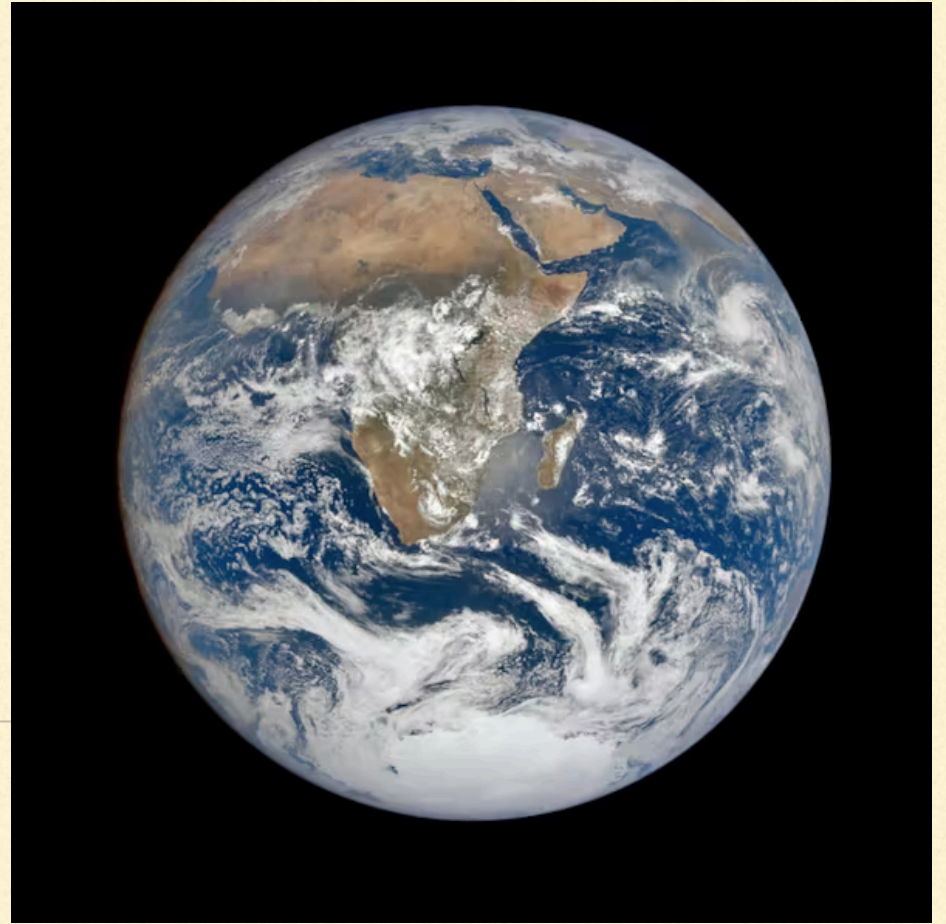

MAKING THE MOST OF THE IRA



The New Federal Inflation Reduction Act and How We Can Respond

WHAT I CARE ABOUT

- Communicating
- Tree-hugging
- Communicating about climate
- Service trips
- Music



THE PROBLEM

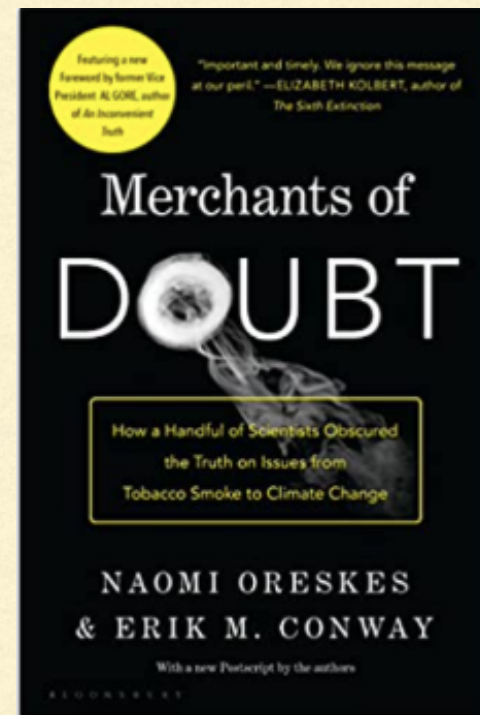
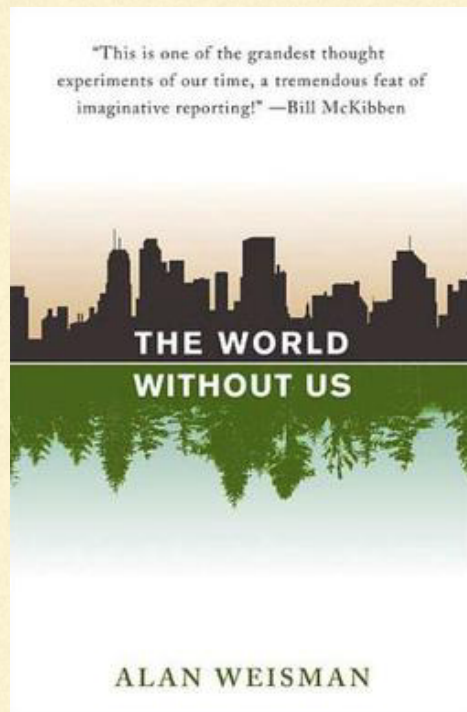


