Overview & Statement of Need

Project Re:Power is empowering a diverse body of state legislators to move forward on bold renewable energy targets at the state level.

The current energy reality is stark. Although falling prices and new technologies are increasingly making renewable energy a less expensive solution in comparison to fossil fuels, lobbying efforts across the states have attempted to protect the status quo in the interest of traditional, polluting fossil fuel energy systems and profits. Often, the target of this lobbying is to denude state-level renewable energy standards.

In contrast, Hawaii’s first-in-the-nation 100% renewable energy law is showing how bold clean energy targets can:

- Save billions of dollars;
- Reduce greenhouse gas emissions;
- Increase energy and economic security;
- Foster stronger public and private collaboration; and
- Help utility companies thrive and create new approaches to value creation.

Leveraging Hawaii’s specific experience and lessons from adopting and implementing the country’s most advanced renewable energy law, the Re:Power network will help legislators pass bold renewable energy standards.

Launched in 2017, Project Re:Power is a partnership between Blue Planet Foundation—the nonprofit that led Hawaii’s grassroots campaign to pass the nation’s first 100% renewable energy mandate—and the National Caucus of Environmental Legislators (NCEL)—a network of over 1,000 state legislators representing all 50 states and both major political parties.

In its inaugural year, the Project Re:Power team created and unveiled a tiered advocacy toolkit concept, conducted focus groups with legislators to identify needs and pain points, and hosted a strategy workshop with a select group of 10 committed legislators from 8 states that are ready to take the next steps to pursue 100% renewable energy goals. More than half of the states that participated in the strategy workshop moved on to introduce legislation targeting 100% renewable energy.
Summary of Activities

Based on input from a cohort of current and past legislators, the Re:Power partners are seeking funding to expand the program in the following ways:

- **In-state support services**: The success of Hawaii’s 100% campaign hinged in large part on the local focus of the movement. Each state presents unique challenges and opportunities. With additional funding, the project partners aim to provide more state-specific resources and tools so that the journey to 100% remains a locally driven effort. To build these state-specific resources, project partners will conduct legislator and stakeholder mapping, lead and facilitate outreach to potential legislative champions, and organize state workshops with key lawmakers and local stakeholders to provide on-the-ground strategy and support.

- **Toolkit 2.0**: The preliminary toolkit resources provided to the inaugural participants included background materials, policy samples, and case studies. With additional funding, the project partners will build out the toolkit components to create a more robust suite of resources with state-specific materials.

- **Branding refresh**: To take the program to the next level through refined marketing and enhanced credibility, the project partners are seeking to rebrand the project with compelling visual materials, a dedicated webpage, and a new name and logo.

- **Expansion of scope**: In parallel with the branding refresh, the project partners aim to expand the scope of the program beyond renewable portfolio standards to provide legislators with resources for 100% clean transportation policies and carbon neutrality.

In addition to these expansion elements, the project team will amplify three successful elements of the inaugural program:

- **Tiered engagement approach**: The resources offered to legislators will be structured in tiers (or phases) based on a legislator's level of commitment to bold targets (see flowchart below). Tier 1 targets a broad group of legislators, providing resources that describe policy tools and case studies of success stories from places that have set bold renewable and carbon targets. Tier 2 is geared towards legislators who are committed to introducing bold targets and provides additional resources like policy samples, stakeholder and network maps, and mentorship support. Finally, Tier 3 provides one-on-one support and state-specific resources and tools. In the project's inaugural year, the Re:Power partners conducted Tier 1 and Tier 2 engagement; additional funding would support development of Tier 3 resources and engagement.

- **National Issues Forum**: As in 2017, the project partners will conduct focused breakout discussions on 100% renewable energy, 100% clean transportation, and/or zero-carbon policies at NCEL's annual National Issues Forum attended by more than 120 legislators. The project partners will gather feedback from participating legislators to help shape future elements of the enhanced toolkit (version 2.0), based on input about what would be most helpful for legislators wishing to advance bold renewable energy and climate action targets. Beyond the Forum, the foundational elements of the toolkit (i.e. Tier 1 resources) will be provided to NCEL's entire network of more than 1,000 legislators.

- **Annual multi-state champion strategy workshop**: A select panel of 10 to 12 committed legislators from multiple states will be invited to participate in a workshop and strategy session...
intended to help legislators identify specific issues and resources as they work to introduce bold renewable energy and climate action legislation. Participants will enjoy mentorship opportunities with energy experts and fellow legislators, along with access to information about renewable energy policy options and strategies that have helped to pass renewable energy laws in other states (i.e. Tier 2 resources).

Project Partners

This project was designed in collaboration between a team of current and former state legislators, NCEL and Blue Planet Foundation, with initial program development and coaching from Rocky Mountain Institute (RMI). NCEL (ncel.net) is a network of over 1,000 state legislators representing all 50 states and both major political parties. Blue Planet Foundation (blueplanetfoundation.org) is the Hawaii-based nonprofit organization that led the effort to adopt the state’s 100% renewable energy standard.

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Access to Educational Resources
TIER 1
All NCEL National Issues Forum attendees receive:
- opportunity to participate in dedicated breakout discussions and focus groups on setting bold renewable energy targets;
- case study discussions of renewable standards, clean transportation targets, and/or zero-carbon goals; and
- preliminary Project RePower toolkit elements, including background and reference materials.

Support for Introducing Legislation
TIER 2
Select panel of committed legislators to receive:
- invitation to annual strategy session;
- mentorship opportunities with energy experts and fellow legislators;
- access to renewable energy policy options;
- annotated policy samples; and
- preliminary stakeholder and network maps.

Support for Passing Legislation
TIER 3
On-going support and full suite of resources:
- Analysis of policy options and model language relevant to legislator’s home state;
- Relevant case studies and examples,
- Media kit materials and messaging support;
- State visits and help with identifying/connecting to in-state stakeholders and networks; and
- Technical resources to help model achievability and economics, tailored to needs of participating states.