

From: [Aaron Burgesssplay Valueeveryone](#)
To: [Strait, Elan](#)
CC: [Ricketts Sam \(GOV\)](#), dan.lashof@nextgenamerica.org,
david.weiskopf@nextgenamerica.org
Date: Jul 12, 2017 at 1:35 PM
Subject: Re: Follow Up to Today's Callo c

Hey Everyone,

I think it would be great to hop on the phone to discuss this more. I am available to join anytime after 2:30pm PT today but am fairly open tomorrow morning.

In regards to Pennsylvania, Tom sat down the Governor Wolf this morning to make the ask, and Wolf is pretty adamant about not joining. It is his view that it will have a negative effect in his state as the bigger deal he makes about it, the more the leg. will come after him. Basically his climate plan is "the quieter the better." We are rethinking our PA strategy today, and will be on the phone with some environmental partners in the state this afternoon.

Bottom line: Wolf is not ready to join any event at NGA on this.

On Wed, Jul 12, 2017 at 10:03 AM, Strait, Elan <Elan.Strait@wwfus.org> wrote:

Hey Sam – a couple of things in response:

- I agree with Franz that some sort of joining of forces between Alliance and WASI could potentially be very powerful, particularly in light of the fact that such a cross-listing would put us at half of the US population. I think it would also help deconflict some of the confusion between the two efforts.
- On numbers, yes we are only counting city population in states that aren't members of the Alliance or WASI (e.g., Chicago), which is how we get at the population number. Companies and universities do not count for this purpose.
- **Are we able to hop on the phone today or tomorrow to talk this through?** I think like Franz suggests there is a pretty light touch way to do this, with a high impact. We'd be able to do some press around this and further amplify the Alliance and its role in mobilizing states.

From: "Ricketts, Sam (GOV)" <Sam.Ricketts@gov.wa.gov>
Date: Wednesday, July 12, 2017 at 10:22 AM
To: 'Franz Hochstrasser' <franz.hochstrasser@nextgenamerica.org>, Aaron Burgess <aaron.burgess@nextgenamerica.org>
Cc: "Strait, Elan" <Elan.Strait@wwfus.org>, "dan.lashof@nextgenamerica.org" <dan.lashof@nextgenamerica.org>, "david.weiskopf@nextgenamerica.org" <david.weiskopf@nextgenamerica.org>

Subject: RE: Follow Up to Today's Call

Thanks Franz. Tho Im hearing PA needs a little time before signing on with these groups.
Are you hearing differently?

Probably a silly question, but just making sure this number isnt double-counting people in two jurisdictions? (e.g. the members of a city that is signed on to WASI inside a state that is also signed on... tho it gets harder to bifurcate companies and universities, etc.)

From: Franz Hochstrasser [mailto:franz.hochstrasser@nextgenamerica.org]
Sent: Tuesday, July 11, 2017 11:08 PM
To: Aaron Burgess
Cc: Ricketts, Sam (GOV); Strait, Elan; dan.lashof@nextgenamerica.org;
david.weiskopf@nextgenamerica.org
Subject: Re: Follow Up to Today's Call

As a follow up, WASI is currently at 127 million people. If the Alliance states plus PA join WASI that puts us at 151 million totaling 48% of the US population, which is virtually half.

Sent from my iPhone

On Jul 6, 2017, at 10:24 AM, Aaron Burgess <aaron.burgess@nextgenamerica.org> wrote:

Will do. We have spoken with both of their offices in the past, so I will reach out again today.

On Thu, Jul 6, 2017 at 10:23 AM, Ricketts, Sam (GOV) <Sam.Ricketts@gov.wa.gov> wrote:

If you could push NC and CO to join Alliance and to do an event in Providence that could only help. Thanks

From: Aaron Burgess [mailto:aaron.burgess@nextgenamerica.org]

Sent: Thursday, July 06, 2017 1:22 PM
To: Ricketts, Sam (GOV)
Cc: Strait, Elan; franz.hochstrasser@nextgenamerica.org;
dan.lashof@nextgenamerica.org; david.weiskopf@nextgenamerica.org

Subject: Re: Follow Up to Today's Call

Thanks Sam, this is great. Is there anything we can do that would be helpful on this front?

