

PUT A PRICE ON IT DC



ACTIVIST TOOLKIT



Get DC to pass the Climate & Community Reinvestment Act with the Put A Price On It DC Campaign

The movement to put a price on carbon in DC and rebate the money back to residents is growing!

The Chesapeake Climate Action Network, along with the growing Put A Price On It DC Coalition, is working all over the city every day to make it happen.

Our mission is to build powerful community support for the Climate and Community Reinvestment Act of DC. A carbon fee-and-rebate program is the most effective way to meet DC's goal to reduce carbon emissions by 50% by 2032 and 80% by 2050, while financially lifting our entire community, from our most vulnerable residents to local businesses.

We need your help! To convince the DC Council and overcome the power of the fossil fuel industry in the US, we need to show that the grassroots movement for renewable energy is bigger than ever. A big push over the summer will ensure our power base is going strong into the fall so we can introduce our bill and secure a hearing. The best way to show our strength is to gain community support: we need to be on the ground every day spreading the word about the Put A Price On It DC campaign.

What better place than our nation's capital to set a precedent for carbon pricing programs nation-wide? It's time for DC to lead—not only in cutting fossil fuel pollution, but in creating a more just and sustainable economy for all.



What's in this toolkit?

Introduction	2
Petitioning Toolkit	4-7
Petitioning & Community Outreach: How To	4
How to Petition	5
Frequently Asked Questions	6-7
Convincing Your Council Member	8-11
Guide to Hand Written Letters	8-9
Bird-Dogging 101	10-11
ANC & Civic Associations	12-16
Guide to Presentations	12-14
ANC Frequently Asked Questions	15
Sample Resolution Language	16
Business Endorsements	17-19
Business Endorsements	17
Statements of Support from Business Leaders	18
Target Businesses by Ward	19
Letters to the Editor	20-23
How to Write Letters to the Editor	20
Suggested Talking Points	21-22
Sample LTEs	23

This toolkit and other action resources are available online at: <http://www.carbonpricedc.org/volunteer-tools-resources/>

Link to campaign fact sheet: http://chesapeakeclimate.org/wp/wp-content/uploads/2017/06/CarbonFeeFactSheet_2017.pdf

Petitioning & Community Outreach: How To

Petitioning is our most important tool for grassroots outreach and community education.

Petitioning is exactly what it sounds like – asking people in our community to sign our petition in support of The Climate and Community Reinvestment Act of DC. We need to spread the word about carbon pricing to as many people as possible in the DC-Maryland-Virginia area in order to create a huge network of grassroots supporters and help our movement grow!

Carbon pricing isn't a concept most people are familiar with, and our carbon fee-and-rebate program takes a good explanation. Check out our Carbon Pricing Fact Sheet above and the toolkit below on how to speak to anyone about our bill, how it works, and what it would mean for our city!

The Put A Price On It DC organizers host team-petitioning events on a regular basis throughout the community. Keep an eye out for emails on the Carbon Price DC Volunteer email list and check our [event page](#) to stay up-to-date with all of our events! Be sure to RSVP online to each event. We will always brief you before a petitioning event with updates on the progress of our bill and answer any questions you may have.

You can also petition on your own! Ask your friends to sign our petition online at www.carbonpricedc.org/take-action, and share the link on social media.

General Tips & Information

- Materials: clipboard, stocked with: petition cards, fact sheet, coalition image, map, stickers, and mini flyers
- **We're not asking for money, we're asking for action!**
- Don't be afraid to approach people! Looks can be deceiving.
- Be sure to save your petitions and return them to CCAN staff or Rachel Martin, 703-350-2815, rachelm@chesapeakeclimate.org
- If you can't answer a question, please direct them to CCAN staff who are present, our website (carbonpricedc.org), or email address: info@carbonpricedc.org, and we will follow up with them.

The Ask.

- Stay in the loop - sign up on the petitions/sign-up sheet.
- Volunteer with us! Check the box. Volunteers can help with communications, presentations, tabling, endorsements, creative/art, lobbying, LTEs, etc.
- Get your business or a business you know to endorse the campaign - email Camila at camila@chesapeakeclimate.org.

How To Petition

Ice Breakers

- Have you heard of carbon pricing before?
- Do you want to get hundreds of dollars for saving the climate? Help win a carbon rebate for all in DC funded by charging energy companies for polluting our city.
- Would you like to sign a petition to improve our air quality/cut carbon pollution?

What is Carbon Pricing?

A carbon pricing program would work by charging the biggest polluters in the city—companies like Exelon-Pepco and Washington Gas—a fee per ton of carbon pollution they emit, pushing them to provide clean energy instead. The money generated from this fee would then be reinvested into our community:

1. Most of the money will go right back to you and each DC resident as a “carbon rebate” on a quarterly basis, with a larger rebate for low-income residents (75%),
2. Some of the funds will be invested in green infrastructure (20%), and
3. A small share of the revenue will help create a tax credit for local businesses (5%).

