



STATE & LOCAL CLEAN ENERGY ECONOMY

MESSAGING GUIDE

Telling the Story of Clean Energy Boom

AMERICA IS
ALL IN

DEAR FELLOW STATE AND LOCAL LEADERS,

Now more than ever, communities, cities, and states are leading the transition to a thriving clean energy economy. Catalyzed by ambitious state leadership, billions of direct investment from clean energy incentives into manufacturing and projects, and individuals everywhere seeking ways to lower energy costs and improve their quality of life, clean energy is booming across America. In fact, this clean energy boom can be just as easily characterized as a manufacturing and economic boom – bringing jobs and industry back to communities across the country.

Whether it's a school installing solar panels to [lower the cost of energy in order to give teachers a pay raise](#), or [a town that electrified everything](#) from stove tops to air conditioners to increase safety in extreme heat and improve air quality – every community has a clean energy story to tell.

This section will help you identify the clean energy benefits in your community and learn the basics of telling a compelling clean energy story.

HOW TO IDENTIFY THE CLEAN ENERGY BENEFITS IN YOUR COMMUNITY

You've heard about the growing clean energy economy and manufacturing boom, maybe you're aware of a few projects in your area, but what comes next? Where can you find good information on what's happening in your state, city, or community?

Here are some examples of clean energy and manufacturing stories:

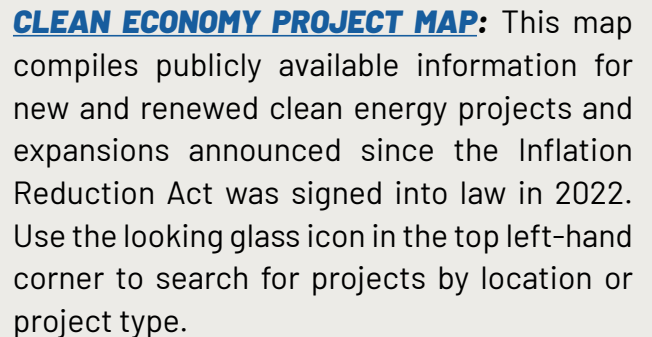
- **NEW YORK:** [Home electrification upgrades that lower energy costs](#)
- **WISCONSIN:** [Community solar that brings power and savings to a disadvantaged community](#)
- **MINNESOTA:** [Solar that ensures farmers can continue to own and expand their operations](#)
- **GEORGIA & NEVADA:** [Electric buses that allow kids to breathe fresh air on the way to school](#)
- **PENNSYLVANIA:** [New clean steel facility that brings jobs and pride to a community](#)
- **TEXAS:** [The City of San Antonio installed solar panels in 42 city-owned facilities that are expected to result in a net savings of \\$7-11 million over 25 years.](#)

What you'll notice in all of these examples is the local impact, quality of life improvements, and connection to a clean energy economy that benefits your state. Every state and community has a unique story to tell, and you should keep an eye out for investments that are clustering in your state (i.e. EV manufacturing in Michigan, clean steel facilities in Pittsburgh) as you determine which story you want to tell.

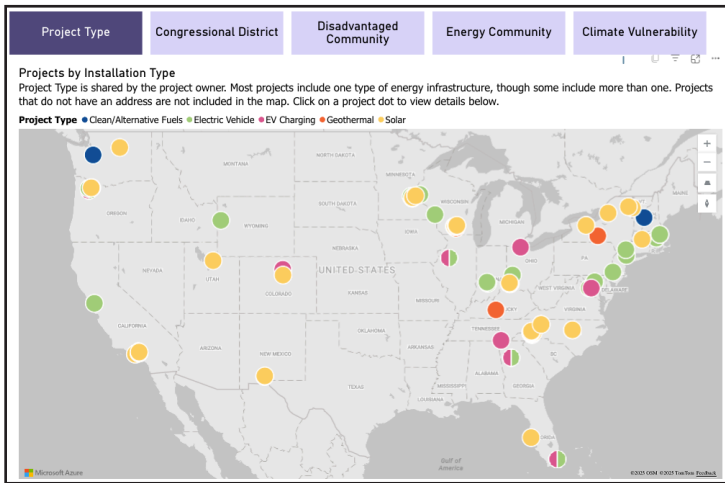
These resources show announced, planned, and completed projects from federal and private investment sources.



