

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the William J. Clinton Presidential Library Staff.

Collection/Record Group: Clinton Presidential Records
Subgroup/Office of Origin: Office of Environmental Initiatives
Series/Staff Member: General Files
Subseries:

OA/ID Number: 19209
FolderID:

Folder Title:
Climate General: Working Plan Post Kyoto

Stack:	Row:	Section:	Shelf:	Position:
S	62	1	4	3

Notes for Climate Change Working Plan (1/12/98)

Outreach

Objectives:

- Maintain open dialogue so business, labor, enviros feel listened to
- Validation/endorsements
- Neutralize specific, potentially antagonistic constituencies
- Engage state and local leaders
- [Industry by industry effort]

General Plan

- White House staff level meetings with principal coalitions (e.g., ICCP, Bus. Council for Sustainable [Future], Environmental Technology group; enviros; labor).
- Cabinet meetings with key constituents, coordinated with White House (e.g., USDA with farm groups; DOT; Commerce; DOE; HUD; Interior; EPA)
- POTUS/VP meetings for endorsements, etc.
- Identify specific ways that particular groups might be neutralized (e.g., segments of farm sector, airlines, etc.)
- Work out plan with IGA for state and local involvement

Team

Dirk Forrister -- Head

Deputy to Dirk

Beth Viola

Karen Tramontano

Fred Duval

[Maria Echaveste/Shari Carter]

Bill Antholis

Nicholas Lapham

Kris Balderston

Agencies (e.g., USDA, DOT, Commerce, DOE, Interior, EPA, HUD)

Congressional

Objectives

- Prevent hostile actions (e.g., Resolution against signing, efforts to block domestic initiatives) from gathering steam.
- Build base of genuine supporters
- Build larger base of those who will at least remain neutral for now

General Plan

- Identify key Members -- such as Sen. Byrd and Rep. Gilman -- for early visit/call by Eizenstat
- Divide up largest possible number of Senators and key Members of House for calls/visits by Cabinet or senior White House in January/February to brief on Kyoto and what's ahead this year. Goal: support if possible, at least hold fire.
- Identify key staffers -- especially Senate -- for visits by senior White House team in January to brief on Kyoto.
- Identify Members for whom meeting with VP would be useful. Possible meeting of key Members with POTUS if there's an identifiable purpose.
- Work with friendly staffers on preparing alternative resolution for possible use in event Sen. Hagel (or a House Member) offers a hostile resolution.
- Deal with Gilman letter (check with Waxman staffer to see what they did).
- Prepare package of materials for Congress -- Fact sheet, op-eds, [protocol], cover letter. Should be ready to go by January 16 and should be sent January 26.
- Prepare internal materials -- fact sheet, talking points, Q&A -- for Cabinet and senior White House to use in talking with Members and staffs.

Team

New White House Leg. assignment + Lucia Wyman
Barbara Larkin/Meg Donovan
Julie Norton
Kay Casstevens
Mara Rudman

Dirk Forrister

Bill Antholis

Nicholas Lapham

Agencies (e.g., USDA, DOT, Commerce, DOE, Interior, EPA, HUD)

Communications

Objectives

- 
- Define the issue (e.g., protecting environment for children and grandchildren, opportunity for can-do American ingenuity, a time for American global leadership, scientists tell us issue is real and can't be ignored, etc.; vs. 50 cents/gallon, \$2000 for a family of four, uncertain science, surrender of sovereignty).
 - Position President in center -- recognizes seriousness of problem and our responsibility to solve it and is taking action that is strong and vigorous, but also reasonable and pragmatic. Protect environment, but protect economy too. Not an ostrich but not chicken little either.
 - Sustained Presidential engagement -- critical for purposes of engaging public, Hill, press.
 - Build support for reasonable action among public; target specific states or CDS as appropriate.
 - Establish a cost for hard line opposition -- i.e., global warming should be seen an environmental/health issue akin to clean air, clean water, acid rain, etc. so that hard line opponents appear (accurately) as anti-environmental.
 - Defend against cost attack and jobs attack.