Experts across the political spectrum agree that putting a price on carbon is the most effective way to fight climate change. By making fossil fuel polluters pay for the damaging costs of their emissions—like asthma, floods, fires, and more expensive food—we can unleash the clean energy solutions we need, and make DC families better off in the process. Implementing a carbon rebate will empower everyone to participate in the clean energy economy!

If you agree with this, please sign our petition! Your signature will help us get this policy passed and implemented in DC. You can sign it if you're a DMV resident. **If you're a DC resident, we can send an email to your council member and lobby on your behalf.**

Get the Facts!

- **\$500** annual rebate for the **average** family in the first year and \$1,920 annual rebate by 2032.
- **\$900** annual rebate for **low-income** families in the first year and \$3,330 annual rebate by 2032.
- **75%** of DC residents would see their net incomes increase.
- **23%** city-wide carbon pollution reduced by 2032.
- Carbon pricing has been implemented, passed, or scheduled in 7 cities and regions across the US, and in more than 40 countries worldwide.

Petitioning: Frequently Asked Questions

How much is the fee/tax? Where is the money coming from?

- The carbon fee would start at \$20 per ton of CO₂ in 2019 and rise to \$150 per ton in 2032.

Who is paying the tax?

- Major energy providers that emit tons of greenhouse gasses (GHG). DC residents will eventually see an increase in the cost of fossil fuel energy, but that cost is offset by the rebate and then some. Rates cannot be raised without approval – there is a regulatory process. The growing renewable energy economy in DC will make it increasingly easier to switch.

How does this work economically? Aren't companies against this?

- Energy companies will be encouraged to reduce their emissions to avoid paying the fee. Actually, many energy companies prefer this to heavy regulation because it allows them to make changes and reduce emissions where they see fit.

Where is all of this information coming from?

- Chesapeake Climate Action Network has teamed up with a well-known DC-based think tank, Center for Climate Strategies (CCS), to run an economic study and found that this model would be a win for the climate, jobs, GDP, and for addressing income inequality. The study is now publicly available at http://www.climatestrategies.us/carbon_pricing.

DC doesn't have enough pollution for this.

- Actually, childhood asthma rates in DC are quite high. The DMV's ozone levels are higher than average, and in 2014, the American Lung Association ranked the DMV 8th on the list of the top 25 most ozone-polluted cities (grade F). Southeast and northeast DC are differentially affected by particulate pollution, where there is more industry. Respiratory illness caused by air pollution is a leading cause of death worldwide.

Why? What will this do for me?

- The rebate will support middle- and low-income Washingtonians the most through the rebates. In fact, the average DC family will *make* \$2 for every \$1 they spend in increased dirty energy costs. This policy will make renewable energy more available and affordable to all, and it will clean up our air and environment.

Petitioning: Frequently Asked Questions

Why do you need my support?

- We need to show the city council that dc cares! By signing the petition, we can send the message to your council member that you support the policy and lobby on your behalf. If you live in MD or VA, your support shows the need for regional action.

I don't live in DC. Why should I support this if I won't get a rebate?

- We have to start somewhere! Because DC has a smaller industrial sector, it will be easier to get the ball rolling and jumpstart a regional action plan. In fact, the governor of Virginia wants to join a regional cap-and-trade program (a form of carbon pricing), and a citizen campaign is starting in Maryland to pass a carbon rebate there.

I don't think a carbon price will work/ever happen.

- Carbon pricing has been successful in many countries, cities, and regions across the globe. We need to reduce our carbon emissions, and this is the most straightforward and effective way to reduce carbon across the whole economy while supercharging renewable energy. A policy in the nation's capital will show the country that we are serious about climate action and serve as a model for other regions.



Convincing Your Council Member: Guide to Handwritten Letters

Why Write a Handwritten Letter?

Writing a handwritten letter to your council member is one of the best ways to communicate your concerns. Please write 1-3 paragraphs in your own words expressing your support for the Climate and Community Reinvestment Act of DC. See below some statistics and talking points you can include, but phrase your note in a personal and unique way. Tell your council member what this bill would mean for you and your community, then ask for their support!

Talking Points

I am concerned that DC has not taken enough action to meet our goal of reducing carbon pollution by 50% by 2032 and 80% by 2050. I am concerned for our air quality, our health, and our climate. The most equitable, efficient, and effective way to reduce our emissions and lead on climate is to put a price on carbon and rebate the proceeds back to our community.

Starting a carbon fee-and-rebate policy in our nation's capital would send a message to the region and the country that we are serious about reducing our greenhouse gas emissions (GHG) and switching to renewable energy. We want to meet the goals laid out under the Paris Climate Agreement and be part of the worldwide transition to renewables.

