



Advocacy partner of Environmental Defense Fund

MEMORANDUM

TO: Interested Parties
FR: Keith Gaby, Communications Director
DT: April 7, 2020
RE: Clean Energy Messaging in Stimulus Measures

As Congress considers additional major legislation to help restart the economy following the coronavirus shutdown, multiple proposals would impact clean energy and public health. Recent polling may help shed light on the public support for such provisions. Last year, EDF Action [surveyed](#) the House and Senate battleground to better understand the politics of climate in the current Congress. Among the relevant takeaways for the current discussion:

- Battleground voters overwhelmingly support strong climate action and clean energy, and they are more concerned about Republicans blocking necessary action than they are about Democrats going too far.
- The infrastructure components of the Green New Deal are among its most popular provisions.
- False attacks can be effective in battleground districts, but voters respond well when incumbents push off of a top-down government solutions to distinguish their approach – while also embracing strong climate action in the form of 100% Clean.

The political landscape has obviously shifted in recent weeks, so we conducted additional polling on April 4-5 to determine which COVID-19 response messages resonate most with Americans. In general, it appears that the most effective messages emphasize the need to heed the warnings of scientists, as well as the value of limiting pollution to protect American families.

Key messages:

- This administration has a problem with facts. Scientists said coronavirus was coming, and President Trump claimed it would “disappear” on its own. Now the economy is in freefall and thousands are dying. We’d better start listening to scientists when they warn us about threats. Pollution is building up in our air, changing the climate in ways that hurt farmers, our health, and our national security. And people are calling it a “hoax,” too. It’s got to stop. *(Tested best overall, with Independents, and with those who voted for a House Democratic candidate in 2018)*
- COVID relief and recovery should not be anyone’s excuse for pushing an ideological agenda. This is about jobs, jobs jobs. It’s about directing aid where it’s needed most and investing in the fastest growing job sectors in America -- like clean energy infrastructure

-- to revitalize our economy as quickly as possible. *(Tested second highest among all registered voters in our survey.)*

- We have to start listening to the scientists and doctors who say that if we invest in cutting pollution and clean energy we can reduce asthma, heart and lung disease, and even cancer – making people less vulnerable to diseases like COVID-19 and leaving a healthier, safer world for our children and grandchildren.
- It's time to stop ignoring the warnings of scientists. Americans are dying, and our economy is in freefall, because we failed to listen. Let's deal with this crisis, but the damage we leave our children will be even greater if we don't wake up and listen to facts. And that includes finally cutting the pollution that's hurting so many Americans. *(Tested next best in those three categories, tied with message below among Independents and 2018 Democratic voters.)*
- If we're serious about creating jobs, that has to include wind, solar, and a modern electricity grid. In the real economy today, clean energy is one of the fastest growing job producers. And it will make our country stronger, cleaner, and less dependent on price swings from foreign oil. That's how we build a stronger economy for now and the future. *(Tested next best among Independents and 2018 Democratic voters, tied with message above.)*