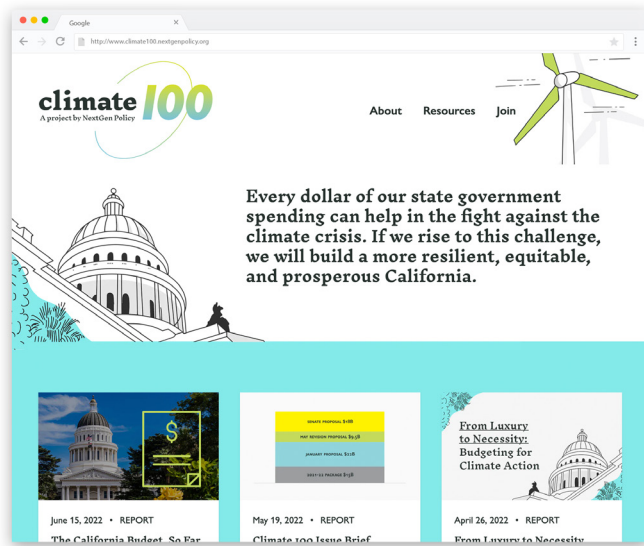


How we Go Big on Climate: NextGen Policy in Action



APRIL 6TH, 2022 — CLIMATE 100 LAUNCHES

With the goal of creating support for major new climate investments and climate-aligned budgeting across the budget, climate100.nextgenpolicy.org has garnered 12K views with 26K engagements. Over the course of four months, we've populated the site with 21 resources including reports, polls, letters, memos, and blogs. We've partnered with climate organizations to build a coalition to deliver content that continues to address why the California Climate Commitment is so key to fighting climate change in California.



MAY 9TH, 2022 — MORE THAN A HEADLINE BROADCAST TV, DIGITAL, & RADIO ADS AIR

Our digital ads garnered over 81M impressions with directed messaging to: Sen. Atkins, Sen. Gonzalez, Sen. Laird, Sen. Limon, Sen. McGuire, Sen. Skinner, Sen. Wieckowski, Asm. Bloom, Asm. Friedman, Asm. Gomez-Reyes, Asm. E. Garcia, Asm. Ting, and Asm. Rendon.

We teed up digital newsletter ads the first and second weeks of June in Rough & Tumble, Capitol Weekly, Round Up, Capital Morning Report, Politico, SacBee, CalMatters, and PR Newswire. They've garnered over 1M views in the month of June alone.



JUNE 8TH, 2022 — ACTION ON CLIMATE AND THE ENVIRONMENT RANK AS #1 ISSUE MOTIVATING CALIFORNIA VOTERS

We partnered with Change Research to survey likely general election voters in California to find out that their top concern is climate.

We used these polls to push legislators to take aggressive action to address climate change.



**JUNE 10TH, 2022 — THE HEADLINE WE WANT
DIGITAL AD CAMPAIGN LAUNCH**

Campaign to support historic investment in climate action earns press in Politico Playbook. Our digital ads garnered over 8K views with directed messaging to Asm. E. Garcia, Asm. Rivas, Asm. Ting, Sen. Cortese, Sen. Laird, Sen. Gonzalez, and Sen. Skinner. This was also sent in our “What’s Next” newsletter email out to our climate list.



We sat down with @NBCLA’s @conanNBCLA to discuss @CAGovernor’s recent move to GO BIG on climate! California is being ravaged by the climate crisis and it’s only getting worse. We can’t afford to wait - Later is Too Late! 🌍 #Climate100

Watch in full youtu.be/TYRg56Blq1g



AUG 9TH, 2022 — ARNOLD SOWELL & DAVE WEISKOPF INTERVIEWED ON CONAN NOLAN SHOW

With 46K viewers, the Conan Nolan show spread the word that later is too late and to head to GoBigOnClimate.com to tell your legislators that it’s time to go big on climate.

This was our top tweet in August with more than 12K impressions and 140 engagements including the legislature. Asm. Rivas, Asm. Friedman, Asm. Holden, and Sen. Pan liked our tweet. Asm. Sen. Limon and Sen. Pan retweeted us.

**AUG 1ST, 2022 —
LETTER: SEAL THE DEAL
ON THE CALIFORNIA
CLIMATE COMMITMENT**

Sign on letter directed to Gov. Newsom, Pro Tem Atkins, and Speaker Rendon urges our leaders to keep up momentum on the \$54B climate budget package and includes sign-on from 23 Environmental Orgs.



**AUG 5TH, 2022 — ENVIRONMENTAL JUSTICE
& ENVIRONMENTAL PRIORITIES FOR CLIMATE
LEGISLATION PACKAGE**

This letter in response to the Governor’s proposal to the legislature to go even bigger on climate this year shows unprecedented unity among environmental and environmental justice organizations in support of major new climate policies in the final month of the legislative session.



**AUG 9TH, 2022 — GOBIGONCLIMATE.COM
MICROSITE IS LAUNCHED**

The site allows visitors to tell their legislators that later is too late: It's time to go big on Climate.



AUG 10TH, 2022 — 1-PAGER

This is a one-pager for lobbyists and the coalition to show how popular this plan is and how the climate budget directly relates to constituents' lives.



**AUG 9TH, 2022 — ADVOCATES RALLY AT THE
CAPITOL IN SUPPORT OF ACTION ON CLIMATE**

Environmental advocates call on CA to take strong action to address climate change. With Gov. Newsom's support for strong climate action, Environment California is calling for state lawmakers to accelerate our state's advance toward 100% clean energy with benchmarks of 55% greenhouse gas reduction below 1990 levels by 2030 and 90% reduction by 2045.



**AUG 19TH, 2022 — KEEP IT UP DIGITAL AD
CAMPAIGN LAUNCH**

Campaign pushes key priorities in the Go Big on Climate package. Our digital ads direct messaging to Assembly and Senate leadership as well as Sen. Archuleta, Sen. Caballero, Sen. Cortese, Sen. Dodd, Sen. Durazo, Sen. Eggman, Sen. Hurtado, Sen. Min, Asm. McKinnor, and Sen. Rubio.



Tom Steyer
@TomSteyer

...

Californians get it. When it comes to investing in climate action in California, we can't afford to wait.

It's time for the #CALeg to supercharge our climate efforts so we can build a more resilient, equitable, and prosperous California.



calmatters.org

Legislature needs to up its ante on state's climate goals

By supercharging our climate efforts in tandem with the federal climate legislation and California's climate budget, we can put clean energy to work ...

AUG 23RD, 2022 — TOM SETYER OP-ED PUBLISHED IN CAL MATTERS

Op-Ed reminds California Legislature to go big on climate. As of Aug 25th, tweet has been retweeted by Bill McKibben, Sen. John Laird, and Leah Stokes.

Visit www.climate100.nextgenpolicy.org to learn more.