The carbon fee-and-rebate policy we want to see enacted in DC would reduce carbon emissions, increase incomes, and create jobs. This plan will put DC's climate goals in motion and:

- reduce the District's carbon emissions, at minimum, by 23% by 2032.
- increase the net incomes of 75% of DC residents and especially improve circumstances for DC's most vulnerable residents.
- create net job growth in construction, food service, and other high-employment sectors of the economy.
- improve our air quality, improve our health, and reduce our rates of childhood asthma.

We want to take real action to make DC the healthiest, greenest, and most livable city in the United States for ourselves, our children, and our community.

Ask Your Council Member

Will you take action on DC's climate policy and enact the Climate and Community Reinvestment Act of DC? I look forward to hearing back from you about your thoughts on DC's strongest and most effective climate action initiative.

Questions? www.carbonpricedc.org | info@carbonpricedc.org

Be sure to include your return address on the envelope! Each council member's address is the same except for the suite number.

Guide to Handwritten Letters: The DC Carbon Rebate Campaign

Send letters to:

**1350 Pennsylvania Avenue, NW
Suite __
Washington DC, 20004**

Ward 1

Brianne K. Nadeau (suite 102)

Ward 2

Jack Evans (suite 106)

Ward 3

Mary M. Cheh (suite 108)

Ward 4

Brandon T. Todd (suite 105)

Ward 5

Kenyan McDuffie (suite 506)

Ward 6

Charles Allen (suite 110)

Ward 7

Vincent C. Gray (suite 406)

Ward 8

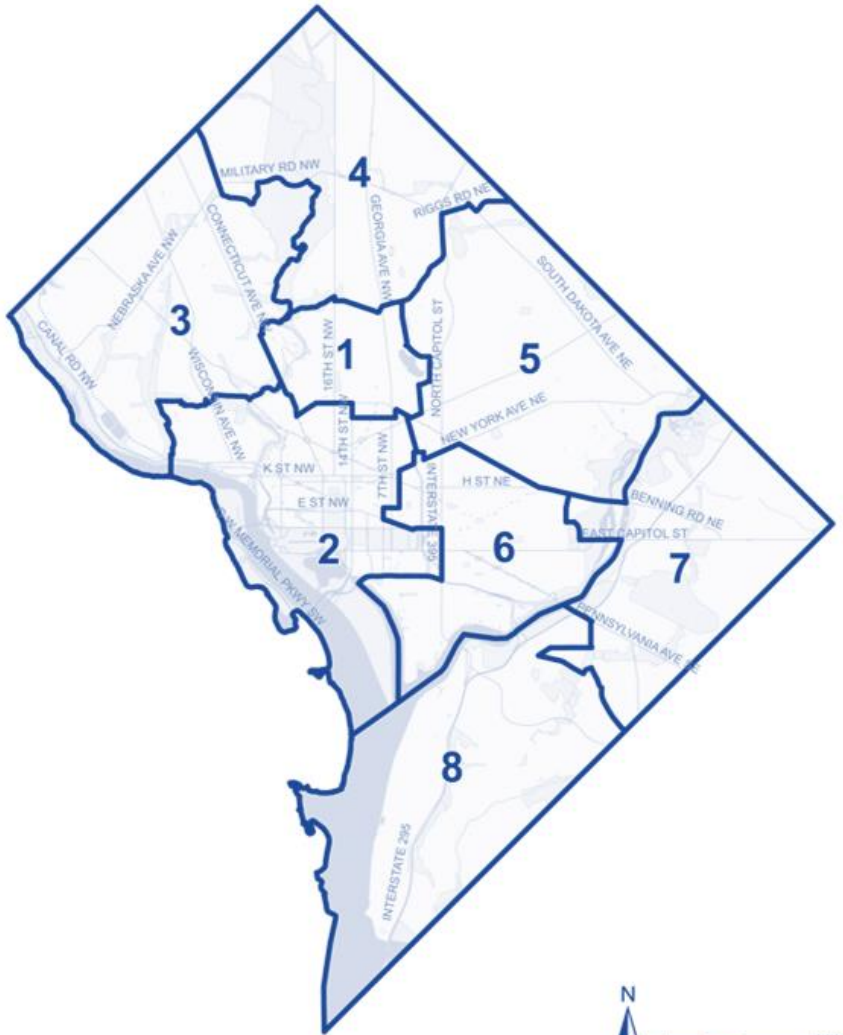
Trayon White, Sr. (suite 400)

At Large

Anita Bonds (suite 404)
David Grosso (suite 402)
Elissa Silverman (suite 408)
Robert C. White, Jr. (suite 107)

Chairman

Phil Mendelson (suite 504)



Want to host a letter-writing party? Contact us! We have stamped envelopes stuffed with this guide and blank pages available just for you!

An Introduction to Bird-Dogging

What is bird-dogging?

