



7 out of 10 Washingtonians in our latest poll support Evergreen Future framework

- That includes **91%** of **Democrats** and **63%** of **Independents**
- **3 out of 5** in same poll said they would be **more likely to support** a candidate for state legislature who supported Evergreen Future
- As well as majorities among **urban** voters (**77%**), **suburban** voters (**76%**), **small-town** voters (**62%**), and **rural** voters (**57%**)

Platform

Act on Climate: In every community across the state we need to power our homes, cars, public transportation, and industries with clean, affordable energy.

Clean Water and Healthy Forests: We deserve clean water and healthy forests for salmon, orcas, wildlife, communities, and future generations.

Environmental Justice and Public Health: Who you are or where you live should not determine the length or quality of your life. Everyone deserve healthy, thriving communities with good paying jobs, clean air and water, and safe neighborhoods to raise a family.

Hold Corporate Polluters Accountable: We deserve an economy and a government that works for us, not big corporate polluters.

What is Evergreen Future?

Evergreen Future is a WCV campaign to push candidates and elected officials across the state to support bolder environmental action. This is a comprehensive vision for Washington that lays out what we need to do to protect our state's environment over the next four years. This bold 4-year platform that WCV will use as a part of our endorsement process, our WCV scorecard, and our political spending.

Why is WCV doing this now?

Washington needs more leaders who are ready to work at the scale and urgency of the enormous challenges we face.

Evergreen Future gives the public a clearer vision of what their leaders support and will fight for over the next four years. It helps voters know who is willing to stand up for their community and who will fight to protect our environment.

How was Evergreen Future adapted to account for COVID-19?

One thing the pandemic has shown us is what happens when science and the experts are ignored and the institutions we rely on to protect us are weakened. As advocates, it's our job to push our elected officials to respond boldly to protect Washingtonians public health and economy from both the pandemic and other ongoing crises like climate change.

The coronavirus pandemic provides many lessons for where we are vulnerable as a society and the link between the environment and public health. The following are some key points:

- **Bold Leadership & Science:** This pandemic has taught us that we need leaders who use science, prepare for foreseeable challenges, and act swiftly and early to tackle crises. Those that failed to listen to experts and delayed our response to coronavirus are the same that deny climate change.
- **Pollution & Health Inequities:** Air pollution directly impacts those with pre-existing health conditions, which put people at higher risk of death from COVID-19. Policies that fight climate change, clean up toxic pollution, recover salmon, and restore our forests and shared waters reduce health disparities and help protect all of our communities.
- **Ensure a Just & Sustainable Economic Recovery:** We know that the status quo is leaving people behind but our economic recovery doesn't have to. We can build family wage jobs and cleaner air and water. We need an economy that works for all of us, not the corporate polluters who've profited off our environment. Every community deserves a voice in creating that future and we need leaders who are willing to listen and stand up for all of us.

AN ENVIRONMENTAL MESSAGING TOOL

topic

Suggested Message Frame

Not Recommended

Analysis

Evergreen Future

Visionary leaders: We need leaders with a vision for the future that fights for bold, coordinated government action across public health, economy, and the environment
Opportunity: This is our chance to build a better and more resilient future for generations to come

DON'T focus only on certain policy specifics. Make sure voters understand that you stand for their future not just the individual policies you prefer.

Environment still matters: Voters have shown that, even through a global pandemic and social unrest, the environment is still a motivating issue that cuts across demographics and helps them draw a clear contrast between the candidates. With all environmental issues, these messages always work best when you focus on local issues but connect them back to the wider picture of your vision for Washington's future.

Environment & COVID-19

Effective leadership: COVID-19 crisis has shown how vital it is that our leaders listen to science and experts and are prepared to protect us
Improving not just restoring: We need to make our post coronavirus world better than what came before.

Economic harm: Don't focus solely on economic harm; people are still scared for their families' health. Opponents continue to make this a jobs vs. health frame but people need to know candidates are listening to experts and working to keep them safe

Analysis needed: Surveys continue to show that the covid pandemic has shown voters how connected our communities are. It has made them more aware of health and environmental issues. It has also made voters more willing to embrace collective solutions that protect our future. These are important connections to make because we know so many of our health problems are effected by pollution

Climate Crisis

Local & relatable: local impacts and human health impact
Urgency: we have a narrow window to fight the climate crisis
Opportunity: clean energy jobs
Center people: story of one person or one local impact imagery

Non-local impact: melting icecaps
Doom & gloom language: focus on real & practical local solutions

It is happening and we need action: It can feel distant and less urgent than other issues so make sure to connect it back to health, air and water quality, pollution impacts on local families, and tangible local solutions.