Maintain sympathetic interest of press in the issue.

General Plan

[NOTE: May need to frame this new year by creating an overall narrative to use in backgrounding reporters so they have a lens through which to view climate change activities. E.g., on diplomatic front, aiming to get rules on trading and JI and some traction on developing country participation by the time of Buenos Aires conference; plus providing some signposts along the way such as the Bonn meeting this summer, other important bilateral or multilateral meetings we may want to forecast, etc. On domestic front, think through some calendar for policy developments -- e.g., start with SOTU roll out, move on with electricity restructuring, federal procurement, periodic news on industry-by-industry front, action re standards, etc. But picture should be one of a

gathering head of steam, or at least marching methodically down the field, rather than just a bunch of disparate, *ad hoc* events that jump up on the schedule every so often.]

- Presidential events -- State of the Union; roll out for key policies announced in SOTU, such as \$4000 credit for high mileage cars; regular presidential statements/events underscoring can-do theme.
- Vice Presidential events.
- Cabinet events. Should be regionally and/or constituency focussed, since won't break through at national level.
- Op-eds, radio, tv via surrogates or Administration.
- Direct working of press -- periodic backgrounding of key reporters; EDF-boards
- Rapid response to opposition ads, op-eds, etc.
- Paper -- regularly updated talking points, Q&A, fact sheets, etc.
- Kids -- prepare a back-to-school program for the fall.
- Weather forecasters -- plan appropriate follow-up.

Team

Nicholas Lapham
Jake Siewert
Elliot Diringer
Eli Attie
Bob Boorstin
John Haber
Beth Viola
Natalie Wymer
Bill Antholis
Rosina Bierbaum

Tom Janenda
Peter Bass
Kris Balderston
Agencies

Domestic Policy

\$6 billion program

- Policy appears to be decided upon; who is in charge of following the program forward, making sure it is pressed and defended on Hill, etc.?
- Need easily intelligible paper describing the elements of the program on both the tax and spending side -- who responsible for this?

Federal procurement and usage

- Need person to run interagency process and drive implementation at agencies.
- Need in depth review of current procurement and usage practices with view toward identifying significant areas where energy efficiency could be more effectively promoted. End product to presumably be a new Executive Order. **This review must be informed by industry consultation to determine areas where use of federal procurement power could effectively help given products penetrate market more broadly.**
- Once new E.O. done (or perhaps simultaneously with work on new E.O.) need serious implementation effort at agencies, with reporting back to POTUS, etc.

Electricity restructuring

- Need to resolve policy and then timing and tactical issues (e.g., submit legislation or only principles, etc.)
- [Who is lead policy person on NEC?]

Standards

- Need person in charge and interagency process to identify areas where new standards could help promote energy efficiency.
- Must be developed in close cooperation with industry by industry process.

Industry by Industry effort

- Bring on consultant and ex-CEO type to work on effort with Dirk Forrister as lead inside person, coordinating with agencies.
- Identify sectors and appropriate modus operandi -- e.g., ex-CEO meeting with

sector top execs., followed by technical level meetings chaired by Dirk with appropriate agency and consultant participation, etc.

Other ideas

- Outside box of POTUS's October plan; e.g., see Pena December memo.

Economic analysis

- Follow up with Treasury and CEA, then with Oversight Group.

Team

Peter Orszag
NEC energy person
David Sandalow
Jon Gruber
T.J. Glauthier
Rosina Bierbaum
Bill Antholis
Nicholas Lapham
Dirk Forrister
Agencies
Consultant
ex-CEO

Diplomatic

Objectives

- Rules for trading and Clean Development Mechanism
- Developing country participation

Plan

- [Consult with State/Sandalow]

Team

Stu Eizenstat
Melinda Kimble
Rafe Pomerance
Peter Bass

[Pershing, Raefsnider, Biniaz, as appropriate]
David Sandalow
Bill Antholis
Nicholas Lapham
Peter Orszag
Jon Gruber



