

# Advocacy planning worksheet – use this to plan your advocacy

## 1. What is the change I want?

- Is there a bill? What is it?
- Resources:
  - o <http://leginfo.legislature.ca.gov> for CA legislative tracking
  - o [www.congress.gov](http://www.congress.gov) for US federal legislative tracking

## 2. Who is the decision-maker that can deliver it?

- Are they in favor, opposed, or undecided?
- What individuals have influence over her/him?
- What groups do? (voters, industry sector, etc.)
- Resources:
  - o <http://maplight.org> for tracking campaign contributions
  - o [www.votesmart.org](http://www.votesmart.org) for voting record and contributions

## 3. Who are “we” as a constituency? What people and resources can we mobilize to achieve influence and demonstrate clout?

- What groups and constituencies do we represent? Who else do we need with us?
- What connections and opportunities for interaction can we find?

## 4. What is our message?

- How do we state a clear Problem, Solution, and Action?
- What is our specific “Ask”?
- How can we showcase the voices that matter to the decision maker?

## 5. How do we engage the decision maker to get a commitment?

- Have we tried meeting directly?
- How can we demonstrate our numbers and clout?
- What is our follow-up?

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**E P I C Advocacy Worksheet** - Use this to convert facts into your talking points

Hello, I am...

My organization (or constituency) is ...

**Engage your audience:**

**State the PROBLEM: “What is wrong?”**

*Transition:* “But it doesn’t have to be this way...”

**Inform re SOLUTION: “What is needed?”**

**Call to ACTION: “What we need you to do”:** (This is the “Ask”)

# California Senate Leader Introduces 100 Percent Clean Energy Measure

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Source: <http://sd24.senate.ca.gov/news/2017-05-02-california-senate-leader-introduces-100-percent-clean-energy-measure>

**SACRAMENTO** - California Senate President pro Tempore Kevin de León (D-Los Angeles) on Tuesday introduced **Senate Bill 100**, The California Clean Energy Act of 2017, which puts the state on the path to 100 percent clean, renewable energy by 2045.

## **VIDEO: Press Conference: California Senate Leader Introduces 100 Percent Clean Energy Measure**

“California’s experience over the last decade offers hard evidence that we can dramatically expand clean energy while also growing our economy and putting people to work,” **Senator de León** said. “This measure will ensure that California remains the world’s clean energy superpower and that we lead the nation in addressing the threat of climate change.”

**VIDEO: 100% Clean Energy Equals Jobs** <https://youtu.be/7Zeu3yXuGCg>

**VIDEO: 100% Clean Energy: We Can Get There** <https://youtu.be/9AYRADZkkqs>

## **BILL SUMMARY**

SB 100, the California Clean Energy Act of 2017 does all of the following:

1. Establishes an overall state target of 100% clean energy for California by 2045 by directing the CA Public Utilities Commission, CA Energy Commission, and Air Resources Board to adopt policies and requirements to achieve total reliance on renewable energy and zero carbon resources by that date.
2. Accelerates SB 350’s 50% mandate for clean renewable energy from 2030 to 2026 and establishes a new RPS benchmark of 60% by 2030 to ensure more clean energy in the California grid sooner.
3. Establishes new policies for energy companies to capture uncontrolled methane emissions from dairies, landfills and waste water treatment plants and use these clean renewable fuels to replace natural gas.
4. Authorizes investor owned utilities to invest in cleaner transportation fuels such as hydrogen or waste methane gas from dairies for heavy duty trucks to replace dirty diesel fuels, provided there are no other cleaner options such as zero emission vehicles available.

## **BACKGROUND**

California has one of the cleanest economies in the world. Since we passed AB 32 in 2006, we’ve grown our economy faster than the national average while reducing carbon intensity by nearly 40% compared to 1990. We’ve also lowered energy bills, improved air quality and created thousands of new, high wage jobs in the clean energy sector.

California already has the most ambitious climate targets in the world and the most aggressive renewable energy targets of any economy of its size. We lead the nation in renewable energy generation, clean tech venture capital investment, patent creation and clean car technology.

In 2015, The Legislature passed SB 350, The Clean Energy and Pollution Reduction Act (De Leon et al), which set a 50% clean energy standard by 2030. That bill also set new requirements for doubling energy efficiency and for wide scale transportation electrification deployment. Senate Bill 32, the Global

Warming Solutions Act of 2016 (Pavley), requires the state to reduce overall greenhouse gas emissions by 40% by 2030.

(From website update May 31) SB 100 will transition California to 100% fossil-free electricity, and will further bolster the state's economy. Solar, wind, energy efficiency, and other clean power sources now collectively employ over half a million Californians - there are already nearly ten times more clean energy jobs in California alone than there are coal-mining jobs in the entire nation. California continues to set the standard for leadership on policies to prevent climate change from further eroding the safety and health of our great state, and our great nation.

**Kathryn Phillips**, director of Sierra Club California said, "Getting 100 percent renewable is 100 percent possible and 200 percent necessary. SB 100 responds to what survey after survey shows that Californians want: clean energy, clean air and a future for the next generation."

California will receive all of its power from renewable energy, such as solar and wind power, by 2045 [under legislation that passed the state Senate on Wednesday](#).

Senate President Pro Tem Kevin de León (D-Los Angeles) touted his bill, Senate Bill 100, as the most ambitious program in the world.

"Clean energy is the future," De León said. "SB 100 ensures that California leads into the future."

The measure would also speed up the state's goal of reaching 50% renewable energy, changing the deadline from 2030 to 2026.

SB 100 passed over objections from Republican senators. Sen. Jeff Stone (R-Temecula) criticized the measure as government getting ahead of technological capacity.

"What if we can't make that mandate that we're putting into law today?" Stone said. "What it's going to do is drive up electricity bills for our businesses."

De León's bill now moves to the Assembly.

The image is a screenshot of a news article from the Los Angeles Times. The header shows the newspaper's name in a serif font. Below the header is a navigation bar with links for LOCAL, SPORTS, POLITICS, ENTERTAINMENT, OPINION, MOST POPULAR, and PLACE AN AD. The article's date and time are listed as MAY 31, 2017, 12:31 P.M., and it is reported from SACRAMENTO. The main headline reads "California plan for 100% renewable energy by 2045 clears key hurdle". A small profile picture of the author, Liam Dillon, is shown next to his name. Below the headline is a large photograph of Senator Kevin de León, a man with dark hair wearing a white shirt and a blue tie with white polka dots, sitting at a desk and gesturing with his hands while speaking. Social media sharing icons for email, Twitter, and Facebook are visible to the right of the photo.

Sen. Kevin de León (D-Los Angeles) (David Butow / Redux Pictures)