

To: *Members of Kentuckians For The Commonwealth*
From: *Brendan Smith, Communications consultant to KFTC*
Re: *Smith Plant Permit Hearing and Labor*

Based on the the last EKPC hearing, we can expect union members to show up in support of the Smith plant. Sara asked me to prepare a short one page memo for folks who want to engage labor. Much of this you will already know, but it may help you prep before you start talking to union members at the hearing.

Goal

Most of the union members who show up meetings like this already have their minds made up. It's unlikely you'll convince them to change their minds in such a charged setting. Instead, the goal should be to publicly acknowledge and address workers' anxieties and privately plant the seeds for a long-term relationship between union members and KFTC.

At the hearing, KFTC can publicly talk about the jobs crisis and answer some of labor's key concerns. Rather than trying to get labor to drop support for the Smith Plant, the goal here is present an alternative to the jobs vs. environment frame, and let workers and others know that the clean energy alternative is a better, faster way to address their immediate economic anxieties.

Outside the hearing KFTC should approach as many labor folks as possible to talk about the urgent need for good jobs, what unions are doing to create green jobs in other states, and ask if they want sit down in the future "regardless of what happens with the Smith plant."

Workers' Perspective

The labor folks who showed up at the last EKPC hearing were knowledgeable about the issues at stake and had thought seriously about the competing views. They acknowledged that coal carries environmental risks and that at some point in the future we need to transition to alternative forms of energy. Many agree with KFTC's basic argument that we need alternatives -- and this makes sense because labor around the country is actively organizing around a green jobs agenda, so union members often know more about the subject than workers in general.

At the same time, workers' overriding anxiety is about jobs -- any jobs, right now. These are people responding to the immediate problems in their lives -- and their support for coal jobs is a reasonable response. Remember, unions have never seen a job they don't like -- whether it be red, blue or green.

For many, talk about transition sounds like a decent idea but too far off and an uphill battle politically. They said things like: "We can't wait, we need the jobs now," "How long do people need to wait for work?" and "One more coal plant isn't going to sink the boat." Workers believe that alternatives to the Smith plant will help the environment but not address their immediate economic needs.

There are various ways to address this stalemate, but the key is to tackle the debate head on and not try to skirt key concerns. For the meeting you may want to lead by acknowledging workers' job crisis; talk about how there is a better way to create jobs faster, cheaper, and sooner than the risky Smith proposal; talk about how union locals in other states are using opportunities like this to create good, green, local jobs; and argue that the community needs to use this opportunity build a better and more secure future for themselves and their kids -- or else KY will lose out.

Workers need to leave knowing that stopping the Smith plant doesn't mean losing out on new jobs; instead supporting the the clean energy alternative of energy efficiency and renewables opens up an opportunity to create significantly more jobs and build a better future for KY.

Potential Talking Points:

- Acknowledge up front that these are hard times, folks in KY are suffering, need jobs and they need them now.
- Explain KFTC doesn't see this as a trade-off between jobs vs. the environment. There's a better, faster way create more jobs than the risky Smith proposal. With the clean energy plan:
 - We'd get jobs right now: Within the first three months of ramping up the clean energy solution, more than 300 jobs could be created; the Smith Plant will create less than 100 jobs over this same period--and the Smith jobs wouldn't be created until next year at the earliest.
 - In total we'd get 1000s instead of 100s of jobs: Within 3 years our plan creates nearly 4,600 direct efficiency, weatherization and renewable jobs; Smith will create around 700.
 - These are good jobs for plumbers, carpenters, and electricians -- resulting in over \$370 million in new direct income for KY workers.
- Explain this is not some future pipe dream: Workers in other states are already using opportunities like this to create good, local, green jobs. For example:
 - All around the country -- plumbers, steelworkers, electricians -- are leading the charge for a new clean energy agenda. They are retrofitting thousands of buildings in Boston and New York, installing wind and solar in Ohio, California and elsewhere.
 - These workers know that green jobs are here to stay. Now's our chance to fight for good, green jobs to ensure KY workers don't get left behind.
- KY can't just sit by while the rest of country creates good green jobs.
- Stopping the Smith Plant doesn't mean losing jobs; supporting the efficiency and renewable plan opens up the opportunity to create thousands more jobs and position KY for better future for us and our kids.