Eli G. Attie @ OVP
01/05/98 08:57:01 PM

Record Type: Record

To: Albert Gore/OVP @ OVP

cc: Ron Klain/OVP @ OVP, Todd Stern/WHO/EOP, Kathleen A. McGinty/CEQ/EOP, Gene B. Sperling/OPD/EOP

Subject: Preliminary Communications Plan on Global Warming (please note -- hard copy is in your briefing book)

January 5, 1998

MEMORANDUM FOR THE VICE PRESIDENT

**CC: RON KLAIN, PAT EWING, KATIE MCGINTY, TODD STERN,
AND GENE SPERLING**

FROM: ELI ATTIE

**SUBJECT: COMMUNICATIONS PLAN FOR YOUR ROLE IN GLOBAL
WARMING DEBATE**

As you may know, Katie McGinty, Todd Stern, and Gene Sperling have begun developing a broader communications and strategic plan to move us forward on the issue of global warming (including message, outreach, process, and additional staffing). While their work is not yet completed -- and we are still awaiting some new, post-Kyoto research by Mark Penn -- we wanted to provide you with initial recommendations about your own public role in the coming months. This memo has been approved by Ron, Katie, Todd, and Gene. It also reflects discussions with Mark Penn, Bill Knapp, and Mark Mellman (who has done extensive research on this issue for the environmental groups).

Please note that this memo is focussed entirely on our domestic audience. There will of course be a special effort focussed on our international and diplomatic needs (e.g. demonstrating seriousness and commitment to developing nations).

Domestic goals of overall Administration effort:

Please note that these are still under discussion, but the consensus seems

to be in the following direction:

To prevent treaty from being killed in the cradle (e.g. early, fatal PR blitz against it, public and existing Senate support quickly sours);

To prevent criticism of treaty specifics from overtaking broad public support for action on the issue (in fact, a key goal is to make clear that we want to take positive steps regardless of the fate of the treaty or the decisions of developing countries);

To emphasize that this will protect the environment, make America more energy-efficient, and strengthen the economy all at the same time (for example, highlighting developments like this week's clean car announcements by the Big Three);

To show that we are on the moderate, reasonable, responsible side of issue -- with at least some business and Congressional support to prove it.

Message principles for overall effort:

Focus on can-do, optimistic arguments (not gloom-and-doom, El Nino, etc. but job creation, new technology, protecting environment while strengthening economy at same time);

Build and highlight broad support/endorsements for position on issue and treaty itself (business, Congressional, enviro, religious groups);

Keep debate on broader issue of global warming, not treaty itself;

On treaty itself, emphasize three key points:

1. This is a good agreement for the world
2. No new taxes
3. Will not send to Senate until and unless key developing countries join

us

Discredit opposition on issue itself (i.e. big business arguments against global warming are like tobacco company science, they've predicted catastrophe every time we've protected the environment).

The Vice President's Role:

Given the nature of the criticisms and political attacks that will be focussed on you during this debate, we believe that your personal role should be to focus on the most positive, optimistic, pro-growth aspects of this overall message. These fall into two categories:

1. Pro-growth, optimistic, new technology message -- that we can meet this

challenge in a way that grows the economy and protects the environment at the same time.

This would include Vice Presidential events and speeches highlighting new, cleaner technologies; and announcement of our new tax cuts and other efforts to encourage new technologies to reduce pollution. You should be seen as kicking-off the technology drive to meet this challenge -- leading the nation into a new, stronger, more environmentally sound economy. While we still need to build a case for action on the issue, there is a strong view that you should not personally carry a gloom-and-doom, impending catastrophe message (rising sea levels, etc.); research has shown that a pessimistic argument is less effective than a optimistic one, and it also gives credence to the notion that you are trying to force pain and sacrifice on the country.

2. Constituency-building -- that there is broad support in the business community, in labor and environmental groups, and among the public for our approach as well as for the treaty.

