



Citizens' Climate Lobby

The Canadian CCL National Framework for 2015

Traditionally at CCL every January we take time to do chapter and individual planning. In January 2014 we embedded that planning process in a wider context: *What do we have to do as an organization to pass our legislation by election 2015 or soon thereafter?* The following framework is meant to set the stage for our local plans—to show us what we are building toward together. Just as a single LTE builds toward a stunning media presence nationally, our local actions are jointly building the political will to pass carbon fee and dividend legislation. A single lobby meeting when combined with others nationally results in CCL holding more lobby meetings than any other environmental group, even those with large paid staffs.

Background: During Citizens' Climate Lobby's first national conference and lobbying days in Ottawa, on November 19, 2013, on the floor of the House of Commons, MP Bruce Hyer asked the government to consider Carbon Fee and Dividend during question period. Throughout 2014 Bruce Hyer debated Carbon Fee and Dividend in the House of Commons and was often met with the Harper Government's *job killing carbon tax* rhetoric.

On September 21, 2014, the People's Climate March in NYC and around the world was the kick-off to building the political will for climate action towards the international climate talks in 2015 in Paris. Despite stark warnings from many international organizations, on October 7, 2014 Canada's Environment Commissioner, Julie Gelfand, reported that Canada is only 7% towards meeting our Copenhagen targets. In her report she stated, "Overall, we found that the federal government has not provided sufficiently focused coordination to meet its commitment of achieving the national 2020 emission reduction target jointly with the provinces and territories." In early November, Canada's Ecofiscal Commission debuted and China and the USA signed a Climate Pact. Then we held our highly successful conference and lobbying day November 22-14, 2014. In December 2014, Canada embarrassed itself again at the UNFCCC in Lima, Peru and is hard-pressured now to go to COP21 in Paris with a carbon pricing plan in hand. Finally, in early in December Preston Manning repeatedly extolled the virtues of carbon taxes in the mainstream media.

Political parties have staked out carbon pricing camps for the oil and gas sector. The NDP are still officially in the [Cap and Trade](#) camp but some appear to be opening up to revenue-neutral carbon tax. Liberal Leader Justin Trudeau appears to open to [any carbon pricing mechanism](#). After our national conference enthusiasm is building for revenue-neutral carbon taxes again amongst some Liberal members. The Green Party switched from their previous revenue neutral tax shift policy (income tax shifting) and have adopted Carbon Fee and Dividend. In late 2014, PM Harper switched from the "crazy" oil regulation camp to an Albertan-like levy on carbon pollution.

STEPPING STONES TO OUR 2015 Goal: We possibly might rally support across Canada for a private members bill related to carbon fee and dividend in spring/early summer of 2015. Thus, this potential private members' bill will serve as a litmus test **in our ridings** to gage: **1)** how willing our MPs are to support our carbon tax; **2)** the political will for our carbon tax. Thereafter in each of our own ridings we make sure carbon pricing is an election issue and that our local citizenry are well informed. This is all leading towards are our main goal: **Parliament enacts a revenue-neutral fee on carbon by election 2015 or soon thereafter.**

Operational Areas: To accomplish this we have 4 “levers of political will”

- 1) **Lobbying**— most importantly develop an active liaison and lobby team your MP. Additionally because it is an election year contact the riding associations for the various political parties. Finally if your group has the resources develop a relationship with your local senator, neighbouring MPs and if it seems appropriate in your province to your provincial representatives (MPP/MLA).
- 2) **Media**—build relationships with editors and reporters and a large presence on the opinion pages. As well this year, work on developing relationships with your local radio stations if you time and the hutzpah to do so. Finally, if your group has time, leverage the power of Facebook in your ridings.
- 3) **Outreach**—to constituents and key community groups. This form of outreach is aimed at growing a body of supporters that are outside our groups.
- 4) **CCL Membership** – the goal is to at least double the number of people on our local, national and international mailing lists by the time the federal election happens in 2015.

We can't work the levers without volunteers to do the work, so we also need...

- 5) **Chapter Development**—a chapter in at least 100 ridings by the end of 2015.

CCL national goals for 2015:

1. A mini-lobbying blitz in early June in Ottawa
2. Third annual conference and lobbying days in Ottawa November (TBA)
3. A chapter in at least 100 ridings and 100 MP liaisons that send updates and meets with staff or the MP face to face at least four times a year.
4. Paid staff so that our national manage can focus on the first three items.
5. A steady state of letters to the editors submitted to our two national papers (National Post and Globe and Mail), 10 other major papers as well as another 20 smaller newspapers in Canada including Sun Media papers (Yes, Sun Media papers – this is the paper chain of the Conservative base. We must build bridges.)
6. At least 10 editorial board meetings
7. Double our LTEs, OpEds, editorials in 2015.
8. Members of Parliament are receiving on average 10 personalized constituent emails/letters/postcards and one completed [Parliamentary petition](#) each quarter of year about climate change. (MPs like emails more so than their US counterparts).
9. Broaden the demographics of our membership base, especially to include more conservatives, youth and others not traditionally aligned with climate advocacy.

