



## CCL Monthly Conference Call, Saturday, October 4, 2014

Groups meet at 9:45am PT / 12:45pm ET

**Call-in number: 1-866-642-1665: Pass code 440699#**

The international conference call starts at 10:00 am PT/1:00 pm ET **SHARP!**

The conference call part of the meeting is a little over an hour long and the groups meet for another hour after that to plan actions.

**Instructions:** Sign on to the call at least five minutes before the start time. When you first get on the call, announce your name, city and how many people are in the room.

### *Adam Browning, Vote Solar*



Adam Browning is co-founder and executive director of Vote Solar, which works at the state, federal and local level to implement programs and policies that allow strong solar markets to grow — and pave the way for a transition to a renewable energy economy. On October's call, Adam will share his insights from building support among conservatives for clean-energy policies. Prior to Vote Solar, Adam spent eight years with the EPA where he ran an award-winning pollution prevention program.

### **Actions:**

1. Secure a lobbying session for Citizens' Climate Lobby with your MP for November 24 or 25 in Ottawa. Consider inviting your MP to our conference and reception as well.
2. In April and again in July we asked you to work on your MP dossiers. Please send in your MP dossiers by Friday October 10 to [reports@citizensclimatelobby.ca](mailto:reports@citizensclimatelobby.ca).

**Special Action:** Call in a public service announcement (PSA) about our upcoming conference to your local radio stations using our laser talk.

**Ongoing** – continue building a relationship with the editorial board of your local newspaper by submitting letters to the editor and any upcoming media packets.

**HELP MAKE #CCCLConf2014 HUGE:** Invite friends to our national CCL conference November 22-24. Emphasize that it's a great way to begin to be politically involved. At the conference will have empowering training workshops for those who are new to CCL or haven't tried lobbying before.

Please note at the end of the action sheets are important instructions from Via Rail and the Ottawa Marriott Courtyard in the Byward Market. **You must book your hotel rooms by October 22, 2014.**

## Laser Talk: RADIO Public Service Announcement for our conference

Hello *Radioland*\* my name is \_\_\_\_\_ and I am the group leader for the [YOUR CITY or REGION or RIDING] chapter of Citizens' Climate Lobby.

This is a public service announcement from Citizens' Climate Lobby.

Canada has had more than its fair share of natural disasters lately.

Up until 2009, the yearly cost of insurable disasters in Canada was \$400 million. In 2013, with catastrophic flood damage in Southern Alberta and Toronto, as well as huge storms on the east coast\*\*, that number skyrocketed to \$3.2 billion.

How long can we keep paying, as extreme weather events become more frequent? We want to look after our fellow Canadians, but the costs are mounting.

Canada needs to cut its greenhouse gas emissions. Many experts agree Canada can price carbon and prosper as we transition to a low carbon economy.

Join Citizens' Climate Lobby at their second annual Canadian conference in Ottawa November 22 to November 24. Find us online at [citizensclimatelobby.ca](http://citizensclimatelobby.ca). Our upcoming conference is called Carbon Fee Prosperity.

Come help Citizens' Climate Lobby change history on Parliament Hill November 22-24.

(1)<http://www.desmog.ca/2014/04/03/insurance-industry-calls-cooperation-climate-change>

---

\*try to be specific to the radio station and the Radio Program. For Example . "Good Day Morning North Listeners" or "Hey Q-92 listeners"

\*\* Feel free to highlight local weather disasters here. You can make your own Public Service Announcement (PSA) for our conference that seems truer to the local needs and concerns of your community. Harness your creativity. We will share any other PSA on new Canadian CCL monthly calls to empower each other. If you make significant changes – please vet them first through Cathy before you phone them in to your local radio station. And remember our official talking points in the media are in our Laser Talks and Media packets. Phone Cathy at 705-929-4043

Monday, October 20, 2014

3 pm PT / 6 pm ET (note your time zone) or

or 4 pm PT / 7 pm ET (note your time zone)

## **ACTION 1: BOOK A CCL APPOINTMENT WITH YOUR MP FOR NOVEMBER 22-24**

The official days of our second annual conference and lobbying days in the National Capital Region are November 22-24, 2014. Please contact your Member of Parliament to book a meeting during CCL's lobbying days, whether or not you plan to attend.

The best day to book the appointment is for Monday, November 24 and the second best is Tuesday November 25.

If you feel the relationship with your MP has progressed enough, consider asking your MP to attend the conference on Sunday November 23 at Ottawa City Hall and/or invite them to the Citizens' Climate Lobby reception on Monday, November 24 at the Courtyard Marriott in the Byward Market at 7 pm in the main dining lounge.