SESSION GOALS



TWO THINGS TO CONSIDER

The planet will survive us.



Climate guilt is a marketing strategy.



WHAT IS THE IRA?

- The Inflation Reduction Act, (not the Irish Republican Army)
 - Signed by President Biden on August 16, 2022
 - Designed to work with the 2021 Bipartisan Infrastructure Act
-

THE IRA IS ...




IRA VISION

- President's vision: "To make sure the U.S. — powered by American workers — remains the global leader in clean energy, technology, manufacturing and innovation."

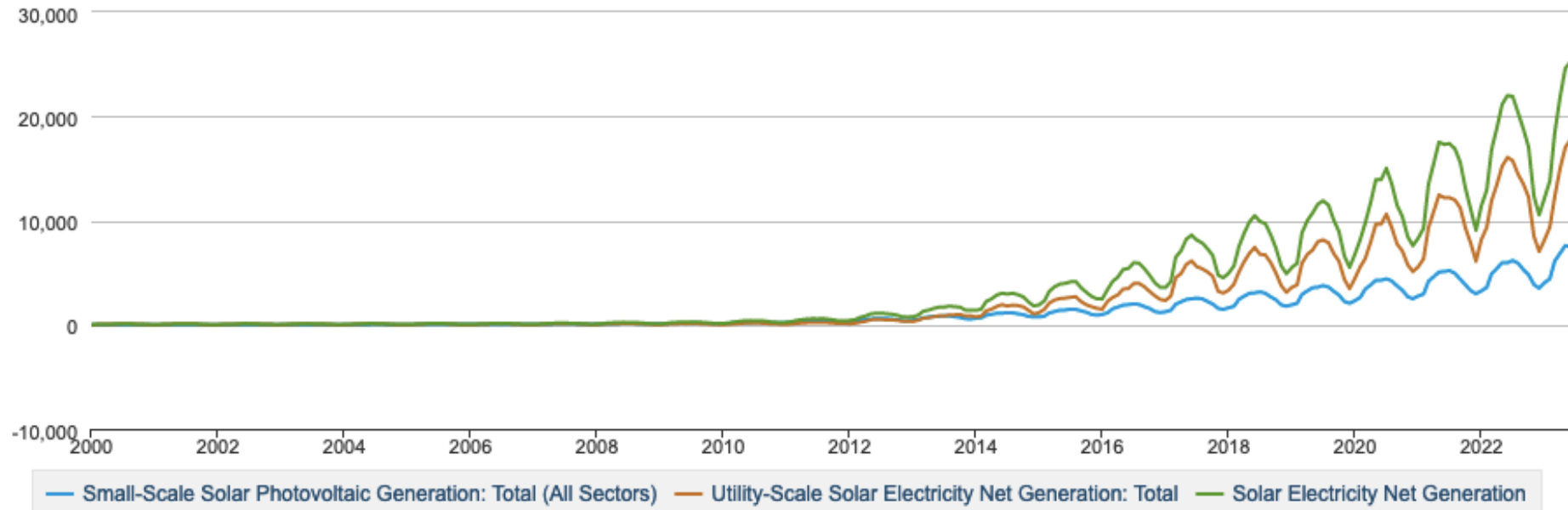


RENEWABLES TODAY

Table 10.6 Solar Electricity Net Generation

 [DOWNLOAD](#)

Million Kilowatthours



THE IRA

Provides \$370 billion in investments and \$250 billion in additional loans to:

- Accelerate clean energy development
 - Strengthen supply chains
 - Create jobs
 - Save on household energy costs
 - Promote justice (Justice 40 Initiative)
 - Improve access via the Affordable Care Act
 - Reduce out-of-pocket prescription drug costs
-

THE IRA . . .

