaging directly with constituents online.

Create various opportunities for dialogue, such as:

- **Online Forums:** Establish online forums or discussion boards where constituents can engage in constructive conversations about clean energy initiatives at their convenience.
- **Social Media Q&A Sessions:** Host live Q&A sessions on social media platforms to directly address questions and comments from constituents regarding clean energy initiatives.

By fostering transparency and accountability through open communication channels, you can ensure that constituents feel heard and valued in the decision-making processes related to clean energy initiatives.

⑥ *Leverage Digital Advocacy Tools*

Harness digital advocacy tools to mobilize support for clean energy policies and initiatives and make sure constituents feel like a part of the progress. Encourage constituents to take action by signing petitions, contacting elected representatives, and participating in advocacy campaigns aimed at advancing clean energy goals at the local and state levels. Amplify constituent voices through social media or other online content like websites or blogs by sharing user-generated content and testimonials.

By employing these tools, local and state elected officials can more effectively communicate the benefits of clean energy initiatives, engage with constituents, and build public support for sustainable energy transitions in their communities and states.

COMBATING DISINFORMATION

Big Oil-backed opponents of the clean energy plan are unrelenting in their attacks and they have launched well-funded disinformation campaigns to deceive the public. The best defense is a good offense, and calling out opponents (Big Oil and Gas executives and their allies) and their motivations (greed, maintaining their record profits) is essential.

Climate Power recommends pairing a strong denial or refutation with affirmative statements about what the clean energy plan has already accomplished and how it can help lower energy costs, make the grid more reliable, and end our dependence on dirty, dangerous and costly fossil fuels.

Below are factual responses to common myths about the plan:

DISINFORMATION: The clean energy plan is a waste of money.

FACT: The plan has unleashed a clean energy economic boom across the country, unlocking more than \$352 BILLION in private sector investments in just a year and a half. Already, we've seen more than 312,900 new jobs announced. The clean energy plan is also completely paid for by cracking down on wealthy tax cheats, making huge corporations pay their fair share in taxes, and going after outrageous price gouging by big drug companies.

DISINFORMATION: The clean energy plan is bad for American workers.

FACT: The clean energy plan has created a massive jobs boom, with more than 312,900 new clean energy jobs announced just in the last year and a half. It is creating new opportunities for all kinds of workers, especially those without college degrees, in big cities and small towns all across the country.

In the auto industry, the United Auto Workers support moving toward EVs because doing so can be a win for workers, the industry and consumers alike. [Michigan is leading all other states in the nation's clean energy boom, with 45 new projects announced](#) since the core element of the president's clean energy plan was passed in 2022. Clean energy investments have already spurred \$22 billion in investment and helped create or move forward over 20,000 good-paying clean energy jobs in the state.

The clean energy boom is happening for American workers in American factories in American cities all across the country.

DISINFORMATION: The clean energy plan will only benefit China.

FACT: The clean energy boom is happening for American workers in American factories in American cities and small towns all across the country.

The purpose of the clean energy plan is to create a Made in America clean energy boom, and the results speak for themselves: since the passage of the clean energy plan—[dozens of companies](#) have announced plans to manufacture EV battery components on American soil. Over 312,900 new American clean energy jobs and over \$352 billion in new clean energy investments have been announced since its passage, including over 32,000 new electric vehicle jobs and over 118,000 new battery jobs.

The clean energy plan is specifically designed to eliminate our reliance on China for EV batteries and other components. Ironically, eliminating the clean energy plan, as climate deniers have pledged to do, will only benefit China at the expense of American workers and consumers.

Notably, the oil and gas industry [relies heavily](#) on [components from China](#), including barite and steel, tying the United States to supply chains in China as long as we rely on oil and gas.

DISINFORMATION: The clean energy plan will ban gas cars, gas stoves, hamburgers, etc.

FACT: President Biden has not proposed a ban on gas cars. Period. Full Stop. All claims to the contrary are [completely false](#). And there is no proposed federal ban on gas stoves, hamburgers, or any of the other things opponents of clean energy falsely claim.*

*Note the wording here applies to the federal government. Be mindful of state or local efforts to phase out gas cars and/or ban new methane gas hookups.

DISINFORMATION: The clean energy plan is forcing people to buy things they don't want.

FACT: No one is being forced to buy anything they don't want. The clean energy plan is about expanding consumer choice and making it possible for more people to take advantage of affordable clean energy and purchase things like highly-efficient heating and cooling systems and appliances, zero-emissions vehicles, and other technologies to lower their energy costs and cut pollution.

DISINFORMATION: The clean energy plan will raise energy costs.

FACT: The clean energy plan is about lowering energy costs by making it possible for more people to take advantage of affordable clean energy and purchase things like highly-efficient heating and cooling systems and appliances, zero-emissions vehicles, and other technologies. Overall, it will save Americans \$38 BILLION on their electric bills. The clean energy plan can help the average family save [\\$1800 a year](#) on their energy bills.

The clean energy plan will help us end our dependence on dirty, dangerous, and costly fossil fuels once and for all. Recent spikes in electricity prices in some regions were primarily caused by the unpredictable and volatile price of methane gas.

DISINFORMATION: The clean energy plan will cause blackouts.

