



#GREEN FOR ALL

BUILDING GREEN
OPPORTUNITY FOR ALL

MAKE
#POLLUTERS PAY
NOT FAMILIES

THE COST OF POLLUTION IS NOT ZERO

DISASTER RELIEF

HEALTH CARE

GROCERY BILLS

LOST WAGES,
PROPERTY VALUES

NEW ATLAS

ENVIRONMENT

March 6th, 2017

Air pollution killing half a million kids each year, says World Health Organization

WHY DO POLLUTERS GET AWAY
WITH PAYING ZERO?

It's time.
#PollutersPay

THE KEY IS DESIGNING A POLICY THAT
PUTS FAMILIES ON THE
#FRONTLINES**FIRST**

A CARBON PRICING POLICY THAT PUTS #FRONTLINESFIRST

Five basic elements:

1. **Sets strong cap/price signal** – to drive emissions down quickly and recover true cost of pollution.
1. **Reduces local emissions** – tackling pollution where it lives.
2. **Prioritizes revenues for frontline communities** to both a) prevent new price burdens on families; and b) accelerate toward clean energy through targeted community investments.
3. **Responds & is accountable to frontline communities** during policy design and implementation.
1. **Supports a just transition for impacted workers.**

CASE STUDY

The only way to fight climate change is by putting people living on the frontlines of pollution at the forefront of the solutions.

This is a story of how we came together and won billions of dollars to fight pollution, build green infrastructure, and create jobs in California -- and how you can do the same."

-Vien Truong



#GREEN FOR ALL

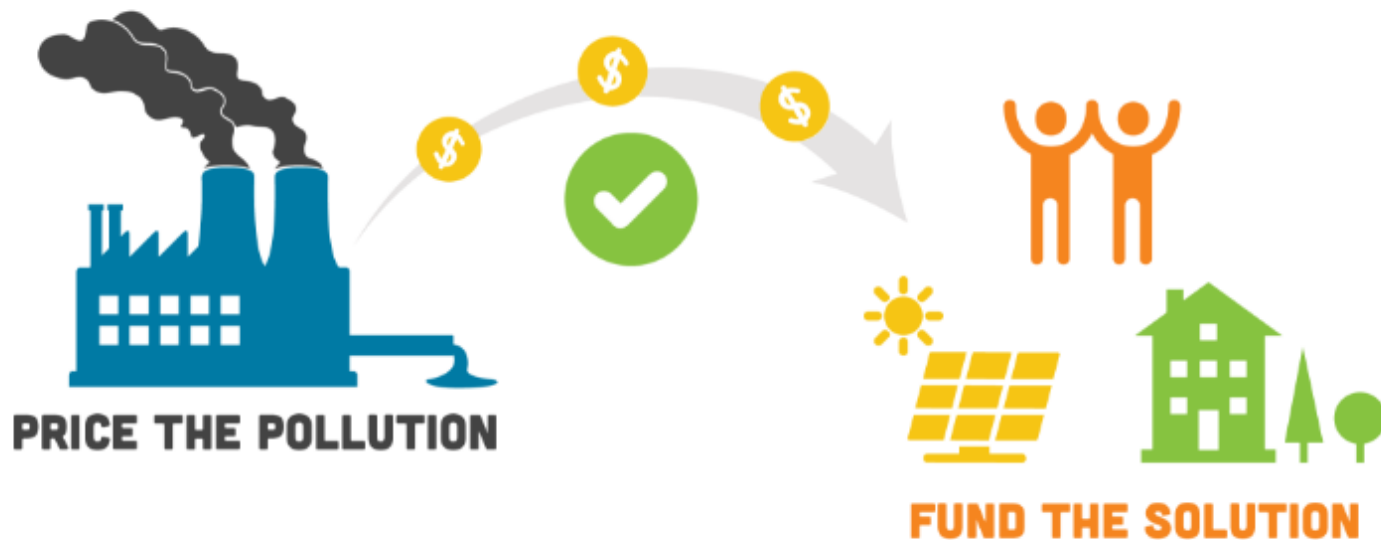
CALIFORNIA PASSED A LAW TO LIMIT GREENHOUSE GAS EMISSIONS

It chose a cap and trade policy
to enforce these limits

THESE GROUPS FORMED A CALIFORNIA CLIMATE EQUITY COALITION:



PASSED LEGISLATION TO DEDICATE 35% OF POLLUTER PAY FUNDS FOR #FRONTLINESFIRST





POLLUTER PAY FUNDS:

Free bus passes for seniors and students.