- Does not raise taxes on citizens
 - Minimum 15% corporate tax rate
 - Closes tax loopholes
 - More funding for IRS
 - Net gain in revenue lowers the deficit
-

THE \$1.2 TRILLION BIPARTISAN INFRASTRUCTURE LAW ...

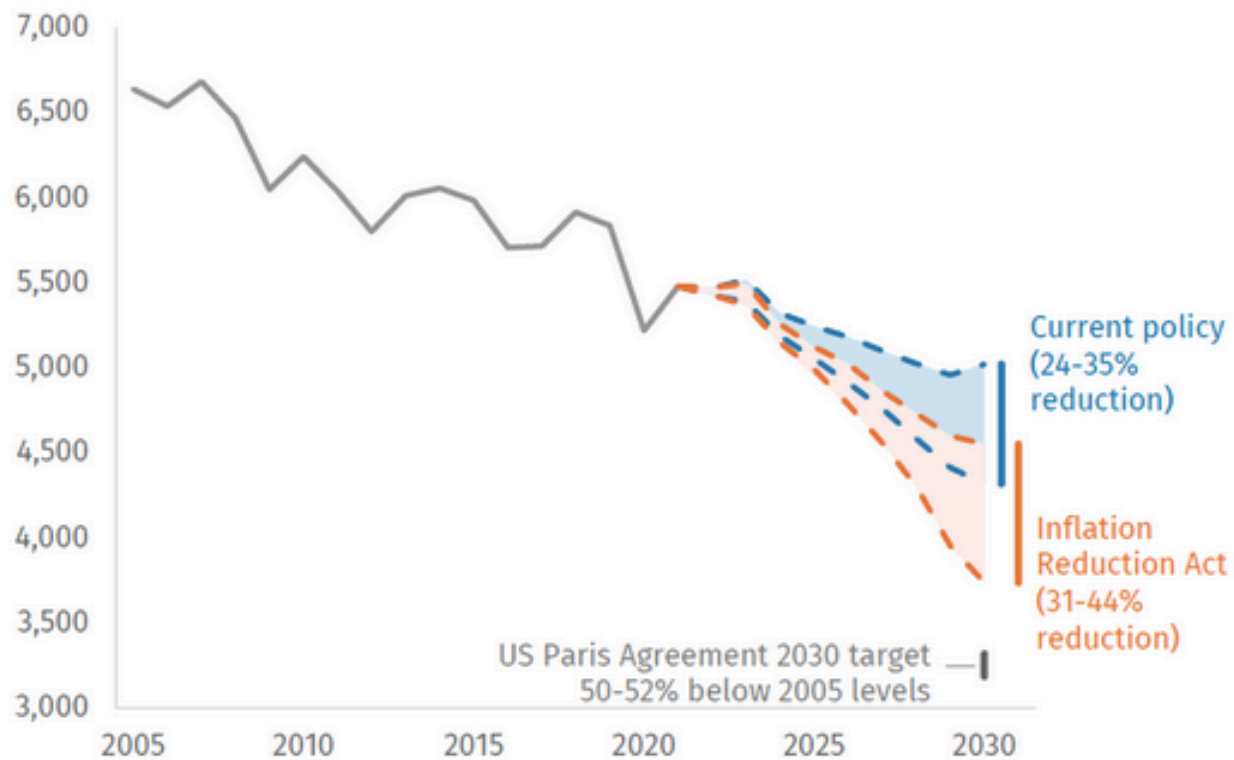
- Modernizes electricity grids
 - Builds a network of Electric Vehicle (EV) charging stations
 - Improves battery supply chain
 - Expands public transportation
 - Develops new clean energy and emission reduction technologies
 - Improves resilience in natural systems
 - Cleans up legacy pollution
-

CLIMATE GOAL

FIGURE 1

US greenhouse gas emissions

Net million metric tons (mmt) of CO₂-e



Source: Rhodium Group. The range reflects uncertainty around future fossil fuel prices, economic growth, and clean technology costs. It corresponds with high, central, and low emissions scenarios detailed in [Taking Stock 2022](#). Under the central scenario (not shown), the IRA accelerates emissions reductions to a 40% cut from 2005 levels.