FACT: Clean energy is both affordable and reliable - and it's the [key to making the power grid more resilient](#). In 2021, the Texas winter blackout that killed hundreds of people was caused by the failure of methane gas infrastructure and power plants, not renewable energy. Similarly, the vast majority of blackouts during a 2022 winter storm on the East Coast were caused by the failure of methane gas and coal-fired power plants. By contrast, clean energy stabilized the power grid in Texas during last summer's climate-fueled extreme heat.

As for concerns about EVs, they will only slightly increase demand for electricity. Real-world evidence shows that EVs actually have the potential to benefit all electricity ratepayers, whether or not they own an EV, and can increase the reliability of the grid.

ACCESSING THE CLIMATE COMMUNITY

Doing this work in coalition can increase your impact, bolster your capacity, and help you create a cohesive campaign to amplify ongoing investments and highlight direct benefits at the consumer level. Below are a few resources to help you create those connections and a few examples of how to work with allied organizations in action.

Tactics & Resources

There is a wide array of partners that state and local leaders can lean on to help them amplify clean energy projects and policies, provide communications advice and support, and connect with new partners and allies. [Here is a list](#) of key partners who are available to be resources to you along with information on what types of support they are able to offer.

Examples in Action

Across the country, state and local organizations are ready to partner with you to get the word out. From directly reaching out to residents to informing the media, below are some examples.

Door-to-Door Canvass in Madison, Wisconsin

In 2023, Wisconsin Conservation Voters (WCV)—in collaboration with Forward Together Wisconsin and the City of Madison—knocked on over 75,000 doors in Madison and the suburbs north of Milwaukee to talk with homeowners about how they can utilize President Biden's clean energy plan. Based on over 9,500 conversations, WCV found that only 35% of contacts considered themselves familiar with the clean energy plan, and after speaking to a WCV canvasser, 71% expressed support (with less than 5% opposed). People expressed

eagerness to save money on rising energy bills and welcomed these benefits enthusiastically, regardless of their feelings about the president.

The City of Madison and Mayor Satya Rhodes-Conway have helped amplify these efforts by participating in media events (including a visit by Secretary of Energy Granholm), co-branded canvass materials with the city's logo (adding credibility to the canvassers), and connected city staff with local advocates to integrate city benefits into the program helping it better reach low-income residents and renters.

As WCV Executive Director Kerry Schumann put it: “By leading with a cost-saving message, we were able to appeal to people’s top-of-mind kitchen table concerns and their pragmatism. By following up with an appeal to protect our environment for future generations, we were able to underscore the pragmatic message with one rooted in widely shared values. **The result is a message that both makes practical sense and makes people feel good.**”

Town Hall in Henrico County, Virginia

In November 2023, the Virginia League of Conservation Voters (VALCV) hosted a town hall in Henrico County with Henrico NAACP, Freedom Virginia, Virginia Interfaith Power & Light, the BlueGreen Alliance, and the IBEW Local 666. In addition to presentations from many of the host organizations, the town hall included a presentation from the Henrico County Sustainability office celebrating the funding from the President’s clean energy plan and highlighting many of the steps the county has already taken to bring in climate investments. This community-led discussion on climate and conservation solutions for Henrico County helped residents better understand the benefits they could apply for and those already coming to their county.

Press Conference in Reno, Nevada

In September, Reno Mayor Hillary Schieve and Washoe County Commissioner Alexis Hill joined with advocacy groups in [a press conference to highlight major IRA investments](#) during its first anniversary, including \$10 million to the American Battery Technology Company in Reno and \$100,000 grant to invest in clean energy for Gerlach in rural Nevada. The event generated local coverage that helped residents understand the concrete benefits of these investments.

Roundtable Discussion on Direct Pay in Phoenix, Arizona

In February, Mayor Kate Gallego and White House Senior Advisor and Director of the Office of Intergovernmental Affairs Tom Perez hosted a roundtable discussion on new benefits available through the Inflation Reduction Act’s direct pay provisions. These provisions are game-changing incentives that allow governments and tax-exempt entities, for the first time, to receive a payment equal to the full value of the tax credits for clean energy projects. Joined by local officials like Stephen Roe Lewis, Governor of the Gila River Indian Community, and representatives from the Cartwright School District, the discussion highlighted how new direct pay provisions in the president’s clean energy plan make it easier for community organizations

like theirs to receive funding for clean energy investments locally. Local governments will now be able to take on clean energy projects faster and at a larger scale, while lowering costs for working families, advancing environmental justice, and improving public health.

As desert communities like Phoenix continue to grapple with the adverse effects of climate change, Mayor Gallego is focused on leveraging these federal opportunities to reduce emissions, improve air quality, combat extreme heat, and create thousands of new, green jobs. These types of roundtable discussions can and should be replicated across the country and the most successful events include a real world example of a clean energy project having an impact right now, such as Solar United Neighbors, a local [solar non-profit that has benefited from direct pay](#) and will continue to throughout 2024.

APPENDIX: State Fact Sheets

Arizona

California

Colorado

Connecticut

Delaware

Georgia

Guam

Hawaii

Illinois

Massachusetts

Maryland

Maine

Michigan

Minnesota

New Jersey

New Mexico

Nevada

New York

North Carolina

Oregon

Pennsylvania

Puerto Rico

Rhode Island

Vermont

Washington

Wisconsin