This would include Vice Presidential endorsement events with CEO's, Senate and House members, and outside groups; and also significant meeting time to line up such endorsements and lock them in as early as possible (i.e. we want to avoid another Fast Track situation -- and last-minute scramble for support once the public perception is locked in).

Three other points are worth making:

1) While it would not be the main thrust of your positive message, you should take every opportunity to hit our two main defensive arguments -- no new taxes, and not sending treaty to Senate until developing countries participate.

2) Emphasizing a positive, pro-growth message means that it is probably not a good idea to do counter-scheduling -- such as in-your-face speeches to business and labor audiences (even if the message is positive) which will generate national stories about conflict, as opposed to more positive stories about a new technology success story, or about an industry that will really make use of our new tax credits. Our use of you must be targeted to generate the best and most affirmative, pro-growth national press.

3) We should emphasize your longtime leadership and consistency on this issue. There is no point in trying to downplay or minimize your role, since so many of the attacks will be focussed on you. We should use this as a strength -- that no one better understands the new economy, and how it can create jobs even as we meet our greatest environmental challenge.

Suggested Vice Presidential events:

The following are examples of the first handful of events we could pursue in the period before the State of the Union and budget submission. Please keep in mind that some of these

could be done by the President (we will obviously be coordinating very closely), but these are indicative of the kinds of events we believe you should do:

Attending the ribbon cutting of a major new British Petroleum solar facility in Fairfield, CA, showing the support of a major company as well as a new pro-growth solution (late January);

Announcing some of the new tax credits and other new initiatives at a company that will use them to create jobs (late January-early February);

Holding an early endorsement event at the White House with a handful of CEO's (January or February);

Delivering a major speech on how environmental protection and economic growth go hand-in-hand (i.e. how opponents of Clean Water Act, Clean Air Act, and our environmental efforts always said they would wreck economy, but economy is strongest in a generation) (sometime in February).

Please let us know your thoughts on the above; we will continue to refine these ideas as we plan your January and February schedule.



NDWymer @ aol.com
01/09/98 09:28:00 PM

Record Type: Record

To: Jonathan H. Adashek, Todd Stern

CC:

Subject: Miscellaneous Wrap-Up

Some miscellaneous items I owe all of you:

Email Address per Todd's request - my email address is ndwymer@aol.com. Hmmm, I wonder if DOE will pay for my future email.

Kyoto Fact Sheet - it definately should be sent out to the weather broadcasters who came to the WH and to regional editorial boards.

Weather - Elliott, if you just call Jeffrey Hunker at the Commerce Dept., he will see that it gets sent out to weather people. He took care of getting the policy out. I left it to him (or others at Commerce) as to how and who sent it. Unfortunately, I must have already packed his phone number and can't locate it right now. I'm sure Jonathan A. has it and would pass it on to you, Elliott.

Regional Ed Boards - I'm sending packets of lists over to both of you. The regional ed boards are part of that. But Elliott, you could call anyone in media affairs (456-7150), they can print the list out on labels for easy application on to envelopes. I think this is our third or fourth mailing so the note can and should be short and sweet. "Continuing our previous mailings on this important initiative, I am sending a summary on the Kyoto agreement." Be sure to provide a name and phone as a contact. Elliott, as I mentioned today, I think it should be you. NOTE: I'm sure media affairs will send out the state of the union to this same group. Get your fact sheet out before this so you don't get lost in the shuffle. I don't know how fast you can get the fact sheet out but if it could be next week, a timely reference in the cover note about the hottest year on record data and the VP's energy star event would be great.

Cabinet - Don't forget to get the fact sheets and talking points on Kyoto to Kris B. for distribution to cabinet. Cabinet could get questions when they travel outside the beltway, do regional media and talk to constituency groups.