On Thu, Jul 6, 2017 at 10:12 AM, Ricketts, Sam (GOV) <Sam.Ricketts@gov.wa.gov> wrote:

Thanks Aaron. Couple updates from our end: RI remains very interested in doing an event. We're trying to shape one with them - CA doing most of work - primarily based around new Alliance member additions (NC first candidate - just talked with them and will again a little later today; also CO; potentially MD or MT). Im planning to catch Mass today (they have some new DC staff) to gauge level of interest from them also. Per our past discussion this event could certainly include recognition of WASI too. And if theres a biz tie (e.g. CVS joining WASI, all the better). Trying to see if theres a way we might involve Elon Musk also, since he'll be in RI... but that might be too heavy to lift.

Inslee wont be there. Too bad, but not an impediment.

Alliance members' staff are also convening for a planning meeting Fri afternoon/Sat morning, in Providence.

In short: nothing pulled together yet but hoping something can materialize over next 24 hrs..

From: Aaron Burgess [mailto:aaron.burgess@nextgenamerica.org]
Sent: Thursday, July 06, 2017 12:58 PM
To: Strait, Elan
Cc: Ricketts, Sam (GOV); franz.hochstrasser@nextgenamerica.org;
dan.lashof@nextgenamerica.org; david.weiskopf@nextgenamerica.org

Subject: Re: Follow Up to Today's Call

Hi Everyone,

Just wanted to follow back up as the NGA is getting closer and closer. Dan and I spoke with Peter Rothstein and NECEC this morning and he proposed since the timeline is so short, to reach out to CONEG to see if they would be willing to co-host a side event with Climate Alliance. 5 of the 7 (i think) CONEG Govs are in the Climate Alliance and if they are interested in having an event at NGA about climate, we can at least get the logistics going so other governors know there is an event they can join. Then we can focus efforts on recruiting 4 governors to sign up - 2 dem, 2 gop, 2 eastern, 2 western (Hogan, Wolf) and (Hickenlooper or Bullock, Sandoval)

I will reach back out to Bullock's office and Raimondo's office today to check in. And I will be sure to keep you all in the loop. Anything I missed?

Sam - Any news from your end? Has Gov. Inslee decided if he will attend NGA next week? Would it be possible for him to at least send a message to the Climate Alliance Governors and let them know there is going to be a Climate side event at NGA?

Elan - Any news from you? Any luck on talking with the CEO of CVS and see if they are willing to join We Are Still In by next week?

Aaron

On Sat, Jul 1, 2017 at 10:21 AM, Strait, Elan <Elan.Strait@wwfus.org> wrote:

Agree – this is an excellent note. Very well done Franz and Aaron!

I have a tweak to the messaging, in the hope that we can build in the WASI message under the Alliance banner (see edited point below; and I've moved it below the Alliance point so that it's clear that it's primarily an Alliance event):

Potential Message Frame:

- The US has a long tradition of leading the way on important public health, economic, national security and global issues -- we have

an obligation to take action to address climate change.

- In lieu of federal leadership Governors are stepping up to take the mantle of US climate leadership and making best efforts to meet the level of ambition set out in the US target - namely cutting emissions by 26-28% below 2005 levels by 2025.
- Today State X is joining [US Climate Alliance] to do our part in keeping America's promise to take ambitious action on climate change and support the international regime put in place by the Paris Agreement on climate change.
- States are eager to partner with other non-state actors in the We Are Still In campaign [businesses and industry, cities, Universities, Investors and others] to deliver on this commitment.
- States have the tools and wherewithal to deliver on their commitments - and we will.