MAP: Look up federal investments from the Inflation Reduction Act and the Bipartisan Infrastructure Law in your area. This is a great resource to find large and small projects in your area. If you want more specific information on the community benefits from these projects - [check out this database](#) that includes jobs and local benefits.



AND RETAIL INVESTMENT MAP: Tracks new clean energy and manufacturing facility investments in each state, as well as facility investment numbers by congressional district boundaries. This is a great resource for identifying industries that are thriving in your area, and finding trustworthy data to tell the story of the growing clean energy economy.



DIRECT PAY INVESTMENT MAP: This map shows clean energy projects across the United States that are made more affordable because of Federal Tax Credits newly available to local governments, non-profits, schools, and churches, through a mechanism called Direct Pay. These projects are often hyper-local and in service to the community, a great resource for personal stories with a big impact.

The best way to source information is directly from your community. If you are a state or local leader, consider holding a roundtable with clean energy stakeholders and business leaders to collect local stories of the impact of clean energy investments. Sample questions to ask your community:

- Are you, your state, your business, or your community benefiting from any of the federal or state clean energy programs (tax credits for clean energy, clean transportation, or energy efficiency, grant, or loan programs)?
- Do you have a personal connection to climate change (natural disasters, rising energy costs), and how would clean energy programs benefit your community?
- Is there a clean energy industry you are proud of in your community (auto, solar, manufacturing)? How many jobs does that industry bring in?
- Has your community benefited from, or does it expect to benefit, from energy efficiency programs (like home electrification, heat pump installation)?
- Are there new clean energy training programs in your community or state?

If you are unsure of the state policies and programs in your area, you can explore the State Climate Policy Dashboard – a curated, interactive database with information on state-level clean energy and climate policy progress in the U.S. You can use this database to identify your state’s energy mix, greenhouse gas emissions from different sectors, and clean energy policies and goals, (and which are being considered).

HOW TO TELL THE STORY OF CLEAN ENERGY AND MANUFACTURING PROJECTS

Now that you have identified your project, individual, or program that you want to highlight, it’s time to hone in on communicating **what** it is, **who** it affects, **how** it happened, and **why** it should matter to your community.

'It's a blessing' | New statewide program rolling out in Georgia to help local households

\$200 million from the Inflation Reduction Act is going to two Home Energy Rebate programs. One retrofits homes and buildings, while the other replaces appliances.



Here's a real life example of **a homeowner in Georgia who used the energy rebates program to install air conditioning for the first time**, showcasing how you can tie together the **What > Who > How > Why** to tell a compelling story that will resonate with your community:

- **WHAT:** Georgia's Home Energy Rebates provide households with incentives on the purchase and installation of electric appliances, insulation, air sealing, HVAC, and other home improvement measures. Eligible households can get up to \$16,000 in savings depending on their household income and/or expected energy savings.
- **WHO:** The State of Georgia is implementing two rebate programs that provide Georgia residents with home energy efficiency improvements and electric appliance updates at a reduced cost. The Home Efficiency Rebates (HER) are available to individuals conducting energy efficiency upgrades of single-family homes and multifamily buildings. These rebates are available to households of any income. The Home Electrification and Appliance (HEAR) program is only available to households with an annual income that is less than 150 percent of the area median income (AMI) of their county. The State of Georgia has also built out a statewide contractor network that will be utilized to install heat pumps, electric air conditioners, dryers, electric stoves and ovens through this program.
 - **INSIGHT:** Now that you know who this program affects, see if there are constituents in your area that can be the spokesperson for this program!
- **HOW:** \$220 million from the Inflation Reduction Act is going to the State of Georgia to implement these rebate programs. The Home Efficiency Rebates (HER) will range from \$2,000 to \$16,000 for individual households. The Home Electrification and Appliance Rebates (HEAR) will provide point-of-sale rebates and households could be eligible to receive up to \$14,000. Rebates will apply to multiple appliances and measures, including, heat pumps; heat pump water heaters; heat pump clothes dryers; electric stoves, cooktops, ranges, or ovens; electric load service center (breaker box/electrical panel); electric wiring; and insulation, air sealing, and ventilation.
- **WHY:** This program will make homes healthier, comfortable, and cheaper to power while reducing demand on the grid at a time of rising demand for electricity. Energy efficiency rebates don't just save money for the households that use them — [they save money for everyone that pays an electric bill](#) because they reduce the need for building more power plants and transmission lines.