- By definition, bird-dogging means to “search out or pursue with dogged determination”.
- Chatting face-to-face with council members at public events or council members’ community office hours.
- You can also bird-dog councilmembers through social media platforms. Use the [Social Media Lobbying Guide](#) to learn more about these tactics.
- Check our emails on the Carbon Price DC Volunteer email list for an up-to-date list of bird-dogging events for the week!

Bird-dogging can be:

- **Hard.** It takes serious bravery to talk to an elected official about policy, but once you start talking, it’s *easy!*
- **Awkward at times.** We sometimes have to follow them around at parties or insert ourselves into conversations.
- **Empowering.** It can be the most empowering activity that you can do for the campaign because you are a powerful citizen whose voice matters just as much as a business lobbyists’.
- **Effective.** Council members (especially their staff) told us explicitly that this dogged pressure demonstrated the vastness and tenacity of supporters. It makes them realize that they need to be on our side if they value their political futures and that they can’t get away with hollow talking points.

How To Bird-Dog

The Day Before. A CCAN Staff member will email you a day before the event takes place in order to confirm your attendance, review the elected official’s position on the issue, and go over logistics and meeting location.

Arrive early to the event to meet with the CCAN staff member to go over the logistics. Unless the CCAN staff member contacts you to tell you otherwise, you will meet 15 mins before the event happens.

- **Initial Preparation.** A CCAN staff member will have printed fact sheets and printed questions for you to reference. A CCAN staff member will have one to three key questions, with good follow-up questions to ask the elected official.
- **Personal Story Discussion.** You and the CCAN Staff member will discuss how the carbon fee campaign immediately impacts your neighborhood and you personally. Your story can be used when introducing the campaign to the elected official.
- **Review the Logistics and Role Play.** You will review with the CCAN staff member how your question will be asked and where you can station yourself at the event in order to ask your question to the elected official. You will also engage in a role play with the CCAN staff member to practice asking your question.

Helpful Reminders for Bird-Dogging

Be Calm and Reasonable. Maintaining a respectable tone will bring a more positive response from the elected official, their staff, and the media, if they are present. Getting angry or sarcastic will generally result in being ignored. You can even preface your question with a comment on something the elected official has done well, before proceeding to your question.

Take Notes. The only way to track the responses of candidates is to have a record of what they said. It is also helpful to have notes when you are trying to frame a follow-up question. The CCAN Staff member will supply you with a pen and notepad.

Share What You Have Learned and Follow-Up. After the event is over, email your follow-up thoughts to the CCAN Staff member. If the elected official asked for a meeting, then inform the CCAN Staff member and they will follow up with the elected official.

ANC Presentations & Resolutions

1. Be prepared. If you don't have a lot of experience with public presentations for the campaign, feel free to reach out to Rachel (rachelm@chesapeakeclimate.org) or Jeremiah (jeremiah@chesapeakeclimate.org).

2. Attend an ANC meeting to get to know the setting and people. Ask CCAN if organizers already have a relationship with your ANC councilmembers.

3. Get on the calendar. Email your ward ANC and Civic Association leaders to get on the calendar and CC the campaign staffer (you can pick the ANC and Civic Association meetings you want to present) If you are a ward 1 resident, you will be given the opportunity to present in wards 1,2 and 3. All volunteers will have the opportunity to present in wards 7 and 8.

4. Print/pick up materials from a campaign staffer. Allow ~5 days advance notice for printing. Links to online materials: [Campaign Fact Sheet](#) | [Renewable Energy Programs for Business Fact Sheet](#) | [Sign-up sheet](#) | [Resolution](#)

5. Present at the meeting. Collect petitions or a sign-in sheet.

6. Send “thank you” and “follow up” notes. Sample message:

Dear _____,

On behalf of the Put A Price On It DC Coalition, I wanted to reach out and thank for you giving us the opportunity to present our resolution last night! It will take the support of civic leaders such as yourself to help push our campaign to victory and create a carbon fee-and-rebate system that will create a healthier environment for all residents. Here are the next steps:

1. Attached is the resolution that your ANC/Civic Association passed last night (or will present at the next meeting).
2. We plan on emailing your resolution to your ward-level and at-large council members.
3. To be kept up to date with the campaign, you can sign the petition online [here](#), which will put you on our mailing list. You can also contact our Carbon Pricing Organizer, Rachel Martin, at rachelm@chesapeakeclimate.org, with any questions.

Thanks again. If you have any questions, feel free to reach out to me!

7. Send an electronic & paper copy of the passed resolution to Council Members.

Council Members, Chief of Staffs and Legislative Directors should get a copy. You can find their email addresses [HERE](#).

8. Give petitions/sign-in sheet to campaign staffer to add their information.

ANC/Civic Association Presentation Talking Points

Who We Are. 1 minute:

- Coalition of 30+ organizations.
- Social, economic, racial justice; environmental groups; labor (SEIU and WFP); transit advocates; low-income advocates; interfaith.
- Coordinated by CCAN, group Bill McKibben calls best regional climate organization in the nation, serving DC, Virginia, and Maryland.