COMMITMENT TO EQUITY



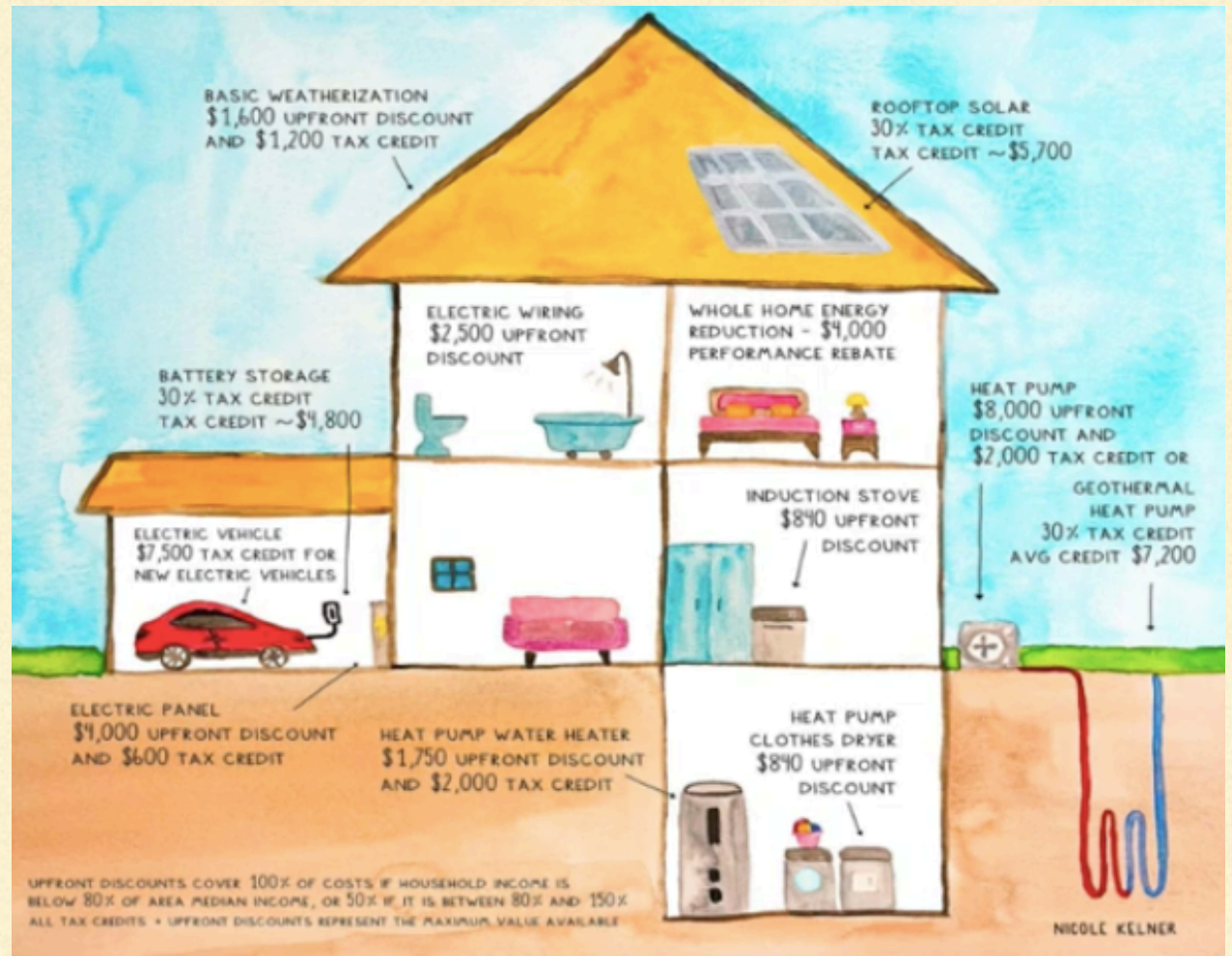
- Job creation that relies on American manufacturing that provides for underserved populations
 - Environmental justice for marginalized communities — by mitigating toxic pollution and underinvestment in critical infrastructure
 - 40% of funds aimed at disadvantaged groups
 - \$75 million earmarked for tribal groups
-

