

CASE STUDY

Sounding the Alarm on the CLCPA



OVERVIEW

Upstate United (UU) has had concerns with the Climate Leadership and Community Protection Act (CLCPA) impact on costs to consumers and business owners, grid reliability, and the future of economic growth in New York since its implementation in 2019.

Now more than ever, UU has recognized the importance of sounding the alarm on the need to rethink its ambitious timelines and aspirational mandates. While there is no doubt that policies need to be put in place to combat climate change, the state's goal of achieving 70% renewable energy by 2030 is unrealistic for several reasons.

For UU, the need to underscore unknown costs and impacts to the safety and security of the state's energy grid is paramount.

MESSAGING

While the issue of the CLCPA is far from simple, Upstate United's messaging focused on two of the most important issues for New Yorkers: affordability and reliability.

A common theme in Upstate United's communication efforts is for New York leaders and policymakers to heed caution presented by data, reports—or the lack thereof—and sentiment around the reality of implementing rushed energy policies and projects, like Cap-and-Invest and Propel NY.

TARGET AUDIENCE

Messaging was used to educate the general public about the impact that the CLCPA has on their way of life, business, and overall economy, etc.

It is equally important to convey messaging to prominent stakeholders, including the governor, members of the NYS Legislature, as well as leadership at the PSC, NYSEDA and NYISO.

Capturing the attention of the Legislative Correspondents Association that covers the New York State Capitol, as well as credible reporters of the CLCPA and energy-related policies also helps to amplify messaging far and wide.

TACTICS

- Statements/Press Releases
- Opinion Placements
- Earned Media
- Posts to social media to amplify reach
- Strategic social media tags

CONCLUSION

While the CLCPA has not been paused, valid questions and concerns have been raised by the New York State Governor, Comptroller, and state agency leaders overseeing its implementation. The goal has never been to derail the progress of the well-intentioned climate policy but to bring awareness to its potential faults or unintended consequences.

In sounding the alarm on affordability and reliability through statewide media relations since its implementation in 2019, Upstate United has positioned itself as a reputable, sought-after voice regarding the conversation around New York State's energy policy and its future.