Broad Perspective on Climate Change. 1 minute:

- Now more than ever, local communities and cities need to advance science-based environmental policy. Quote bad things DJT and administration have said or done.
- Ask: Who here is concerned about climate change? DC has one of highest concentrations of climate-concerned residents in the country -- we should be the leaders.

Big Picture. 2 minutes:

- Renewable Portfolio Standard upped to 50% last year, but haven't yet passed the policy that deals with the cause of climate disruption: cheap and taxpayer-subsidized fossil fuels.
- There's a regional cap and trade system (RGGI) in the NE, but DC needs to pass its own price on carbon because we aren't a state and thus can't join RGGI.

About the Carbon Rebate Policy. 1 minute:

- Polluters pay and people prosper.
- So long as the real cost of fossil fuels aren't reflected in their price, investors and consumers will keep making the wrong choices for our health and future, and clean energy can't compete for our dollars.
- Solution is what economists across political spectrum all agree is #1 response to climate: levy a fee/tax on the carbon content of energy we use. This is how it works:
 - Polluters (Pepco/Exelon, Washington Gas, etc.) will pay the government.
 - Government fund of carbon fee revenue will be sent back equally to residents in quarterly rebates / direct cash transfers (EBTs or paper check).
 - This means low and mid-income Washingtonians will be fully protected from passed-down fees, and even *make* money off the policy.
- It's very progressive. High income people usually use more energy/buy more stuff and thus pay more into the carbon fund from the carbon-priced energy they use. Low income people will pay in less because they use less energy, but get the same rebate amount back, therefore coming out ahead.
- Another way to look at it: anyone using less than the average amount of dirty energy will come out ahead.

ANC/Civic Association Presentation Talking Points (continued)

Why it Will Help Our Community. 1 minute:

- Health harms from carbon emissions in DC
 - One of highest asthma rates in nation
 - Sea level rise -> Anacostia and Potomac Rivers projected to rise 1.8ft by 2050, 68k people affected, \$2B property damage
- How carbon taxes have helped reduce emissions somewhere else in the world
 - \$30/ton carbon tax in BC reduced petroleum consumption 16% in five years, BC's economy thrived
- Local examples of how carbon is hurting the community and the names of supporting business, hazardous areas or lost environmental justice battles
 - *Find your own examples*

Why it Won't Hurt Our Community. 2 minutes:

- Will help with education, healthcare, food, heating/cooling, transportation costs and more
- Local business would be helped by consumers disposable income
- Spur local innovation and sustainability entrepreneurs

National & Global Context. 1 minute:

- Dozens of jurisdictions worldwide have put a price on carbon, soon will total a quarter of world's pollution.
- However none is set at price high enough to account for true cost of carbon.
- DC can join and do better by setting strong price schedule and ensuring everyone benefits through universal rebate, which will address economic injustice causing and exacerbated by climate chaos.

Where We Are in the Process. 1 minute:

- Initial coalition formed 18 months ago, staff brought on April last year
- Policy principles established last summer - social/environmental justice, sound science and economics, political durability
- Professional facilitators helping design and implement transparent, inclusive, equitable and efficient process of public input and policy design
- Robust city-wide outreach ongoing to all 40 ANCs, Civic & Citizen Associations, tenants rights groups, coalitions (Fair Budget, Asthma, Health Alliance, etc.)

The Ask. 1 minute:

- We will be back to ask for your endorsement of the bill when it is written and introduced, and hope you will support. Council members will need to hear from you!
- Bring any questions or concerns to us - write to Camila at the address at the bottom of the factsheet.
- Individuals in the room should sign on if they want to become involved in the campaign.

End message: This is what we can do to promote clean energy and protect our local and global environment, and the health of the people in it. The time is now. We don't want to just march, and tweet, but fight.

ANC/Civic Association Presentation FAQs

Where else has this been done at a municipal level?

- Boulder CO, with great results for energy efficiency, renewables, and public support - but ours should be stronger.

How will this affect low income residents?

- The equal rebate will leave the poor and middle-income better off than they were before, even with passed-down costs.

Who will be taxed?

- It's upstream, meaning you won't see any products or services you use with a new tax added. Utilities (e.g. Pepco/Exelon) and energy distributors (e.g. Washington Gas) will be taxed.
- They will pass down some or all of the cost but that's exactly how this policy works – all of us consumers will then look for alternatives to avoid the cost, and renewables and energy conservation services will gain our business (leveling an unfair playing field).

How much is the fee?

- The carbon fee may begin around \$20/ton and rise \$10/ton every year. This predictability is why business likes carbon pricing more than any other climate policy. It allows them to plan ahead (and consumers too!) and choose ways of saving energy that work best for them, since there isn't a one-size-fits all solution to climate change.

What does this mean for me?

