

PHONE SCRIPT

(Use as a reference tool, do not read verbatim. Stick to the script, but make each call genuine. The most effective call is a friendly, upbeat and personalized conversation.)

SCRIPT

Hi, my name is _____. I'm volunteering with Audubon Washington to call voters and encourage support for Initiative 732 this election.

Q1. Have you heard about I-732?

Have heard and will vote yes: Great, thank you for helping us protect the environment for birds and people! Please encourage your friends to vote yes as well. [end call with a thank you].

Will not vote yes, or will not talk: Ok, well I-732 will be on the ballot this fall. The initiative will decrease the state sales tax by 1%, while reducing carbon pollution and promoting clean energy sources. Please consider voting yes and visit yeson732.org to learn more. Thanks!

[end call]

Have not heard or undecided: Well, I-732 is a price on carbon pollution in Washington state. It is modeled on a similar policy in British Columbia that makes carbon polluters pay a pollution tax. At the same time, I-732 raises enough money to decrease the state sales tax by 1%, and funds an additional tax rebate for low-income households.

[Insert a sentence about why this initiative is important to you. For example: "This is a proven-effective, bipartisan policy with support from both Republicans and Democrats, and could be a model for purple, red, and blue states across America"].

Q2. Are you concerned about climate change and do you think you will vote yes?

If Yes/probably: Great, thank you, and please tell your friends to vote yes too.

If Unsure: Can I answer any questions for you? [Use FAQ section below as needed, and thank them when finished].

Don't forget to record responses and hit SAVE.

FAQ about I-732

Won't polluters just pay the fees and nothing will change?

We expect 732 to reduce emissions 2-3% per year. Often, for utilities and big companies the choice between dirty and clean energy or more efficient technology come down to a small cost difference. Closing the carbon pollution loophole with a tax will actually make a difference. A similar policy in BC has reduced carbon fuel use 10-15%, and now it's our turn to start to protect the climate for future generations.

I don't believe the sales tax will ever go down. How does that work?

Since 732 is an initiative, the sales tax cut is actually written into the law. If we pass 732 the sales tax cut will automatically become law in 2017.

Isn't this going to increase gas prices on families?

Gasoline uses carbon, and ultimately is a part of climate change, so we are honest about the fact that this policy may increase gas prices 10-20 cents per gallon, which is within the normal variation of gas prices already. The sales tax cut, saving the average household \$200 per year, balances out any gas price changes for most people while still letting us reduce pollution now and for future generations.

I heard this wasn't revenue neutral?

I-732 balances out the new revenue coming from the carbon tax with tax rebates (like the sales tax reduction) so the state still has the same amount of money for things like schools and roads. An independent analysis by the Sightline Institute shows I-732 is budget neutral, all analysis shows I-732 is within the state budgets margin of error.

Who is supporting this measure?

A grassroots organization, Carbon Washington, created I-732, and is made up of volunteers, academics, scientists and concerned citizens. We raise our own funds from mostly small donors, not special interests. I-732 is endorsed by Audubon Washington and numerous legislators from both parties.

Why don't some of the other environmental groups support I-732?

Many environmental groups do support I-732, including Audubon chapters in Washington, but some are neutral or not supporting it. One difference is that other groups want to spend on carbon tax money on other projects instead of tax rebates to families, but we think the most important thing is to start reducing our pollution right now which is what I-732 will do.