Media Lists - I'm sending over to each of you the following media lists:

- Top 100 Daily Newspapers Editorial Editors
- National Radio Talk Shows
- TV Talkshow Hosts
- Kyoto Domestic Media
- Basic Climate Change Media List
- Media Opinion Leaders and Pundits
- Key Climate Editorial Page Contacts

Clips - Andrew and Elizabeth put together all the clips during Kyoto. It appears pretty comprehensive with a nicely indexed front page. Todd/Jonathan will get two sets and Elliott will get one. Another will remain at 734. You never know when you might need a clip. The amount of coverage is overwhelming when you look at the notebook.

Phone Number - I return from vacation on Sun., 1/18 and start at DOE on Tues., 1/20. I don't know my direct line yet but the general phone in press is 586-4940. I expect to be on the road on Wed. and Thurs. of that week. Home is 410/721-1180. Don't think I'm ridiculous, I didn't leave my number cause I thought you'd be dying without me.

Ok, that's it. I'm happy to help in any way since this gig will always have a special place in my heart.

Have a good week.

Events/Media

- **Op eds:** Eisenstat, Summers
- **State of the Union:** key themes. (balcony representatives?)
- **Message testing:** Penn report
- **First quarter events strategy:** Events should highlight effects on all Americans, how all Americans can help, broader domestic and diplomatic goals.
- **Response sheet:** Outlining responses for attacks, including what we've heard the critics say before about environmental protection.
- **Pre-State of the Union event:** energy efficiency/trade show?

Congressional

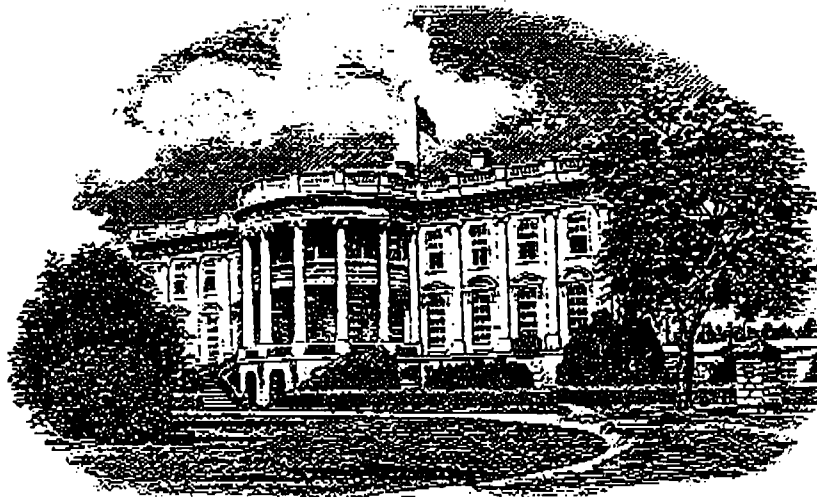
- **Signing the protocol:** When to sign? When to announce our intentions?
- **Staff resources:** Tapping into NSC leg affairs; exploring other possible resources.
- **Congressional mailing:** Cover note (Albright?), fact sheet, frequently asked Q&As
- **Economic analysis:** What kind? when to release?

Domestic Implementation

- **Industry by industry:** outline memo
 - process for determining White House "outside face"
 - meeting with Dirk on steps ahead (how to choose industries, how to calculate reductions, how early credit program will work, etc.)
- **6 billion package:** How much detail by state of the union?
- **Federal energy efficiency program:** How to elevate profile of program/office?
- **Electricity restructuring:** Designated emissions reductions advocate?
- **Standards:** ???
- **Cabinet activities:** Need a game plan and report card system.

Diplomatic

- **Developing countries:** Strategy paper, outlining broad definition of goals; article 10 or not; bilateral, multilateral opportunities; strategy for key countries.
- **Trading:** Strategy paper (goals for Argentina, role of Umbrella Group)

EXECUTIVE OFFICE OF THE PRESIDENT**Office of Management and Budget****Natural Resources, Energy and Science****FAX TRANSMITTAL COVER SHEET**Number of pages (including cover sheet) 4Date: 1-12-98To: Todd Stern, Peter Orszag

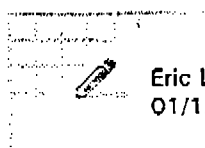
Phone: _____ Fax: _____

From: T.J. Glauthier**Comments:**

The budget numbers have finally settled down, so here is the text and table that will go into the budget on the climate change technology initiative. It's \$6.26 over 5 years. We'll have more description later in the day.