IT'S ELECTRIC



ELECTRIC APPLIANCES

- Heat pumps
- Stoves

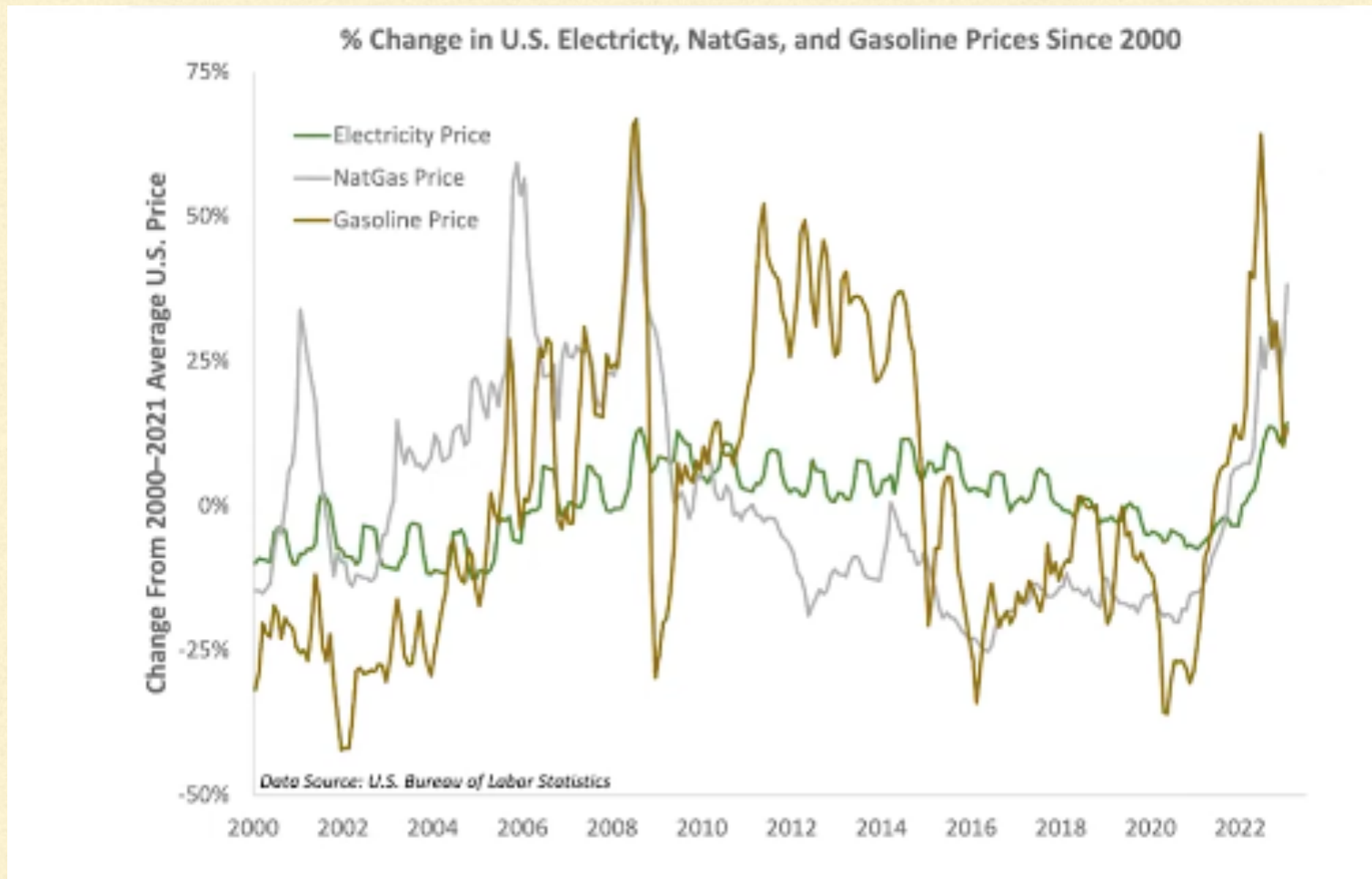


ELECTRIC VEHICLES

- New EV — 30% tax credit up to \$7,500
- Used — 30% tax credit up to \$4,000



FOSSIL FUEL VOLATILITY



ALTERNATIVE ENERGY

- Rooftop Solar
- Home battery storage
- Geothermal
- 30% reduction in cost



STRUCTURAL CHANGES

- Weatherization
- Smart thermostats
- Electrical panels
- Wiring



HEE-HRA!

