JUJITSUING ENVIRONMENTAL POLICY

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Reaching beyond the Choir...

WIDENING THE FIELD
THE DOS & DON'TS OF ADVOCACY
LONG ISLAND OFFSHORE WIND PROJECT

Nameplate capacity: 144MW  load capacity: 40MW  cost: $20.5M/MW

Not a NIMBY Concern, but a Ratepayer Issue
The Narrative:
- Fear Factor
- Stake out case
- Make common cause
- Pick your ogres
- Bleed & lead
- Stir up serendipity
**Co2 is 28% Carbon**

Expanded definition of solid waste to include energy waste, based on its carbon content.

Affirmed by Laws of NY State 409
Sponsored by Sweeney & Johnson
[Babylon Assemblyman & Senator]

Avg house spews 6lbs/day Carbon
ONE-STOP RETROFIT

PART OF DOING MUNI BIZ

One-Stop Retrofit
The Value of Green...

- Cost
- Comfort
- Convenience
IMPACT HIERARCHY OF BEING EFFICIENT

WE'RE GETTING IT DONE

A Better World

Better sense of Community

Better Self-Worth

Sense of accomplishment

Better-off Financially

Family Feels Better

Note how people behave so they can go to where they want to be.
✓ Nothing down
✓ 12% ROI
✓ $9.4K in 8.8yrs
✓ Cash neutral thru term
✓ $1.1K/yr savings
COMFORT
CONVENIENCE

One-stop retrofit
PLUG&PLAY/SET&FORGET WORLD
BANK-BREAKING STRAW

V JOBS
JULY 6, 2010 - COORDINATED STRIKE

http://jedmorey.com/2011/obama
PRESSURE POINTS ON THE BODY POLITIC

- Sovereign Sceptre
- Sword of Damocles
- Gray matter
- Limbic level
- Sniffer
- Lip
- Jawbone
- Chin
- Windpipe
- Muscle
- Bare knuckles
- Stomach
Redlining F&F’s Judgment?

From the folks who bought US the trillion dollar sub-prime tsunami:

Why Would Mae Mac Red-Line Efficient Homes?

-7/09
THE LITTLE TOWN THAT CAN

Babylon

v Goliath

FHFA
Levering
Foot in the Door

Precedent Set by FHFA:
Abrogation of sovereign capacity of state & local government to determine what constitutes a public purpose.

Assessments in Jeopardy

Enemy of my Enemy...

The 10th Amendment
"The powers not delegated to the United States by the Constitution, nor prohibited by it to the States, are reserved to the States respectively, or to the people."
SITUATIONAL AWARENESS

THE SPIRIT OF ENTERPRISE
S. CHAMBER OF COMMERCE

SCHOLASTIC

Koch Industries Inc

AMERICANS FOR PROSPERITY

EPA'S REGULATORY TRAIN WRECK

ALEC

Limited Government, Free Markets, Federalism
Lombardi Football
Three Yards and a Cloud of Dust:

1) Target vulnerability/ID threat.
2) Insert wedge/raise fear.
3) Hammer away/building momentum.

Under dust-up, spread the field and grab collateral for more assault.

Koched-Up Version

- First, they targeted a vulnerable foil in publicly-employed teachers.
- Second, everyone was reminded of teacher privileges that draw double the benefits for half the work of hard-pressed taxpayers.
- Third, blame for all this largesse was hung on the socialistic credo of collective bargaining.

In the dust-up, another union piggy bank got broken, exposing future targets to greater vulnerability. Hit, drive and desire.
IF THEY LISTEN TO THE MESSENGER THEY’LL HEAR THE MESSAGE

Save Energy, Save Our Troops
Climate Change

Exploring for Energy

Death tax

So what did you want to say?
“Set up a capability in government to budget according to flows of energy rather than money.... Energy is the currency around which we should be basing our economic forecasts, not money supply.”  - Sen. Mark Hatfield, ‘74
Behavioral Jujitsu – getting to Homer thru his behavior

“Using a 'behavioral economics' perspective to 'nudge' people in certain directions seems manipulative to many people and is not likely to do much to address the root causes of climate change or today's many other challenges.”

–Bob Doppelt, The Resources Innovation Group/UR
THOUSAND POINTS OF INFILTRATION
DRILLING DOWN TO LIMBIC LEVEL

It's Socratic v Cupid, stupid
I have become all things to all people so that by all possible means I might save some. -1 Corinthians 9:22

And I will execute great vengeance upon them with furious rebukes; and they shall know that I am the LORD, when I shall lay my vengeance upon them. -Ezekiel 25:17
Maybe we should adjust our behavior.

“There is no central, strong voice speaking for clean energy…. The browns are better coordinated and funded, but they’re also... just better at the game.” - D Roberts/Grist

“The right manages to get its talking points delivered directly, as news, while leftie or enviro spin is inevitably delivered as talking points: “enviros say X.”
Unified Field

GETTING TO A MAN THROUGH HIS RELIGION