Transition to Clean Energy

Investing: investing in family wage clean energy jobs and a just transition for fossil fuel-dependent workers
Accessible language: dirty energy, pollution, climate pollution
Affordable and reliable clean energy for every community

Taxing: carbon tax, emissions tax
Inaccessible language: climate emissions, carbon, greenhouse gases

Important, but low concern: Talk about what we are trying to build not the policy functions to get us there. Talk about investing in the clean energy economy, and building stronger, healthier communities instead of regulations, mandates, or requirements.

Economy

Healthy environment = robust economy; We know a strong economy needs a clean healthy environment. Good paying jobs that build clean energy and protect our air and water

Equating Fossil Fuels with fossil fuel workers: villainizing fossil fuel workers does not help our movement, workers are part of the transition to a clean energy economy

False dichotomy: Environment and the Economy are often pitted against one another where we are asked to choose a healthy environment or a robust economy. The reality is that we can and should have both and that building clean energy creates a stronger local economy.

Transportation

Traffic: Traffic = more air pollution and less time
More options: Invest in accessible, local clean transportation options

Don't drive: people associate their vehicle with freedom; we aren't taking freedom away, we are providing more choices

Transportation is Washington's largest source of climate pollution and contributes to increased rates of asthma and other health impacts. Accessible, clean transportation means cleaner fuels, more options to get around, and investing in proven solutions that reduce traffic and get people to where they need to go.

Clean Water, Salmon, Puget Sound

Restore & protect; center people: everyone deserves clean water; our economy relies on fishing and recreation; what's good for salmon and orcas is good for all of us, & they are sacred to WA tribes
Focus on the role played by Puget Sound: central to our quality of life, makes our community special, offers recreation, and attracts tourists and quality employers

Clean up: "cleaning up" isn't motivating, since quality and health of the Sound is not seen as an issue

Voters have for years seen Puget Sound as "clean," but that's beginning to silt. Terms like restore and protect remind voters that we need to act and we have the power to make big changes. Clean water is one of the most universally held environmental values but people don't understand the connections. Tying issues like toxics in the water and devastated salmon populations (down 90%) to our health and economy helps people see how clean water impacts their lives.

Housing & Planning

Livable communities: access to transit, shorter and easier commutes, affordable housing, and more walkable and livable neighborhoods
Building strong communities

Unintended changes to the community: talking about what is lost with more and denser housing

Housing, density, and planning: Smart density that helps reduce emissions means increased housing, including affordable housing along transit corridors and near where people work.

Washington Forests

Tangible benefits: clean our air, protects drinking water and salmon, where we recreate and play, provides thousands of jobs
Sustainable practices: clearcutting from big corporations is bad for local economies and our forests

locking up language: advocating for better practices, not taking land away from rural communities

Communities in Washington value our forests and make it apart of their identity. But they don't know what is needed to protect them, and don't want to hurt those who rely on timber. Our best approach is balanced sensible language that focuses on needs of all communities and benefits forests provide.

Environmental Justice

Use specific examples: industrial pollution, polluted waterways, and highway traffic
Positive path forward: No matter your zip code or what you look like we all deserve a healthy place to live

Policy without discussing the impact to communities: environmental justice is about people

There is an undisputable gap between wealthier and whiter areas and ones with more people of color, immigrants, and poor or working-class households when it comes to environmental health. The latter communities are often located nearer to industrial zones, polluted waterways and drinking water, and high traffic roads. Do reference the state health disparity mapping tool, so we know where we need to get to work.

Corporate Accountability

Fairness: polluters should pay for the harm they cause

Jobs vs. environment: Not a dichotomy; our economy relies on a healthy environment.

Fairness and responsibility: Fairness and responsibility are strongly held values across the political spectrum. Oil companies and big corporations exploiting workers and our environment are some of our top preforming messages. Pairing this with Washington values for healthy communities and a protected environment is a winning message in every district.