**With your request, it is suggested that you attach copies or links of any recently published media from your group.**

Once you have booked an appointment, please send all the information to [reports@citizenclimatelobby.ca](mailto:reports@citizenclimatelobby.ca)

To find your MP's contact information using your postal code, see [here](#).

Name of MP

- Date and time of appointment
- Phone number
- Office number
- Contact person
- CCL member who booked the appointment

Below are a suggested email template and phone script.

### **EMAIL**

Dear [MP OR SCHEDULER'S NAME],

Last November, 36 members of Citizens' Climate Lobby (CCL) Canada travelled to Ottawa. They lobbied of 26 Members of Parliament, one senator and advisors to MP Justin Trudeau and Elizabeth May for the carbon fee and dividend policy.

In June 2014, 26 Canadians joined over 600 U.S. members of CCL and lobbied in over 500 congressional offices in Washington, DC for carbon fee and dividend. On September 21<sup>st</sup>, 25 Canadian CCL members joined the 400,000 climate activists in New York [City calling for action on climate change](#), and many also joined in the local solidarity events.

Building on that momentum, we'll be back this year for [our second annual conference and lobbying days November 22-24](#). We would like the opportunity to come and talk to you about

our organization and how we can work together to create the political will for a transparent price on carbon pollution in Canada. Is there a date and time that we could schedule to meet with MP [NAME]?

I've attached a few pieces our group has published in [NEWSPAPER NAME] that [MP] might want to see.

I would like to personally invite MP [NAME] to attend the conference on Sunday, November 23 at Ottawa City Hall (110 Laurier Avenue West, Ottawa, ON K1P 1J1) and invite them to the Citizens' Climate Lobby reception on Monday, November 24 at the Courtyard Marriott in the Byward Market (350 Dalhousie St, Ottawa, ON K1N 7E9) at 7 pm in the main dining lounge. (Optional paragraph – depends on your relationship and comfort level).

I look forward to hearing from you.

Thanks,

[YOUR NAME]

Citizens' Climate Lobby, [YOUR CITY]

[YOUR CONTACT INFORMATION]

## **PHONE**

Hello, my name is [YOUR NAME]. I'm the local group leader for Citizens' Climate Lobby Canada. We are an organization devoted to creating the political will for climate action in Canada. Last year, we held our first annual conference in Ottawa and 36 of CCL members travelled to Ottawa and lobbied 26 Members of Parliament and the aides to MP Justin Trudeau and MP Elizabeth May.

Our second annual conference is coming up in November and we were hoping to book an appointment with you while we are in Ottawa. We would like to talk to MP [ ] about Citizens' Climate Lobby and how we can work together to create the political will for a robust carbon pricing policy at the federal level. Is there a date and time early in the week of November 24<sup>th</sup> that would work to meet with MP [ ]?

I would also like to invite MP [ ] to our conference, especially on the Sunday afternoon, when we will have an economics panel discussing carbon pricing. I will send details via email. Additionally it would be great if MP [ ] could join our reception on Monday, November 24 at the Marriott Courtyard in the Byward Market.

Is there an email that I can send this information to?

[RESPONSE]

Thanks. We look forward to seeing you then.

## ACTION #2: SUBMIT YOUR MP DOSSIERS

Complete your MP Dossier by October 8 in preparation for our lobbying days in November. Please also include dates you previously lobbied your MP in 2014, the people you lobbied with and a brief summary of your impressions. Please send your MP dossiers to [reports@citizensclimatelobby.ca](mailto:reports@citizensclimatelobby.ca) by **Friday, October 10**. This was also the April and August action.

### **Include:**

- 1) Their Official Picture
- 2) Their Political Party
- 3) The Official Election Canada name of their Riding,
- 4) What year were they elected in?
- 5) Was it a close win in 2011 for your MP? Wikipedia has the numbers:  
[http://en.wikipedia.org/wiki/List\\_of\\_Canadian\\_federal\\_electoral\\_districts](http://en.wikipedia.org/wiki/List_of_Canadian_federal_electoral_districts)
- 6) **IMPORTANT INSTRUCTION** - The dates you previously lobbied your MP in 2014, the people you lobbied with and a brief summary of your impressions

### **Contact Information**

Local Contact Information, including names of aides

Ottawa Contact Information, including names of aides

**Social Media URL's (a.k.a. web addresses)** for their Twitter Account and Facebook Page

### **Here are some very informative sites:**

- Open Parliament - you can research almost everything your MP says publically here  
<http://openparliament.ca/>
- Your MP's Facebook Page(s) and Twitter
- Do they publish in iPolitics? What is said about them in Wikipedia?
- The Pundits Guide - an indispensable source and relatively easy to find information about federal political parties, elections and some great blogs too: [www.punditsguide.ca](http://www.punditsguide.ca)
- You can also "google" your MP

**Parliamentary Activities:** Committees Cabinet or Shadow Cabinet and Special Interests (like All Party Climate Caucus).