- Although we aren't sure we will end up taxing transportation/gasoline, to give you a sense of how little a change we're talking about, know that a \$1/ton carbon fee shows up as just one penny increase per gallon of gas.
- Gas prices have fluctuated by 200x as much in the last couple years, almost overnight, so this is relatively nothing!

How big is the rebate?

- Year one would be over \$200 per year, and it would rise to over \$1,100 per person per year by year eight.

More questions or concerns?

- Contact Camila Thorndike, Carbon Pricing Coordinator, camila@chesapeakeclimate.org.



ADVISORY NEIGHBORHOOD COMMISSION (INSERT NO.)

Resolution Regarding a Carbon Fee and Rebate in Washington, D.C.

Whereas, the DC City Council will soon consider legislation that would create a carbon fee and rebate policy for Washington D.C.; and,

Whereas, companies that buy and sell fossil fuels in the District would pay a steadily-rising fee on each ton of heat-trapping pollution they cause; and,

Whereas, the legislation would gradually phase in a fee of \$20 per ton of CO₂¹ emitted, and then rise steadily over time by \$10 per year, plus inflation, to meet D.C.’s climate goals²; and,

Whereas, the legislation would mean 23 percent drop in carbon emissions, which would mean less carbon wrecking our lungs and our atmosphere, more investment into energy efficiency solutions, and a faster transition to clean, renewable energy sources; and,

Whereas, the legislation would boost incomes in the District through a universal “carbon rebate” paid to every resident on a quarterly basis, including an enhanced rebate to low-income District residents; and,

Whereas, the legislation would use a share of the carbon revenue to create a tax credit for local businesses; and,

Whereas, making energy companies pay for their pollution will increase the price of dirty energy, making cleaner or carbon free energy more competitive; and,

Whereas, economic data³ shows how a rebate-oriented carbon fee – beginning at \$20 per ton of CO₂ in 2019 and rising to \$150 per ton in 2032 – would benefit local businesses, workers, and household income in DC;

Now therefore be it resolved, ANC _____ supports a carbon fee-and-rebate policy for Washington, D.C., and urges the DC City Council to pass a rising fee on carbon pollution that rebates the vast majority of revenues to DC residents.

¹And warming equivalent of CO₂ for other greenhouse gasses, such as methane.

²<https://doee.dc.gov/service/climate-action-planning>

³http://chesapeakeclimate.org/wp/wp-content/uploads/2017/05/DC_CarbonFeeAndRebate_EconomicData.pdf

Business Endorsements

Local business support is tricky – many businesses are concerned with the day-to-day operations of their store and typically don't want to hear about investments that will pay off in the long run or changes they will have to make to their store.

Nonetheless, business support is *crucial* to winning over the DC Council, especially Councilmember Mary Cheh and Chairman Phil Mendelson. The council will not be willing to pass our bill if they fear business opposition, so we need as many businesses as we can get to join our coalition!

Getting the attention of a business is much easier if you have a personal relationship with an employee, manager, or owner, or if you know they are already advocates of clean energy or environmental causes.

Please visit your favorite local business and speak with them about the bill, get the contact information of the owner or manager, and help coordinate a meeting for Put A Price On It DC staff to accompany you.

Key Point: the Policy Will Benefit Business

- A carbon fee-and-rebate program is an efficient, cross-sector, and market-based solution that empowers businesses to transition to the clean energy economy. It will jumpstart local business economy and increase our GDP.
- The bill will give businesses a tax credit.
- DC already provides incentives, rebates, tax credits, and financing to make your business greener.
- It will financially benefit residents, who, in turn, would spend rebates on local goods and services
- This carbon pricing model is predictable and affordable.
- Advance our city by promoting clean energy, clean air, and a healthier, happier community!

Other Resources for Business Outreach

- Statements of Support from Business Leaders
- Target Businesses by Ward
- [American Sustainable Business Council Carbon Tax Principles](#)
- [Renewable Energy Programs for Business Fact Sheet](#)
- *Informational Handout for Businesses -- coming soon!*

More questions or concerns?

- Contact Camila Thorndike, Carbon Pricing Coordinator, camila@chesapeakeclimate.org.

Statements from Businesses in DC

Large Corporations in DC

Shell

- "Designed well, a price mechanism would accelerate the transition to cleaner energy and drive innovation-allowing society to meet the climate challenge without sacrificing economic growth or quality of life. It's an approach that is consistent with our stated purpose of creating more and more cleaner energy and complement Shell's focus on natural gas our leadership on CCS and our Work to improve the efficiency of our operations."

Johnson & Johnson

- "We have a longstanding commitment to the health of our environment, including reducing our carbon footprint. We are excited to be a founding member of the Climate Leadership Council as another step towards a low carbon economy, cleaner air and better health for all people."

P&G

- "At P&G we are committed to doing our part to help reduce the negative effects climate change. The framework announced today by the Climate Leadership Council offers a path that will help take constructive steps towards addressing climate change and provide transparency and predictability for business."

