



STATE & LOCAL CLEAN ENERGY ECONOMY

MESSAGING GUIDE

Executive Summary

AMERICA IS
ALL IN

DEAR FELLOW STATE AND LOCAL LEADERS,

Like many of us, I've witnessed firsthand the opportunity, innovation, resilience, and jobs that clean energy programs bring to our communities. The City of Boise has been working diligently towards our climate goals, first as a city and then as a community to make this happen. As a city, we're leading the charge on diversifying our energy portfolio by electrifying our municipal buildings and vehicle fleets, and expanding our geothermal energy network. We're naturally cooling neighborhoods and lowering utility costs by investing in our tree canopy. And we're engaging our residents and business partners, creatively finding solutions to our local climate challenges. And we're seeing our community following suit, with similar pledges to invest in clean energy by our major local businesses, nonprofits organizing within our community, and residents participating in our compost and recycling programs at record high levels.

As cities shift to clean energy, they become more convenient and liveable with projects that expand walking and biking paths, grow tree canopies to provide shade and cut cooling costs, and bolster reliable, affordable public transit. These initiatives aren't just about climate action – they're about lowering the cost of living and strengthening our local economy in powerful ways. For example, by planting one tree for every resident in Boise, we've saved our residents and businesses a combined \$300,000 per year in summer energy costs and generated \$3.3 million in air quality benefits.

Clean energy isn't just good policy – it's an essential economic strategy that ties together the judicious use of taxpayer dollars and sets up a thriving economy in cities as we look towards resiliency. The stories in this guide—and countless others—fill me with hope for the future of Boise and communities across our nation. None of this progress would be possible without the policies, programs, and tireless efforts we have each led at the state and local levels.

I encourage you to use this guide to help tell the story of your own community's energy economy. Demonstrate how these investments—federal, state, and local—are already making a difference for our residents. From the benefits of cleaner air and more vibrant cities to a reliable and diverse job market and low utility and transportation costs – our cities are safer, healthier, and more economically resilient when we invest in climate action.

The truth is simple: these programs are popular, effective, and essential. They meet the moment at a time when far too many Americans are struggling to pay basic bills, afford rising costs, and save for the future. The climate crisis is a cost-of-living crisis, and our solutions are cost-of-living solutions. It is incumbent upon us as leaders to invest in clean energy solutions that help us lower household costs, grow our workforce, meet growing energy demand, and set up our communities to remain resilient in an uncertain future. Thank you for your leadership during these challenging times. I look forward to continuing this important work together and building a future we can all be proud of.

Sincerely,

MAYOR MCLEAN, BOISE



EXECUTIVE SUMMARY

This guide is designed to assist you in effectively sharing the story of clean energy progress and economic growth at the state and local level. It provides strategic guidance on identifying local clean energy programs and projects, crafting compelling narratives, amplifying success stories, and advocating for the programs and investments that make these benefits possible. Inside, you will find resources, toolkits, media and event planning guidance, and explore best-practices examples.

As Tribal, state, local, and other leaders, you are on the front lines in ensuring your constituents have the brightest possible future – thank you for continuing to push forward the clean energy boom to deliver low costs and jobs for Americans.

KEY TAKEAWAYS

SECTION 1: TELLING YOUR STORY

- **EMPHASIZE THE CLEAN ENERGY BOOM:** Clean energy is driving job creation, reducing energy costs, improving public health, and supporting economic development. Partner with businesses, schools, labor groups, and nonprofits to amplify messaging that matters locally.
- **LOCAL STORIES ARE ESSENTIAL:** To communicate impact effectively, focus on the what, who, how, and why – tell real, personal stories that illustrate how clean energy programs benefit individuals, schools, businesses, and underserved communities.
- **USE DATA, MAPS, AND DIRECT COMMUNITY ENGAGEMENT TO FIND AND SHARE STORIES:** Leverage tools like the [Federal Investment Map](#), [Clean Economy Project Map](#), [Manufacturing Investment Map](#), and [the Direct Pay Investment Map](#) to find clean energy projects near you.

SECTION 2: STRATEGIES TO GET THE WORD OUT

- **LEVERAGE DIVERSE COMMUNICATION CHANNELS:** Use platforms including social media, local stakeholders, press, and newsletters—to share clean energy success stories in clear language (avoid jargon and acronyms) that emphasize jobs, savings, and health benefits.
- **ENGAGE TRUSTED LOCAL VOICES:** Utilize public sector leaders, small businesses, union workers, and constituents to amplify the human impact of clean energy programs and help counter skepticism or misinformation.
- **USE EVENTS STRATEGICALLY:** Coordinate ribbon cuttings, site visits, and milestone celebrations around key dates (e.g., legislative recesses, holidays, or project completions) to generate press, build community support, and make clean energy benefits tangible and visible.

SECTION 3: COMBATING ATTACKS ON CLEAN ENERGY PROGRAMS

- **CLEAN ENERGY ROLLBACKS THREATEN JOBS, RAISE ENERGY COSTS, AND HURT U.S. COMPETITIVENESS:** Attacks on clean energy programs could cost over 1 million jobs, increase household energy bills by \$240 annually by 2026, and risk ceding industry leadership to nations like China. Highlighting local job losses and cost impacts is essential in defending these programs.
- **LOCAL STORYTELLING AND TRUSTED MESSENGERS ARE CRUCIAL FOR MESSAGING:** Personal stories from residents, workers, small businesses, and community leaders are the most effective way to break through the noise. Equip them with facts and encourage their engagement in media, town halls, and public forums.
- **REFUTE FALSE NARRATIVES WITH FACTS AND BENEFITS:** Common myths (e.g., clean energy is unreliable, costly) should be countered with facts as well as affirmative statements on clean energy benefits. Emphasize how clean energy lowers costs, boosts energy independence, and revitalizes local economies.

The clean energy economy is booming in America, and in the face of unrelenting attacks, it is more important than ever for you to be championing the sweeping benefits of the clean energy boom in your state and community. Whether it's manufacturing jobs starting locally, hospitals expanding thanks to energy savings from solar, or kids breathing cleaner air on their way to school, you have a story to tell about the benefits of this transition. In telling that story, you also have a thriving future to defend.

There is a wide array of partners that state and local leaders can lean on to amplify clean energy projects and policies, provide communications advice and support, and connect with partners and allies. [Here is a list of key partners](#) who are available to be resources to you along with information on what types of support they are able to offer.

These partners can help you hone your messaging plan, amplify your story to press and media, build power through coalitions, provide technical assistance and policy support, and identify storytellers in your area.

ADDITIONAL RESOURCES

For regular updates and talking points on emerging high-priority clean energy issues, reach out to Ade Sawyer (ade@climatepower.us) to be added to Climate Power's talking point distribution list.

Want to share how your community or state is benefiting from clean energy programs? [Submit your clean energy story to America Is All In here!](#)

America Is All In is here to support you, if you found this guide helpful, have additional questions, or want to be connected with other sectors for your communications - please reach out to Communication@americaisallin.com or avery.cullinan@americaisallin.com.