**Your Riding:** How will climate change impact your riding? Include a brief outline of what sectors are most at risk and if there will be any short-term benefits (there will be no long term benefits). What are the major issues in your riding? What is the demographic breakdown of your riding?

**Personal Information - which may be hard to find especially if you don't know your MP well.**

Prior Jobs, Family, Who they live with in Ottawa? (MPs share apartments).

**Who funded your MP's 2011 federal election campaign?** This may help you identify influential people in your community you may perchance talk to regarding carbon pricing. Just input whichever riding you want and party information:

<http://www.elections.ca/WPAPPS/WPF/EN/CC/SelectContributions?act=C2&eventid=34&returntype=1&option=4>

Here's a link to all of the wonderfully searchable data which Elections Canada tracks for elections, political party contributions, nomination contests, etc: <http://www.elections.ca/WPAPPS/WPF>

Who did your MP nominate for **Queen Elizabeth II Diamond Jubilee** medals? This may indicate whose support they seek and/or what issues are close to their heart. For example, if your MP nominated military people, then you might want to gain a better understanding of the national and international security issues.

Try googling your MP's name and "Diamond Jubilee" to find out who got the medals in your riding.

Try googling your MP's name and "Diamond Jubilee" to find out who got the medals in your riding.

## **RANK YOUR MP and your riding:**

**How "whippable" is you MP for voting in the House of Commons? We will identify this whippability on an Independence Scale in our dossiers**

1= don't know\*, 2 = whippable, 3 = in between, 4= independent

**How alarmed do you think your MP is about climate change?**

1 = don't know\*, 2 = climate denier, 3= human caused but thinks there is no immediate threat, 4 = very alarmed

**Rank your riding. How aware and alarmed the people in your riding are about climate change?\***

1 = very alarmed, 2 = human caused but thinks there is no immediate threat , 3 = climate deniers

\*If you don't know, your goal when you meet with your MP is to determine how whippable and how concerned they are about climate change.

\*\* The editorial slant of your local newspapers and talk radio shows might give you a good indication of how alarmed your riding is, as media tend to have the pulse of the community at large and/or sometimes dictate the tone and content of climate conversations. That is why we also "lobby" our local media with letters to the editors and meetings with editorial boards.

\*\*\*\*\***IMPORTANT**\*\*\*\*\*

**OCTOBER 22 DEADLINE FOR HOTEL RESERVATIONS**

Ottawa Courtyard Marriott

Citizens' Climate Lobby

Address: 350 Dalhousie St, Ottawa, ON K1N 7E9

Phone:[\(613\) 241-1000](tel:6132411000)

Start date: 11/21/14

End date: 11/24/14

Last day to book by: 10/22/14

Courtyard Ottawa Downtown for 119.00 CAD per night

They have a STARBUCKS in the Hotel.

Note our reception and Saturday night costume party are at the hotel.

They cannot guarantee availability or preferred rate after October 22.

<http://www.marriottcourtyardottawa.com/>

## TRAVELLING BY TRAIN TO THE CONFERENCE?

**VIA Rail Canada is participating as a major ground transportation company for the Citizens' Climate Lobby (Canada) conference. The following are the details pertaining to our conference fare: 12954**

**VALID:** November 14 to December 6, 2014

**TERRITORY:** From all stations throughout the VIA system to **Ottawa, Ontario** and return.

**RESTRICTIONS:** Fare applies to a maximum of two passengers per booking. One complimentary stopover is allowed at no additional charge. For travel on all fare plans in Business class, the first stopover is allowed at no additional charge, provided that this stopover takes place in Toronto, Montréal or Ottawa only.

**DISCOUNT:** **10% off the best available fare in Economy, Economy Plus, Business, Business Plus, Sleeper, or Sleeper Plus class.** "Subject to the conditions and restrictions of the fare plan to which the additional discount is being applied."

**EXCEPTION:** Discount does not apply in any **Escape Class fares.**

**IDENTIFICATION:** Participants must reference the event's VIA convention discount code: **12954.**

### INFORMATION TO COMMUNICATE TO PARTICIPANTS:

**Online booking tips >>** You have to log in to your profile, or create one prior to booking. On the Passenger information screen, select "Convention fare" from the "Discount Type" drop-down menu, and enter the discount code for your convention or event in the "Discount code" field. This code has been given to you by the conference organizer. The conference fare will be shown on the next page.



# VIA Rail Canada

Thanks to Christine (Red Lake) for arranging the Via Rail special fare for the conference.