Small Businesses & Business Leaders in DC

Scott Sklar, Founder of Stella Group Inc.

- "In reality, the amount oil and gas companies pay in federal income tax is considerably less than the statutory rate of 35 percent, thanks to the convoluted system of tax provisions allowing them to avoid and defer federal income taxes."

DC Greenworks

- "DC Greenworks engages all levels of community, encouraging grassroots participation for creative solutions that reduce pollution and create a higher quality of life."

Zenful Bites

- "Zenful Bites is proud to be part of the 'Put a Price on It D.C.' coalition. This policy will expand our customer base and make our city a healthier, safer place to live. We're happy to help move this campaign forward for a more sustainable economy."

Businesses to Target in DC – By Ward

Ward 1

- Al Volo
- Amsterdam Falafelshop
- Tail up Goat
- Donburi
- Sakuramen
- Lapis
- Tryst/The Diner
- Visa Law Group
- Maga Design
- Ana T Jacobs & Associates
- Blue Tundra Software LLC

Ward 2

- Company Peer Consultants
- Venture Global LNG
- 1776 (Company)
- Island Press

Ward 3

- SweetGreen
- Grilled Cheese Bar
- Gorilla Cheese
- Cuts Are Us Hairstyling
- Antique Detective
- L.G. Wallace Funeral Home
- Except For Kenneth
- The Cannon
- Renegade Tattoo
- Penny Pincher Costumes Inc.
- Puravida Tuscan Deli and Espresso Bar
- Alterations By Pamela
- Remember When Antique Emporium

Ward 4

- Chez Aunty Libe
- Crown Bakery
- Julia’s Empanadas
- Peaches Kitchen
- Qualia Coffee
- Big Bad Woof
- Little Rascals
- Culture Coffee

Ward 5

- Fiddleheads Salon
- Gearin’ Up Bicycles
- Georgetown Valet
- Indigo
- Masseria
- Mint Indian Food Bar
- Old Engine 12
- Potbelly Sandwich Works

Ward 6

- Alba Osteria
- A Baked Joint
- Alta Strada
- The Big Board
- Carving Room
- Devon & Blakelys
- Farmers & Distillers
- Kinship
- L’Hommage Bistro Francais
- Mandu
- Ottoman Taverna

Ward 7

- Greenberry’s Coffee & Tea
- Carpet & Floor Designs
- Luca Tailor & Tuxedo
- Diana’s Couture & Bridal
- Lance & Lisa’s Computer Repair of DC
- Via Gypstl

Ward 8

- Andy Stern’s Office Furniture
- Allen Edmonds
- City Market
- City Sports
- Foer's Pharmacy
- Imperial Liquor
- Lou Lou
- JR Cigar
- Mervis Diamond Importers
- Pan Mars Liquor
- Epic Yoga

Letters to the Editor (LTEs): How to Get a Letter Printed in Your Local Newspaper

Writing a “letter to the editor” is a great way to educate your city councilmembers about climate policy and put pressure on them to pass our bill quickly.

To submit your letter, visit your local newspaper’s website, and follow the instructions for submitting a letter. Most papers either have an online submission form you can use or ask you to email the letter directly to the letters editor.

Targeted DC Newspapers and Outlets

- [Washington Post](#)
- [GW Hatchet \(for GWU students only\)](#)
- [Washington Times](#)
- [The Hill](#)
- [Examiner](#)
- [Metro Weekly](#)
- [Washington Examiner](#)
- [Hill Now](#)

A Great LTE is:

- **Short.** ~150-200 words.
- **Relevant and timely.** In response to a story in the newspaper, or a breaking story covered elsewhere
- **Local.** About a specific local issue like the Put A Price On It DC campaign.
- **Straight to the point.** Have a clear ask/call to action for readers to respond to.

Suggested Talking Points for LTEs

Incorporate a few of these talking points into your LTE to help get your point across more thoroughly. Remember: personal stories are gold! Including why addressing a particular issue via a carbon fee and rebate is important to you will help readers feel the impact of the policy.

Resist Trump's Climate Denial

- With federal climate policy rollbacks, DC needs to take action into its own hands to reduce carbon emissions.
- There is no better place than in Trump's backyard to fight back against his reckless climate policies.
- After Trump withdrew from the Paris Climate Agreement, a massive movement of states, cities, and companies nationwide pledged to act on climate at the state and local levels. DC has the opportunity to lead the way.
- As the nation's capital, a groundbreaking climate policy would reverberate throughout the country inspire national debate.

