

# 2015 Palouse Region Chapter Planning

**Goal:** To move Representatives Raúl Labrador and Cathy McMorris Rodgers to a rating of B by December 31, 2015.

## **Objectives:**

- Continue to build constructive relationships with our members of congress, particularly in Idaho.
- Increase the frequency and number of times that CCL's positive message regarding revenue-neutral carbon fee and dividend appears in our local media as a nonpartisan solution to global warming.
- Develop our chapter's capabilities to present CCL's proposal to main-stream audiences and seek endorsement from several major civic groups.
- Grow active participation in our chapter.
- Initiate and contribute to efforts to form CCL chapters in Spokane, Boise, and other cities in Idaho and Eastern Washington.

## **Lobbying:**

- Arrange at least two in-person meetings with Representatives Raúl Labrador and Cathy McMorris Rodgers or their staffs during 2015.
- Get at least one of our members from Idaho to the International Conference in Washington DC June 21 - 23 to lobby Idaho members of Congress.

## **Media:**

- Double (from 2014) our presence in advocating for revenue-neutral carbon fee and dividend in local print media.
- 12 letters to the editor (average of one per month) in the Moscow-Pullman Daily News, the Lewiston Tribune, Spokesman Review, or Whitman County Gazette.
- Two op-eds in the Moscow-Pullman Daily News, the Lewiston Tribune, or the Spokesman Review.
- Four editorial board meetings with Moscow-Pullman Daily News, Lewiston Tribune, Spokesman Review, Whitman County Gazette, Daily Evergreen, or The Argonaut.
- Include our local and international website addresses in media communications.

## **Outreach:**

- Arrange at least four public events at which we provide a speaker on revenue-neutral carbon fee and dividend to local civic organizations.
- Continue growing our tabling and information dissemination efforts.
- Groups we particularly want to bring into our chapter: growers (farmers), businesspeople, students.

## **Chapter Development:**

- Triple (from 2014) the number of Idaho residents in our chapter.

## **Expansion:**

- Initiate and contribute to efforts to form CCL chapters in Spokane, Boise, and other locations in Idaho and Eastern Washington.