**“Dirty Power Scam” Message Guidance**

MESSAGE GUIDANCE

**Background**

President Trump and Environmental Protection Agency (EPA) Administrator Andrew Wheeler are trying to bury the Clean Power Plan and undo the first and only federal limits on carbon pollution from existing power plants – the largest stationary source of the pollution that exacerbates climate change. The Clean Power Plan protects public health, promotes climate change solutions, and encourages investment in clean energy. Trump and Wheeler are also ignoring the market-driven transition to cleaner sources already underway in the electric power sector and propping up the old dirty power plants of a few deep-pocketed coal company CEOs who are stuck in the past. With their backward “Dirty Power Scam” under review at the White House Office of Management and Budget, Trump and Wheeler are moving forward with their plan to endanger the health of millions of Americans by exposing them to more pollution – a direct contradiction of the EPA’s mission to protect our health and the environment.

**Topline Message:** With their “Dirty Power Scam,” Donald Trump and EPA Administrator Andrew Wheeler are endangering lives and undermining the transition to cleaner, safer energy sources. By working to bury the Clean Power Plan and undo the first federal limits on carbon pollution from existing power plants – the largest stationary source of carbon pollution exacerbating climate change – Trump and Wheeler are putting corporate polluters before our health and safety.

**The Clean Power Plan should be made stronger, not gutted with a “Dirty Power Scam” that will cost lives, exacerbate climate change, and slow the transition to cleaner, safer energy sources.**

* The Clean Power Plan set the first federal limits on carbon pollution from existing power plants – a major source of the pollution that drives climate change.
* If we’ve learned anything from last year’s record-breaking hurricane season, the wildfires that have scorched the West, recent extreme flooding events, and record heat, it’s that we need commonsense climate action and health protections like the Clean Power Plan.
* The Trump administration’s own analysis found that the Clean Power Plan could prevent as many as 4,500 premature deaths each year by 2030 – more than even President Obama’s EPA estimated — and previous estimates found it could provide up to [$61 billion](https://www3.epa.gov/ttnecas1/docs/ria/utilities_ria_final-clean-power-plan-existing-units_2015-08.pdf) in health and climate benefits per year in 2030.
* Trump and Wheeler are also ignoring the market driven transition to cleaner sources already underway in the electric power sector, propping up the old dirty power plants of a few deep pocketed coal company CEOs who are stuck in the past.
* The Clean Power Plan also encourages investment in cleaner, safer energy sources like wind and solar. Clean energy creates jobs, drives economic growth, and is supported by [a majority of Americans.](https://www.consumerreports.org/alternative-energy/majority-of-americans-want-cleaner-energy-from-renewable-sources/)
  + Earlier this year, [over 700](http://defendourfuture.org/files/2019/02/FINAL_DOF-Press-Release_Climate-Letter_2.27.1923.pdf) local elected officials, businesses, faith and religious institutions, public health organizations, medical professionals, and environmental organizations sent a letter to House Speaker Nancy Pelosi encouraging Congress to pursue an ambitious climate agenda in the absence of federal leadership from the Trump administration.
* Since Trump took office, over 50 coal plants have announced retirement plans, and the costs of clean energy are now at an all-time low. Rather than offer handouts to wealthy fossil fuel executives, Trump and Wheeler should focus on encouraging the growth of renewable resources and facilitating the transition of workers into the new clean energy economy.
* But instead of listening to American families, Trump and Wheeler are pushing their “Dirty Power Scam,” a corporate polluter giveaway that will cost thousands of lives, exacerbate climate change, and threaten our health.

**The Clean Power Plan is the result of extensive public review and has strong public support.**

* Under the previous administration, EPA experts conducted extensive technical analysis and engaged in unprecedented public outreach to determine the best way to reduce carbon pollution from power plants. The result of that unprecedented outreach is the Clean Power Plan.
* Despite the overwhelming evidence and broad public support for the Clean Power Plan, Wheeler is focused on accommodating a few big polluters, costing lives and clean energy jobs while undermining our country’s clean energy economy.
* A substantial majority of Americans are concerned about the climate crisis, and nearly [two-thirds of Republicans](https://thehill.com/policy/energy-environment/418887-poll-nearly-two-thirds-of-republicans-now-acknowledge-climate) acknowledge climate change.
* A coalition of [attorneys general from 20 states and DC](https://www.law.nyu.edu/sites/default/files/climate-and-health-showdown-in-the-courts.pdf) are opposing the Trump administration’s move, citing the proposed rule’s severe negative public health effects and the devastating impacts that the states are already facing as a result of climate change.
* Altogether, the coalition has a combined population of more than 147 million people and a combined GDP of more than [$11.2 trillion](https://apps.bea.gov/iTable/iTable.cfm?0=1200&isuri=1&reqid=70&step=10&1=1&2=200&3=sic&4=1&5=xx&6=-1&7=-1&8=-1&9=70&10=levels)—large enough to be the world’s third largest economy.
* Cities, counties, states, and businesses are taking the lead and following through on America’s Pledge to reduce carbon pollution. Despite the Trump administration’s efforts to finalize the rule with OMB, their efforts are accelerating the transition to a clean energy economy.
* Although they can erect obstacles like the “Dirty Power Scam,” Trump and Wheeler cannot change the fact that the transition to the clean energy economy is already underway.

SOCIAL GUDIANCE

**TWITTER:**

* The #CleanPowerPlan protects public health, promotes climate change solutions, and encourages investment in clean energy. @EPAAWheeler wants to gut these protections and replace them with his #DirtyPowerScam. [LINK]
* The #CleanPowerPlan is one of our best tools for addressing the climate crisis. We can’t afford to wait for climate action and we certainly can’t afford @EPAAWheeler’s #DirtyPowerScam. [LINK]
* Make no mistake: @realDonaldTrump and @EPAAWheeler are conspiring to put polluter profits over our health and safety by implementing the #DirtyPowerScam. [LINK]
* [.@realDonaldTrump](mailto:.@realDonaldTrump) and @EPAAWheeler are ignoring the millions of Americans who support climate action and the businesses across the country already transitioning to renewable energy to implement their #DirtyPowerScam. [LINK]
* Earlier this year, more than 700 elected officials, faith leaders, public health professionals, and businesses sent a letter to @SpeakerPelosi to pursue an ambitious climate plan. The #DirtyPowerScam takes us in the wrong direction. [LINK]
* The Trump administration’s own analysis found that the #CleanPowerPlan could prevent as many as 4,500 premature deaths each year by 2030. Our communities can’t afford @EPAAWheeler’s #DirtyPowerScam. [LINK]
* The #CleanPowerPlan creates clean energy jobs that drive innovation and economic growth. We can’t afford @EPAAWheeler’s #DirtyPowerScam. [LINK]

**FACEBOOK:**

* [TAG] President Donald Trump and [TAG] Administrator Andrew Wheeler are ignoring the millions of Americans who support climate action and the businesses across the country already transitioning to renewable energy to implement their #DirtyPowerScam. [LINK]
* Earlier this year, more than 700 elected officials, faith leaders, public health professionals, and businesses sent a letter to [TAG] Speaker Nancy Pelosi to pursue an ambitious climate plan. The #DirtyPowerScam takes us in the wrong direction. [LINK]