Electric ride share for rural communities that lack established bus line.

Helps low income consumers **replace old clunkers.**

Transitioning a county to all **zero-emission buses.**

Creates local jobs and apprenticeship opportunities.





Gives formerly incarcerated people jobs to **plant trees in pollution-burdened areas.**




Transforms unused land into **community gardens** to feed homeless and low income residents.



Brings solar and energy efficient **affordable housing.**

Save families money on their energy bill.

A woman with dark hair and glasses, wearing a green t-shirt, is smiling and looking to the left. She is holding a grey and white tabby cat in her arms. The cat is looking directly at the camera with large, green eyes.

\$1.50 might buy a soda.

It bought Maria a month of electricity.

UPLIFT 

Our Air • Our Jobs • Our Neighborhoods

HOW DID CALIFORNIA DO IT?

- Economic and environmental justice advocates came together to form a coalition
- Passed legislation to secure a dedicated minimum of polluter pay funds for the most disadvantaged communities (35%)
- Identified what areas = “most disadvantaged”
- Asked communities what they wanted the money for
- Gave them what they asked for

PROGRAM AREA



Cleaner Freight

Accelerate the transition to low carbon freight and passenger transportation.

www.arb.ca.gov



Clean Energy

Installation of energy efficiency and renewable energy projects.

www.csd.ca.gov



Affordable Housing Near Transit

Affordable housing near transit stations that reduces the number of vehicle miles traveled.

www.sgc.ca.gov



Urban Forestry

Planting, cultivating, and maintaining trees and related vegetation in urban areas.

www.calfire.ca.gov



Public Transit

Support new or expanded bus and rail services.

www.calsta.ca.gov



Transit and Intercity Rail Capital Program

Program for rail and bus transit operators for capital improvements.

www.calsta.ca.gov

OVER
\$1 BILLION
INVESTED

HOW DID CALIFORNIA DO FULFILLING #FRONTLINESFIRST?

| RIGHT | WRONG |
|---|--|
| 3. Dedicated investments for disadvantaged communities. | 1. Not a strong enough price signal; gave free allowances. |
| 4. Accountable to community stakeholders along the way. | 2. No attention to local emission reductions / trading problems. |
| 5. Created hundreds of green jobs; over 500,000 Californians now work in green economy. | |

COMPARING MODELS

| MODEL | 1. STRONG PRICE/CAP | 2. REDUCE LOCAL EMISSIONS | 3. FRONTLINE INVESTMENT | 4. FRONTLINE ENGAGEMENT | 5. JOBS |
|--|--|--|-------------------------|-------------------------|---------|
| CAP, TRADE & INVEST (CA, OR, NY) | PRICE VARIES/ GAURANTEED POLLUTION CAP | NO GAURANTEED <i>*Could implement trading exclusions</i> | YES | YES | YES |
| CARBON TAX (WA) | SET PRICE/ NO POLLUTION LIMITS | NO GAURANTEED | YES | YES | YES |
| CARBON FEE & DIVIDEND (WA, VT, MA) | SET PRICE/ NO POLLUTION LIMITS | NO GAURANTEED REDUCTIONS AT ALL | NO | NO | NO |

A woman with dark, curly hair and a serious expression is holding a white rectangular sign. She is wearing a light-colored top and has rings on her fingers. The background is a grey stone wall with some green ivy on the left side.

SOLVE POVERTY &
POLLUTION BY
MAKING

#POLLUTERS PAY

#GREEN FOR ALL



WILL YOU JOIN US?



TEXT
GREEN to 94783
to JOIN

GreenForAll.org