From: "Ricketts, Sam (GOV)" <Sam.Ricketts@gov.wa.gov>
Date: Saturday, July 1, 2017 at 11:37 AM
To: "franz.hochstrasser@nextgenamerica.org" <franz.hochstrasser@nextgenamerica.org>, "Strait, Elan" <Elan.Strait@wwfus.org>, "aaron.burgess@nextgenamerica.org" <aaron.burgess@nextgenamerica.org>, "dan.lashof@nextgenamerica.org" <dan.lashof@nextgenamerica.org>, "david.weiskopf@nextgenamerica.org" <david.weiskopf@nextgenamerica.org>
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Thanks gents. Switching this over into my work email.

I'm in full concurrence with the below bullets and subsequent dialogue. I have circled up with the rest of the USCA co-chairs teams about our conversation and the march towards RI. We'll talk more Monday about what everyone is comfortable with and the art of the possible. I think all of us here are also continuing to talk with other governors who are part of these coalitions (like RI), or are interested to announce joining them (like CO), and who will be at the NGA. We should continue to use that meeting as a forcing event for recruitment (and cross-recruitment), as we also look at how we might be able

to display governors/state climate leadership and commitment to Paris in some type of event in Providence.

Lets circle up by mid to late week and compare notes.

From: Sam Ricketts [mailto:sam.t.ricketts@gmail.com]
Sent: Friday, June 30, 2017 10:03 PM
To: Ricketts, Sam (GOV)
Subject: Fwd: Re: Follow Up to Today's Call

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From: "Franz Hochstrasser" <franz.hochstrasser@nextgenamerica.org>
Date: Jun 30, 2017 6:51 PM
Subject: Re: Follow Up to Today's Call
To: "Strait, Elan" <Elan.Strait@wwfus.org>
Cc: "Sam Ricketts" <sam.t.ricketts@gmail.com>, "Aaron Burgess" <aaron.burgess@nextgenamerica.org>, "Dan Lashof" <dan.lashof@nextgenamerica.org>, "David Weiskopf" <david.weiskopf@nextgenamerica.org>

Definitely makes sense to me - by no means would we discourage reference to either, and as you say encouragement to Govs that are stepping up to also cite WASI is all germane to me.

Thanks,

Franz

On Fri, Jun 30, 2017 at 3:47 PM, Strait, Elan <Elan.Strait@wwfus.org> wrote:

Hey Franz! Thanks so much for the readout. I think we should endeavor to represent both brands at any event, recognizing that if it is a governor-only event it should be primarily a USCA event. In that case though, I would still hope that the governors can point to We Are Still In as a multi-sectoral coalition that they have also joined.

Does that make sense?

From: Franz Hochstrasser <franz.hochstrasser@nextgenamerica.org>

Date: Friday, June 30, 2017 at 6:44 PM

To: "Strait, Elan" <Elan.Strait@wwfus.org>, Sam Ricketts <sam.t.ricketts@gmail.com>

Cc: Aaron Burgess <aaron.burgess@nextgenamerica.org>, Dan Lashof <dan.lashof@nextgenamerica.org>, David Weiskopf <david.weiskopf@nextgenamerica.org>

Subject: Follow Up to Today's Call

Hi Sam/Elan and team,

Thanks for taking the time for today's call, it was very productive from our standpoint. We've captured a summary and next steps from the discussion here - please let us know if you have other items or questions or if we've missed anything here.

- WASI and USCA will work together to recruit new members for both organizations
- Events that are with governors only should be USCA
- Events with broader coalitions should be WASI
- For the NGA side-event, first preference is to recruit a bipartisan group of governors to join the USCA and do a joint press conference during NGA, giving Govs a platform to explain briefly what their state is doing to meet their share of the US NDC and goals of the Paris Agreement. Recruitment priorities are PA, CO, MD, LA, MT, NV, NC.
- For a potential second event, WASI will look at looping in the leaders of business that are part of WASI to do a joint press conference with governors and potentially some mayors. Recruitment priorities are CEO of CVS, possibly Musk. Lineup could be Gov. Riamando, CEO of CVS as new joiner, Elon Musk, Mayor of Providence, University.
- All groups are going to continue recruitment efforts and we will touch base again next week to see where we are at.

(As a side-note we had a productive conversation with Bullock's staff this afternoon and are hopeful that they will be able to join. Should have more info next week)

Thanks!

Franz

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