- **H**igh **E**fficiency **E**lectric **H**ome **R**ebate **A**ct
- Up to \$14,000 in point-of-sale rebates for qualified purchases
- Must be replacing a non-electric appliance
- 30% tax credits



WHO QUALIFIES?

- Low to moderate income (under 80% of AMI)
— up to 100%
 - Middle income (80-150 percent of AMI)
— up to 50%
 - Renters (appliances, building improvements)
— indirect benefits
 - HOMES - for higher income households
-

NOT ALL IS PROGRESS



- Climate hypocrisy
 - Al Gore says so
 - Greenwashing
-

WHAT TO DO?

- Check out Ohio's plans for IRA spending
 - Tell Ohio not to frack in State parks (OEC)
 - Tell your MoC to support reintroduced EICDA
 - Biden's new zero-emission building rules released Thursday
 - Presidential debates
-

HOW CAN WE RESPOND?

- Lobbying
 - Media
 - Grassroots and Grasstops
 - Storming the Capitol
-

RESOURCES

- [Power a Clean Future Ohio](#)
 - [Rewiring America](#)
 - [Ohio's Energy Efficiency Program](#)
 - [Who's my MoC?](#)
 - [Skeptical Science](#)
 - [Yale Climate Communications](#)
 - [Citizens Climate Lobby](#)
 - [Climate Reality](#)
 - [Evangelical Environmental Network](#)
 - [UCC Heartland Conference Creation Care and Environmental Justice Network](#)
 - [Climate Action Handbook](#), by Heidi Roop
 - [Saving Us](#), by Katherine Hayhoe
-

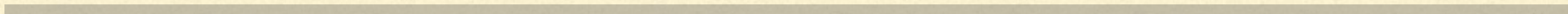
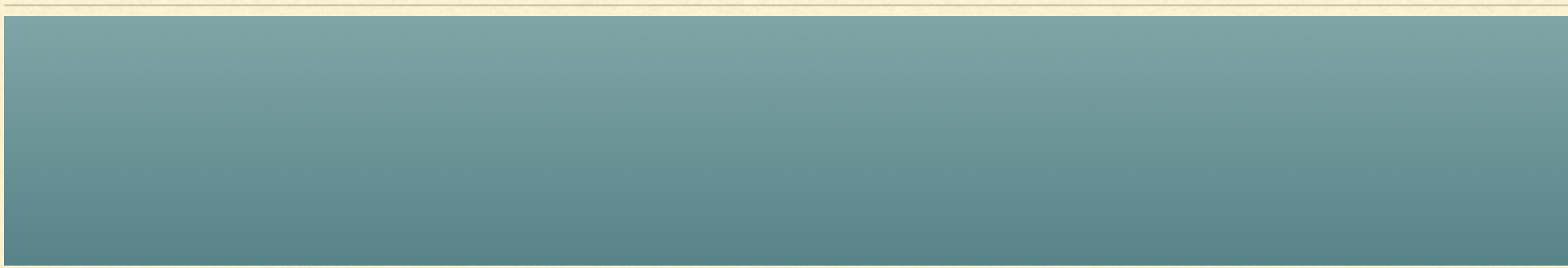


CLIMATE SUMMIT

WHAT IF IT'S
A BIG HOAX AND
WE CREATE A BETTER
WORLD FOR NOTHING?

- ENERGY INDEPENDENCE
- PRESERVE RAINFORESTS
- SUSTAINABILITY
- GREEN JOBS
- LIVABLE CITIES
- RENEWABLES
- CLEAN WATER, AIR
- HEALTHY CHILDREN
- etc. etc.