Chapter/volunteer Activities: CCL is a volunteer-driven organization. We will accomplish our goals with the active participation of our most important resource—our volunteers. Below are some of the activities that should take place in 2015 to build political will.

A) **Lobbying.** For each MP, we need a constituent liaison who builds a relationship with the MP and aides, provides timely, appropriate, trustworthy information, maintains research on the MP's position and interests, brings to the conversation the best messengers and information to reach the MP, and has a team to help plan and carry out activities:

- 1) **Relationship:** schedules, plans and carries out meetings with the MP and key aides. Continues useful contact in between meetings.

- 2) **Information:** researches and keeps up to date MP bio and local climate impacts, identifies and locates information persuasive to the MP, such as who are their main funders locally.
- 3) **Primary Messengers:** Constituents—MP receives lots of constituent letters/contact.
- 4) **Other messengers:** Faith, business, labor, farm, major donor, poverty, community leaders, climate scientists, economists, local party activists, local elected officials, other important messengers,— identify who the key messengers are for your MP/riding and bring some to communicate with the MP.

B) Media:

1) Newspapers: Relationship with editors, steady presence on the opinion pages, use of other media. How many of the 10 largest papers in Canada can we have ready to support a carbon tax when it comes up in Parliament? How many smaller papers will weigh in? How can we increase our LTEs in the Conservative base's newspaper chain: Sun Media? Are we covering the papers in rural ridings near our ridings? How do we double our editorials, Op Eds and LTEs in 2015?

2) Radio: Do you have members of your groups that can effectively articulate our laser talks on a radio call in? If so, listen to your local radio stations and call into talk shows or leave call in messages.

3) Facebook: Over half the Canadian adult population has a Facebook account. Do members of your group follow your MP on Facebook? Do they leave encouraging messages and express gratitude for service? Are your group members following Citizens' Climate Lobby Canada on Facebook and do they regularly share our links and infographics? Do members in your group have a lot of Facebook Friends? A CCL member with a lot of Facebook friends who cheers regularly for carbon fee and dividend on their Facebook can be a formidable foe or friend of an MP – depending on the carbon policy of her/his political party.

C) Outreach:

- 1) **Constituents**—how many emails / letters/ postcards to Parliament can we generate in 2015? Chapters each average 10 per quarter. CCL members can easily write that many. We can generate more by incorporating letter writing into many more outreach events, such as CCL presentations and tabling at outreach events. We can take our letter writing to friends, families, neighbors, and coworkers by holding regular letter writing parties.
- 2) How many completed [Parliamentary Petitions](#) can we complete by election 2015? Always have a petition on hand and get people to sign them. Incorporate petition signing into your outreach events.
- 3) Set up meetings with key messengers in the community such local political leaders, faith, business and key community groups in support of our proposal.
- 4) Bring on board organizational partners who can also lend support such First Nations leaders, Umbrella Groups for Poverty, Unions, CATHOLICS (Pope Francis is a true climate hero), local Chambers of Congress, Rotary Clubs, Arts organizations, youth groups and other environmental organizations.
- 5) How could your group help get an online petition for Carbon Fee and Dividend circulating across Canada?

D) CCL Membership:

- 1) Make sure at your outreach events you have a sign-up sheet for local and national newsletters.
- 2) Assign a volunteer responsible for tracking the new sign-ups.
- 3) Host coffee houses, barbeques and parties with the goal to raise supporters of CCL. Have a computer at this event and have people sign-up for CCL online then and there.
- 4) In the spring of 2015, we will be asking groups to consider canvassing door-to-door for to get signatures for a carbon fee and dividend petition, while at the same time signing up to be members or supporters of CCL.

E) Development.

- a. **Your own chapter**—how can it become stronger? Locally, can you liaison with other local groups (faith, environmental and post-secondary institutions) to help your group with a carbon pricing town hall for example? Can you take in members from other ridings and become more of regional chapter. Is your group ready to host a regional CCL meeting in 2015 like they do in the USA?
- b. **Nearby areas without a chapter**—can you send presenters to local groups, and reach out to organizations and individuals there? What part of your region is strategically most important?
- c. **Nationwide outreach**—who do you know that would make a good CCLer somewhere else? How can you and your group help new CCL group leaders?

F) Political Campaigns:

It is an election year. We can ask questions, make statements, participate in and hold candidate forums, meet with and provide information to all candidates and riding associations. We can participate in the development of party platforms. We **will not participate in attacks.**