Fight Climate Change Impacts

- [71% of DC residents](#) are concerned about global warming.
- The impacts of climate change are already having a real effect on DC, and will dramatically worsen without action.
 - Extreme weather events are already wreaking havoc on metro and harming low income residents.
 - [2010 Snowmageddon](#)
 - [2012 Derecho](#)
 - [Due to sea level rise and subsidence, water levels in the Potomac and Anacostia Rivers have risen roughly 11 inches in the past century.](#)
 - [DC is likely to see record flooding by 2040, putting military facilities, hazardous waste sites and thousands of residents at risk.](#)
- In light of federal climate rollbacks, DC can put leading climate solutions in the national spotlight and push the envelope on what is possible, spurring carbon pricing movements in neighboring states and regions.
- The Sustainable DC Plan sets a goal for the District to reduce climate pollution 50% below 2006 levels by 2032 and 80% by 2050.

Help DC Achieve its Climate Goals

- Mayor Bowser pledged 80% greenhouse gas (GHG) emission reductions from 2006 levels by 2050, and the "Clean Energy DC Plan" aims to reduce carbon emissions 50% by 2032
- We are currently not on track to achieve these goals. We need a comprehensive pathway to get there.
- Our policy would reduce GHG emissions 23% from 2006 levels by 2032, a policy that would increase revenues and address inequality while getting us on track to achieving our climate goals.

Suggested Talking Points for LTEs (continued)

Safeguard DC's Public Health

- Increased temperatures, pollen levels and smog due to climate change are exacerbating already-high levels of asthma, especially in kids.
 - The District of Columbia already has some of the highest asthma rates in the country (16% in D.C. vs. 14% nationally; for children it is 13.5% in D.C. vs. 9.2% nationally).
- Heat-related deaths in D.C. could nearly double over the next 50 years.

Adjust the Market for Externalities

- A fee on carbon ensures that the biggest contributors to climate change pay for the real costs of fossil fuel pollution (right now, they punt the bill to all of us while holding on to the profits)
 - *Example:* We pay to send our trash to landfills. Tobacco companies pay to address public health impacts that stem from smoking through cigarette taxes. But fossil fuel companies do not pay for the climate change impacts they are escalating.
- Making fossil fuel usage more expensive will decrease pollution. Changing prices changes behavior!

Improve Economic Prosperity

- An equal rebate to ALL residents will give low income and middle class DC residents more money than they pay in the passed-down costs from a fee on fossil fuel companies
- Putting money back into the pockets of DC residents will leverage purchasing power, empowering residents to spend more money and stimulate the local economy
- Low-income residents will benefit the most. DC is ranked 51 out of 51 jurisdictions for income inequality.
- Carbon fees can reduce inequality and increase economic growth.

Passing a Carbon Fee and Rebate Policy is Achievable

- DC has the power to levy its own taxes, making a carbon fee and rebate a viable solution.
- [Other jurisdictions already have a carbon price system in place!](#) Local municipalities, regions and even countries across the world are already pricing carbon.

Please forward your submitted letter to Camila Thorndike, Carbon Pricing Coordinator, at camila@chesapeakeclimate.org. After you submit your letter, you can call the letters editor (their number is usually listed on the newspaper's website) to confirm they received your letter and encourage them to print.

Sample LTEs

In response to the May 29, 2017 Washington Post editorial, “[Thankfully, Virginia and D.C. are taking climate policy into their own hands.](#)”

Washington DC's push for a carbon tax should be heralded because it focuses its benefits on DC's lower income residents, paving the way for economic growth and decreasing income inequality.

While DC is a wealthy city by many measures, it is extremely unequal. The share of household income held by the top 20% of the District is closer to South Africa's and Mexico's than it is to Sweden or even British Columbia in Canada. Interestingly, all four of these places have carbon taxes. But in South Africa and Mexico, the policy favors big polluters over low-income families, decreasing the policy's effectiveness a vehicle for growth and carbon reduction.

Thankfully, the carbon tax proposal before us does not make the political error that South Africa and Mexico have made. It returns 75% of the money to all households in DC, giving the poorest the greatest payouts, who are most likely to spend that money here in the district. Such a proposal is not just good for the climate and people struggling to make ends meet, but will also grow our economy.

In response to the June 5, 2017 Washington Post article, “[D.C. and Virginia, bucking Trump, pledge to honor Paris climate pact.](#)”

I was glad to read that Mayor Muriel Bowser signed a pledge upholding the city's commitment to the Paris Climate Agreement [[D.C. and Virginia, bucking Trump, pledge to honor Paris climate pact](#), June 5]. In light of Trump's reckless withdrawal from the accord, this move is sorely needed.

I hope Mayor Bowser will act on her pledge. She vowed to reduce carbon emissions 80 percent by 2050. But D.C. is not even on track to meet the “Clean Energy DC Plan” goal to reduce carbon emissions 50 percent by 2032.

We need a comprehensive city-wide climate policy, like the “carbon fee-and-rebate” policy proposed by the “Put A Price On It D.C.” coalition. This policy would place a fee on carbon emissions and rebate the overwhelming share of revenues back to D.C. residents, and would bring the city on track to meeting its climate goals.

Now more than ever, it's essential for our local officials to show real leadership on climate change. There's no better place to do this than in Trump's backyard.