Phone: (202) 395-4561

Fax: (202) 395-4639



Eric L. Macris
01/12/98 11:07:37 AM

Record Type: Record

To: T J. Glauthier/OMB/EOP
cc: See the distribution list at the bottom of this message
Subject: Climate Change Technology Initiative Language

TJ:

Attached are the three items you requested on the Climate Change Technology Initiative:

1. The text we've included in the R&D Chapter.
2. The text we've included in the Environment Chapter.
3. The funding table (in Wordperfect format) we will put into the R&D Chapter.

Let me know if you need anything else.

Eric

Appearing in the R&D Chapter:

Climate Change Technology Initiative (CCTI): The Fund includes a new, five-year research and technology initiative to reduce the Nation's emissions of greenhouse gases. Lead by the Department of Energy and the Environmental Protection Agency, the initiative also includes the National Institute of Standards and Technology and the Departments of Agriculture and Housing and Urban Development. The combined increase in spending by these agencies, relative to FY 1998, on R&D for energy efficiency, renewable energy, and carbon-reduction technologies will total \$2.7 billion over five years. The budget augments this spending with \$3.5 billion in tax incentives over the same period to stimulate adoption of more efficient technologies in buildings, industrial processes, vehicles, and power generation.

A prime example of efforts to develop break-through technologies to cut greenhouse gases and improve energy efficiency is the Partnership for a New Generation of Vehicles (PNGV) — a Government-industry effort to develop an attractive, affordable car that meets all applicable safety and environmental standards and is up to three times more fuel efficient than today's cars, reaching roughly 80 miles per gallon. The budget proposes a similar Government-industry effort to develop more efficient heavy truck engines.

Other important elements of the CCTI include: Government-industry partnerships on energy-efficient technologies for commercial buildings and homes; stronger labeling and efficiency requirements for appliances and office equipment; deployment of new technologies

in the industrial sector that can capture waste heat and convert it into electricity; and a mix of research and development spending and incentives for greater use of renewable energy sources like biomass, wind, photovoltaics, and fuel cells.

Appearing in the Environment Chapter:

Reducing Greenhouse Gases and Promoting Energy Efficiency: Last fall, the President announced a nine-point plan to begin addressing climate change, including a five-year, \$5 billion package of tax incentives and research and development spending to spur energy efficiency and help develop low-carbon energy sources. With the historic agreement in December 1997 to reduce greenhouse gas emissions, the President is now proposing a \$6 billion package of tax incentives and research spending. The budget provides \$xxx million for the Climate Change Technology Initiative, a \$yyy million, or xx percent, increase over 1998 as a down-payment on the President's five-year commitment. (See Chapter 6, "Promoting Research," for a more complete discussion of this initiative.)

The CCTI funding table:



cctitabl.ch

Message Copied To:

Kathleen Peroff/OMB/EOP
Steven J. Isakowitz/OMB/EOP
Robert J. Tuccillo/OMB/EOP
Marvis G. Olfus/OMB/EOP
Katherine M. Tyler/OMB/EOP

Table 6-x. CLIMATE CHANGE TECHNOLOGY INITIATIVE

Selected Agencies	1998 Estimate	1999 Proposed	Increase: 1998 to 1999	Increase: 5-Year Total
Energy	729	1059	330	1,897
Environmental Protection Agency	90	205	115	674
Housing and Urban Development	--	10	10	10
Commerce	—	7	7	38
Agriculture	—	10	10	86
Appropriations Sub-Total	819	1,291	472	2,705
Tax Incentives	—	100	100	3,500
Total Initiative	819	1,391	572	6,205