

WALSH Samantha * GOV

From: CAROL Dan * GOV <Dan.CAROL@oregon.gov>
Sent: Tuesday, January 21, 2014 7:59 AM
To: Ted White
Subject: RE: greetings

Greetings Ted, following up on the matter I raised before -- getting together the right group of Govs, WH folk and select strategic funders on the Friday/Friday night before the National Governors Association (NGA) meeting (Feb 21) to cement some smart steps on how we can structure and move forward on transformative multi-state work around 111d regulatory challenge, sub-national climate action, resilient infrastructure outcomes.

The WH has responded positively to the below concept note which the three west coast states shared last week, which I am sharing confidentially with you now.

We know that Tom is speaking on a DGA panel on that same day in Wash DC, but we see this meeting as a separate non-public way to better structure outcomes and leverage the work.

In a perfect world, Tom, Bloomberg and Paulson would meet with Podesta, Utech and a six pack of engaged Governors (west coast, east coast, Midwest) to cement a new strategic paradigm for maximizing state climate linkages and funder investments on the road to Paris 2015.

Tom could frame and catalyze this new, smarter paradigm at low cost by funding new "state leads" in WA and OR as described below. The alternative we fear is misallocation of resources to the usual national NGO players without a higher level of accountability that only engaged Governors and this new campaign framework will provide.

Happy to talk more this week and bring in my Wa-Ca colleagues?

Concept note:

Governors Climate Action Meeting (February 21, 2014 - timed w/ NGA winter meeting)

As a means to position our mutual federal and state climate agendas for success, engaged Governors and the White House should team together to define a nationally-coordinated, multi-year "states strategy" focused on driving outcomes contemplated by the President's climate action plan, 111d, resilient infrastructure and international treaty objectives at scale.

A small strategy session or dinner during the NGA Winter Meeting weekend would be an excellent way to create high-level understanding and buy-in among major environmental donors that efforts to stand up a new state action model will be most effective if defined by state leaders and the White House first -- not by NGOs. That model would link proactive Governors in the West, Northeast, Midwest -- already committed to various specific actions -- to create a networked plan to leverage funder investments in advocacy and maximize outcomes.

For example, on the 111d challenge, the PCC states could easily be loud and proud on climate and serve as a standard-setting left flank. Or, because there are key utilities whose service territories cross red and blue states, Governors in these states could quietly engineer a breakthrough strategy that compels utilities in key red states to lead the charge to win over a key Governor, rather than rely on a standard NGO-shaming strategy that might not deliver.

As such, the goal of the meeting would be to bring together:

* Our PCC Governors (1 or 2 or all 3) + select other Governors, senior White House officials, Tom Steyer, Bloomberg, Paulson and a couple of other major environmental donors, plus Bill Ross/Jay Manning of our PCC consultant team

* Facilitated discussion would more or less follow the key agenda points from our December PCC/White House meeting, with people ready with answers to questions laying out what they want to happen and what they are prepared to do.

* The Ask To Funders at that Meeting: Support right now the hiring of a "grown-up" in each state, trusted and recommended by each engaged Governor who is capable and committed to developing and managing an integrated and multi-issue climate outcomes campaign through Paris 2015.

The network of state leads we would propose would each be independent of any specific in-state or national NGO, yet would work closely with these NGOs and other experts to develop a national "state strategy" that makes sure we are using existing capacity wisely, and making new investments intelligently.

This initial investment to create a smarter "steering structure" would be low, but by approximately June a second meeting could happen to review a larger campaign plan after extensive consultation with the community.

White House invites.

From: Ted White [mailto:TWhite@fahrllc.com]
Sent: Tuesday, January 07, 2014 11:56 AM
To: CAROL Dan * GOV
Cc: Andrea Carlson; Tina Nabong
Subject: Re: greetings

Hi Dan, that's a good question.

Tom's office (Fahr LLC) is currently determining which of the affiliated groups that we founded and fund (such as Next Gen Climate Action, or Next Generation, or AEE) will be taking the lead for us on this (or it could be a combination). We have retained Cathy Zoi to help us make that assessment and determination. Next week we have a meeting about this and will likely have made that decision. I am the best point person in the meantime.

I will get this information to Tom's scheduling team (at Fahr) so we can try to block time for him.

Thanks, Ted

Ted White
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Note: Incoming emails are screened by my assistant

From: CAROL Dan * GOV <dan.carol@state.or.us>
Date: Tuesday, January 7, 2014 8:11 AM
To: Ted White <twhite@fahrllc.com>
Subject: greetings



We met at the Keystone event, I run Gov Kitzhaber's new Wash DC Office of Strategic Initiatives, been very involved in standing up our regional efforts before that – principally the PCC climate pact (<http://flip.it/xRTIM>) and West Coast Infrastructure Exchange (www.westcoastx.org)

We are having various discussions here among multiple Gov offices about getting together the right group of Govs, WH folk and select strategic funders on the Friday/Friday night before the National Governors Association (NGA) meeting (Feb 21) to cement some smart steps on how we can structure and move forward on transformative multi-state work around 111d regulatory challenge, sub-national climate action, resilient infrastructure outcomes.

Tom seemed interested in learning more and he could be a great catalyst and leader here if he was able to be in town then.

Who in your world is best to take point on this if interested?

Cathy Zoi? Kate Gordon? Mike Casey?

Best