ISAIAH 24: 5-6

- “The earth lies polluted under its inhabitants, for they have transgressed laws, violated statutes, broken the everlasting covenant.
 - Therefore a curse devours the earth, and its inhabitants suffer for their guilt.”
-

SALIENT FACTS

- “Since 1988, 25 major corporations and state-owned entities were responsible for more than half of global industrial emissions.” Climate Handbook, Action 21
 - Air travel makes up about 3.5% of global warming, including emissions, water vapor, soot, aerosols and increased cloudiness. CH, Action 15
 - Marriott disposed of over five million plastic toiletry bottles last year.
 - 85% of individual investors are interested in green investing.
 - There is a \$3.5 trillion investment gap in climate finance
 - Since COP 21, banks have financed fossil fuels \$3.8 trillion
 - Direct and indirect global subsidies to fossil fuels is over \$5.2 trillion annually
 - In 2020, 61% of electricity used to power US buildings came from fossil fuels CH, Action 24
 - Renewable energy jobs will increase from 57 million to 134 million jobs in 2050
-

HOW TO GET THE MONEY

- <https://www.councilofnonprofits.org/articles/nonprofits-can-benefit-energy-efficient-tax-deduction>
 - Grants, loans, rebates, incentives and other investments (p I)
 - <https://www.energy.gov/scep/articles/home-energy-rebate-programs-requirements-and-application-instructions>
-

DO POLITICIANS LISTEN?

- Stats from CCL
 - Yale and other polls
 - Safe passage
-

DO THEY CARE WHAT YOU THINK?

- Why people run for office (public service, etc.)
 - They have family members who live in your district
 - They often intervene for their constituents when they can
-

DO THEY WANT TO DO GOOD?

- System of campaign and its economics constraints
 - Procedural constraints
 - Political constraints and compromise
-

LOBBYING

- Write a letter to your Members of Congress (MoCs), State legislators and community officials
 - Schedule a meeting with your MoC (do your homework)
 - Call your MoC
 - Flag down your MoC at public events (have an elevator speech)
 - Be polite and respectful of their time
-

LOBBYING EXERCISE

- Plan your meeting
 - Describe and assign roles for your team (all need to be constituents)
 - Start with something positive (i.e., new battery plant in Fayette County)
 - Be specific about your ask (provide IRA example)
 - Be cordial, not confrontational
 - Build a relationship
-

MEDIA

- Letters to editors and op-ed pieces
 - Social media
 - Television
-

LETTER WRITING EXERCISE

- Parts and purpose of the letter (examples)
 - Brevity (Dispatch rules example)
 - Develop a good lead — hook the reader
 - Introduce, state, summarize
 - One main point per paragraph, one theme per letter
 - Write like you speak, be entertaining, then correct grammar and remove profanity
 - A crisis is an opportunity — define what is newsworthy
-

WHAT IS THE GRASS?

- Talk to your neighbors
 - Volunteer to table at public events
 - Share information
 - Get endorsements from community and business leaders
 - Patronize socially responsible businesses
 - Let business owners know you appreciate their efforts
-

SHOW THEM YOU CARE

- Active listening (two ears, one mouth) tips - restating
 - Tell why you care (grandchildren, etc)
 - Climate isn't the only problem — talk about what you know
 - Don't argue or judge — facts don't persuade (persuasion — violence spectrum)
 - Find where you agree
 - Jonathan Haidt — intuition, not intellect
 - Katherine Hayhoe, — avoid “purity tests”, facts don't persuade (knowledge deficit model) and more knowledge can increase polarity. We look for facts that support our views (motivated reasoning). Decisions are more emotional than rational. Talking matters. Focus on positive solutions
-