PUT IT ALL TOGETHER: This [article from a local Georgia news station](#) highlights the what, who, how, and why of the Georgia Rebates program (the "what"). You'll notice this article features a local resident (the "who"), who was able to install air conditioning in her home for the first time (the "why") and local contractor Buzzell Plumbing, Heating and Air who are also benefiting from this program by getting paid to do installations. This article also identifies where the funding is coming from (the "how") and who is administering it so more folks are able to take advantage of the program.

- **INSIGHT:** Georgia is also experiencing a clean energy and manufacturing renaissance thanks to investments in battery facilities made possible by federal incentives. While telling the local story, think about ways you can tie it into the broader progress your state is making thanks to these clean energy incentives.

INFORMATION YOU SHOULD KEEP IN MIND WHEN TELLING YOUR STORY:

- How many jobs did this project bring into my state or community? If these jobs are also union, what union benefitted?
- Did this project cut monthly costs for residents? If so, by how much?
- Did this project bring in new industry or skills to my state or community? (i.e. steel or battery manufacturing, heat pump installers, job training programs)
- Will this project result in lower energy costs for residents or businesses? If so, by how much per household?
- If a utility or community energy project, how many homes will this project power?
- Will this project result in better air quality? Cleaner water?
- Will this project help an underserved, low-income, or disadvantaged community? How so?
- If the project was utilized by a business or organization to lower energy cost, what did the cost savings enable? (ergo; high wages, new jobs, expansions)
- Did the project allow an area or business to revitalize? Did the project create any new partnerships between businesses or organizations (training programs, schools)?

FINALLY, CONNECT THE DOTS FOR YOUR COMMUNITY. Make sure you are tying the benefits of the clean energy economy directly to the programs that make them possible. It's incredibly important to be direct and clear that the benefits to your community would not be possible without the funding and programs that made them possible. Whether it's enabling tax credits that made a private manufacturing facility feasible, or home energy rebates that helped pay for a heat pump installation - make sure you connect the dots when telling your story.

EXAMPLES: Resilience Hubs in New Orleans, LA,

'It will save lives:' New Orleans' Community Lighthouse project inspires solar shelters across US



Bradon, Tucson AZ Story,

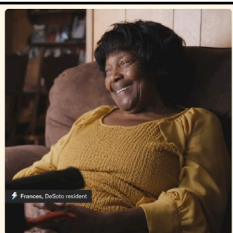


Rewiring Desoto Community,

Welcome to DeSoto, Georgia

Upgrading to efficient, electric appliances doesn't just benefit your home, it improves your life. Just ask these residents of DeSoto, Georgia, a historic, tight-knit rural community of roughly 114 households, located three hours south of Atlanta.

All photography and video by Karmyn Harris.



Church in PA goes Solar,

Church in Rural Pennsylvania Goes Solar, Projected to Save Nearly \$70,000 on Energy Bills



The proliferation of Heat Pumps in Maine,

Why Mainers Are Falling Hard for Heat Pumps

The percentage of households burning home heating oil is the highest in the country. Yet no other state is adopting climate-friendly heat pumps as fast.

These Mayors Say Climate Is a Kitchen-Table Issue,

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A working group of mayors believes climate resilience and economic security go hand in hand.

Indiana Farmer Who Saved with Solar,



Students Are Boarding Cleaner Rides Back To School

