



CPRG: 10 Considerations for States

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1. Go Big!

- Develop and advance big picture strategies to achieve your goals
- Set the stage for multiple actors to perform in
 - Overarching plans and strategies that have stakeholder buy-in and provide a common vision and roadmap for action
- Leverage supportive partners
 - States don't have to do everything
 - Elicit expertise and bandwidth of other entities to provide analyses and information that help the state move forward (universities, think tanks, nonprofits, and private sector actors)

2. Message Intentionally

- Intentional and consistent messaging can help shape internal and external perception for program success
- Tailor framing and messaging about the program to fit your state's priorities and political context
 - “technology innovation,” “clean energy,” “transition to a clean economy,” “pollution reduction,” “climate action,” and “environmental protection”
- Aligning messaging around existing leadership priorities can help cultivate internal and external support during planning and implementation phases.

3. Engage the Public

- Challenging to conduct thorough public engagement processes within short timeline (CPAP deadline, implementation grants)
- Communicating with the public as early as possible about the program and the state's approach to CPRG planning
- Be clear about when public engagement is most effective. Leads to more constructive engagement, saves everyone time, and potentially shorter build times for large projects
- Failure to meaningfully engage often leads to public consternation, distrust, delays, and litigation

4. Increase Capacity

- State agencies working on energy, clean air, and climate issues tend to be understaffed
- Use CPRG funds to hire additional staff and find other federal funds to do the same
- Adding staff across state government (beyond DEPs/DEQs) creates partners in other agencies and enhances cross-agency collaboration

5. Secure and Optimize Federal Resources

- CPRG funding enables access to IRA, IIJA, etc. funding (more than CPRG's \$4.6B)
- Develop a comprehensive strategy for maximizing federal funding resources for the state
- Identify federal funding options, prioritize competitive opportunities, determine the optimal use of various funding sources, and strategize how to layer and intertwine funding to achieve priority outcomes.
- EPA climate action funding resource guide



CATF Background

CATF

CATF is a non-profit organization working to safeguard against the worst impact of climate change by catalyzing the rapid development and deployment of low-carbon energy and other climate-protecting technologies. With 25 years of internationally recognized expertise, CATF is a pragmatic, non-ideological advocacy group with the bold ideas needed to address climate change.

State Policy Program

- Team includes a regional lead in each of 5 regions:
 - Northeast: John Carlson
 - Midwest: Angela Seligman
 - Southeast: Paul Cobb
 - Gulf Coast: Lindsay Cooper
 - West: Patrick Cummins
- Mix of professional experience
 - State government, federal government, private sector, utilities, NGOs
 - Allows us to offer helpful information, insights, and strategic options that reflect real-world considerations (bureaucratic, technical, political, bandwidth, etc.)



CATF and CPRG Support

- Key Sectors
 - Industrial Decarbonization
 - Carbon Capture and Storage
 - Clean Hydrogen
 - Transportation
- Expert Resource: Help state officials and stakeholders better understand clean energy technologies, IIJA/IRA federal funding opportunities, and effective decarbonization strategies
- Strategic Partner: Help states determine their approach to CPRG planning, interagency work, leveraging network of partners
- Lessons from Other States: CATF brings lessons learned from states across the US
- Grant Concepts: Help develop grant concepts and project options for states

6. Increase Economic Opportunities

- Understand and unlock the job creation and economic opportunities that come from investments in innovative clean energy technologies
- Examples of CPRG planning activities
 - Clarify potential economic opportunities through planning, analysis, and stakeholder engagement around clean energy technologies can
 - Identify programs and policies needed to facilitate economic investment and remove barriers
 - Understand and advance key economic interests, such as business recruitment, support for existing industries and businesses, transitioning workers to new jobs/careers, supply chain development, and pivotal infrastructure investments

7. Identify Workforce Needs

- Deployment of low-carbon technologies and transition to a clean energy economy brings new workforce opportunities and needs.
- Competitive states ensure available and competitive workforce to fill energy-related jobs across industries
- Can use CPRG funds to better understand and address the new and transitional workforce needs of a low-carbon economy

8. Set up Larger Investments

- Lay a foundation for large investments, beyond CPRG program
 - Ex. Applications by a state or partners for CPRG implementation grants \$2-\$500M each
 - Ex. Optimizing use of federal funds
 - Ex. Galvanize momentum and support for state, private sector, and philanthropic investment

9. Quickly Communicate Barriers

- Challenges will come up as you get deeper into implementing CPRG funds in earnest. Lots of folks interested in CPRG running smoothly
- Speak up early when you encounter barriers
- To your Gov Office, EPA regional offices, nonprofits, universities, and even the private sector
- To EPA headquarters and the White House directly
- To orgs such as NAACA, CATF, other entities in regular contact with EPA HQ and the WH

10. Secure Contractors Early

- Potential surge in demand for consultants to provide modeling, analysis, facilitation, and other services for CPRG planning
- Move quickly to secure contractors
- Ask EPA and other partners to provide technical support and analysis. Potentially faster than state contracting processes



Discussion

Resources

- **CATF State Policy Program**—[A lot at state: CATF's new state policy program aims to accelerate U.S. climate action](#)
- **CPRG**—[Climate Pollution Reduction Grants: 10 considerations for states](#)
- **Implementation Hub**—[Implementing Federal Funding and Clean Energy Policy](#)
- **Advanced Clean Trucks**—[Federal Funding Programs to Support Advanced Clean Trucks Implementation](#)
- **Infrastructure**—[Urgent and highly coordinated offshore wind planning needed to reach U.S. clean energy goals, new report finds](#)
- **Hydrogen**—[U.S. hydrogen hubs: What comes next?](#)
- **Transportation**—[Why the future of long-haul heavy trucking probably includes a lot of hydrogen](#)
- **CCS**—[From Act to action: How the Inflation Reduction Act is accelerating decarbonization in the United States with carbon capture and storage](#)



CLEAN AIR
TASK FORCE

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