

# Memorandum

**To:** Roger Ballentine, Deputy Assistant to the President  
**From:** Jeff Seabright & David Gardiner  
**Date:** 6/17/99  
**Re:** **Draft Action Plan for White House Climate Change Task Force**

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This memo outlines proposed strategic goals and resource needs for the Task Force over the next 18 months, with specific action recommendations through December 1999.

**Summary of Recommendations:**

1. Focus legislative agenda on FY2000 budget/tax issues (ongoing) and develop FY2001 strategy (September); advance win-win legislative proposals, e.g. biofuels; support progress on credit for early action.
2. Deliverables: Develop transport alternate fuels E.O. by September (link to biomass E.O.) ; possible WH event focused on "solutions" in December.
3. Deliver results on 2-3 industry discussions;
4. Expand and leverage communications effort with industry and the Hill.
5. Target new outreach effort on state/local government (including possible POTUS event).

**Long-Term Goals:** The Administration long-term goal is ratification of the Kyoto Protocol and development of enabling legislation post COP-6. Accordingly, this plan calls for a campaign aimed at building the support that will be necessary to achieve that goal. This will entail:

- Increased awareness and concern for the threats posed by climate change, and belief that the Administration's proposed solutions are effective, affordable and equitable.
- Growing engagement by business leaders, state/local governments and opinion makers.
- Demonstrated progress in advancing Administration policies, programs and legislation which bring economic as well as climate benefits.

The public accepts that the science is real and that climate change is serious; less clear in the public mind is the urgency and cost of addressing it. Our outreach, communications and legislative strategy should embrace a positive message that America can step up to this challenge – from more work with "solutions" industries, to events which highlight a positive technology "can do" theme, to support for legislation which underscores this message (Lugar biofuels, wind tax credit, etc).

**Short Term Goals: July-December 1999**

Over the next six months, several outreach, legislative and communications products are proposed: transport alternate fuels Executive Order; Biomass/Bioenergy Executive Order;

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possible White House event on “smart solutions”; legislative/communications victories on FY2000 budget/tax battles, including bioenergy legislation; Administration closure on select industry deliverables; initiate state/local “what’s working” campaign, including possible POTUS and/or POTUS events; advance acceptable credit for early action legislation.

## 1. *Industry Outreach:*

### Must do:

- By July 15, agree on 2-4 industry action items (including EPA air/CO2 issue and other industry-proposed agreements with greatest GHG benefit/\$) for priority action.
- Reframe challenge to industry to “range of reductions” rather than reductions goal and get 3 industry sectors to make commitments and plans by December.
- Design outreach plan on “smart solutions” business (biofuel, etc); tie to communications strategy.

## 2. *Legislative*

### Must Do:

- By August 30, identify key budget and tax priorities for FY2000 budget endgame (CCTI and related spending bills).
- By September 30, get FY2001 climate budget package on table.
- By June 30, identify key legislation which advances directly and/or indirectly climate goals for Administration support, e.g. Lugar biofuel bill
- By June 30, finalize early credit positions and strategy for Administration engagement.
- Education and outreach effort for key staff and Members
- Play defense on legislation inimical to Administration policy

### Should do:

- Push leadership opportunities (morning business, climate statements on legislation, etc)
- Push electricity restructuring

## 3. *Communications/Deliverables:*

- Identify Communications Director
- Issue Transport Alternate Fuels Executive Order (September); link to Biomass E.O.
- Possible White House event on Climate Solutions (December)
- Possible POTUS climate budget event.
- NOAA/FEMA “Extreme Weather” conference in Autumn
- Plan youth education effort – “National Climate Science Week”; Earth Day 2000?
- Validators and surrogates: draft op-eds and Q&As – ongoing.
- Mailing to opinion leaders, Hill on recent climate developments & issues pre COP5
- Enhance communications within USG/Congress; outreach by senior officials; newsletter.

## 4. *Intergovernmental/NGO Outreach*

- By July 31, Roger Ballentine to meet with selected state officials
- Explore possibility of POTUS and/or VPOTUS event to kick off state/local effort
- Organize meeting with state officials on climate benefits of electricity deregulation
- Meet with environmental foundation executives – possible VPOTUS event
- Outreach to labor, religious leaders, environmental NGOs

## 5. *Inter-agency Coordination:*

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- Strategy on domestic and international sinks policy (including early action legislation)
- Economic benefits analysis (not in SGM model) – health, technology, exports
- Developing country strategy
- Bioenergy; utilities