YALE'S SIX AMERICAS



Alarmed



Concerned



Cautious



Disengaged

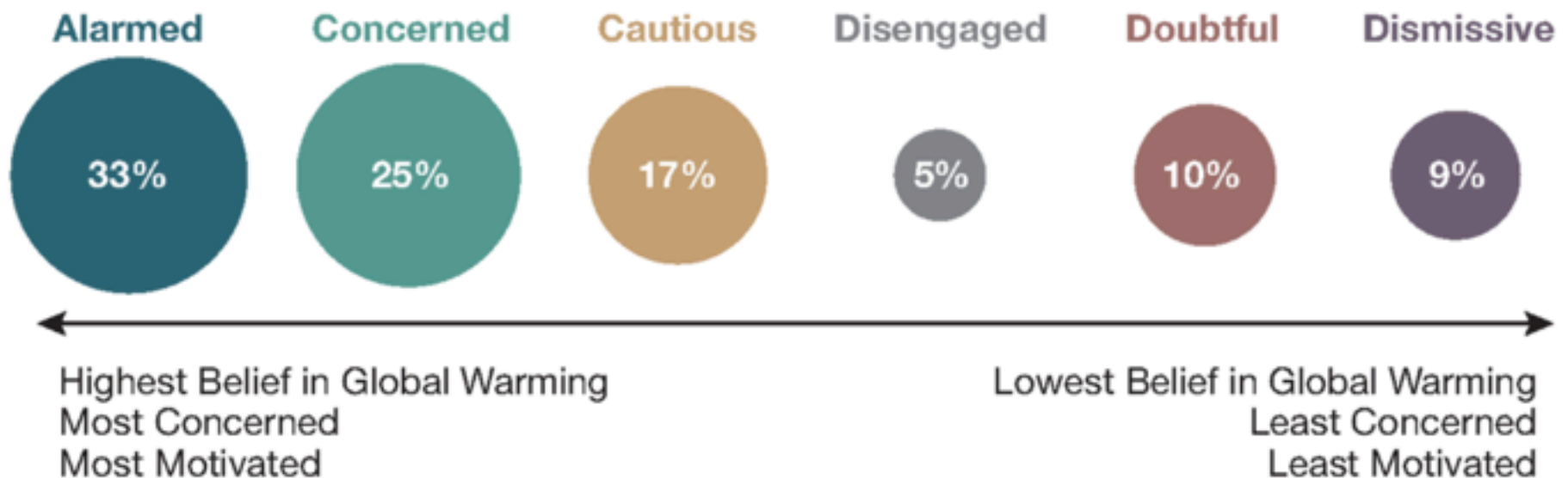


Doubtful



Dismissive

6 AMERICAS BAR CHART

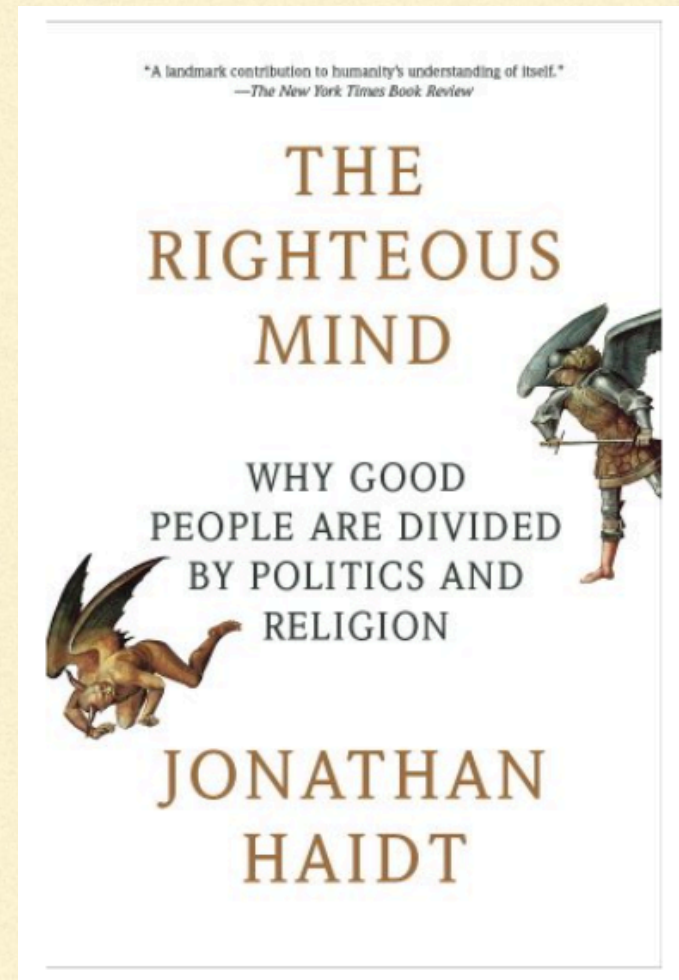


September 2021
(n= 1,006)



HAIDT'S MORAL FOUNDATIONS

- Care/Harm
- Fairness/Cheating
- Loyalty/Betrayal
- Authority/Subversion
- Sanctity/Degradation



OTHER AREAS

- American-made clean energy technology
 - Air pollution
 - Building standards
 - Low-carbon federal government
 - Nature-based solutions
 - Community resilience
 - Permitting reform
-