

New York Insights Review

Voices in Sustainability

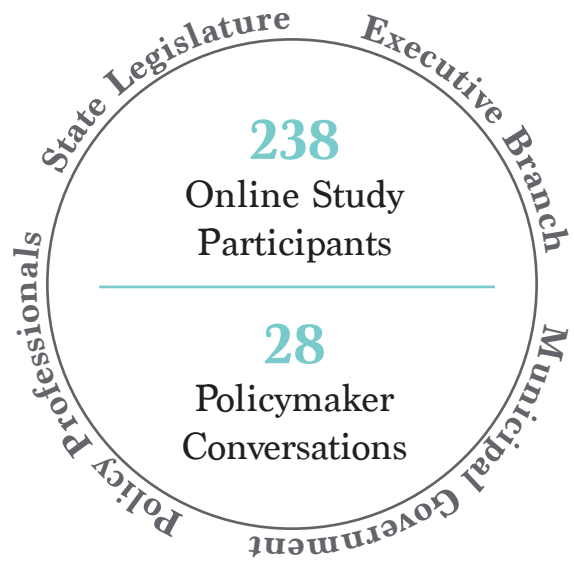


2019 NEW YORK INSIGHTS REVIEW

OUR GOAL

Ballast Research collects policymaker feedback to recommend strategies for non-government organizations to improve their advocacy.

The New York Insights Review, as part of the Ballast Research State Insights Review project, seeks to 1) determine what policymakers in New York want to see from organizations in terms of their engagement and corporate social responsibility, and 2) share that feedback with advocates.

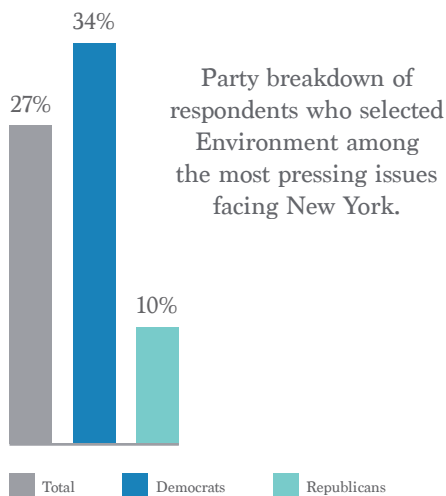


VOICES IN SUSTAINABILITY

Our 2019 study, Voices in Sustainability, sought to understand policymakers' biggest environmental concerns and learn how the private and non-profit sectors can work with government to promote environmentally-conscious practices.

THE ENVIRONMENT IS A TOP CONCERN AMONG NEW YORK POLICYMAKERS

Respondents expressed unequivocal concerns about environmental issues, especially where the environment intersects with infrastructure and economic development.



“Climate is the biggest issue in the sustainability space in New York right now, and it’s interesting because action on climate is not a question of political will. Everyone wants this. But it’s about how you do it.”

-Director, NY State Executive Branch, D

“I think of climate change as a huge global policy. But resiliency is more the local version of responding to the climate change issue.”

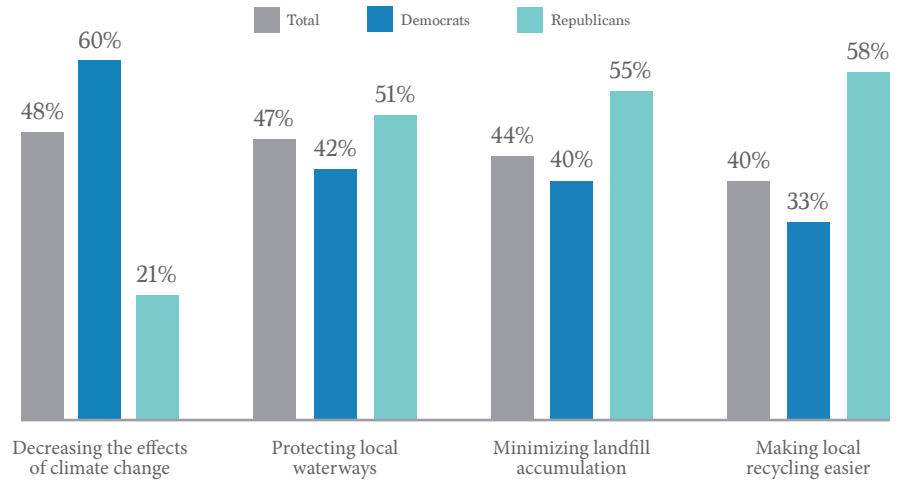
-Senator, NY State Senate, R

WHAT POLICYMAKERS PRIORITIZE

We asked over 200 policymakers what they perceive as the most important goals for legislation on reusable materials.

Respondents selected decreasing the effects of climate change and protecting local waterways among their top three goals. The party breakdown of respondents who selected these as among their top three goals suggests that Republicans prioritized water issues and Democrats prioritized climate issues.

Party breakdown of respondents who selected the following among their top three goals for legislation on reusable materials.



HOWEVER, CONVERSATIONS WITH POLICYMAKERS REVEALED A BIPARTISAN CONNECTION BETWEEN WATER QUALITY, CLIMATE CHANGE, AND INFRASTRUCTURE.



ADDRESSING CLIMATE CHANGE AND STORM RESILIENCE

Policymakers across workplaces and parties agreed on the importance of mitigating the effects of climate change (e.g., severe storms, threats to wildlife, carbon emissions).

“I think this is where other parts of the body politic are climbing in, so folks who care about, let’s say, infrastructure, now see storm resilience as a pathway to greater investment in infrastructure.”

-Deputy Commissioner, Executive Agency, D

“The increase of water temperatures and the algae blooms that we’ve had have had devastating effects on our marine life, which has been people’s livelihoods for years. Some people think it may be an increase in water temperatures.”

-Senator, R

“I would say water infrastructure has seemed to be a problem in the state, as it is everywhere, with the breaking down of all kinds of stormwater and sewers.”

-Staffer, Assembly (NYC District), D

“I think water quality is the top issue we should focus on... it’s important, especially with aging infrastructure in New York state, that whether it’s piping or whatever has to be done, we’re investing time and making sure that water quality is protected.”

-Assemblymember (Upstate District), R



PROTECTING LOCAL WATERWAYS

Policymakers across parties and regions in the state unanimously express that protecting local waterways is a top goal, and note that aging infrastructure contributes to water issues.

WHAT PROGRAMS POLICYMAKERS WANT TO SEE

WE ASKED POLICYMAKERS IN 2019 WHICH CORPORATE SOCIAL RESPONSIBILITY PROGRAMS THEY FOUND MOST IMPACTFUL. THEY MENTIONED....

USE PLANT-BASED
MATERIALS



REDUCE CARBON
FOOTPRINT



BIG INITIATIVES
with a sustainability focus

“We’d love to see corporations take the lead on some of these sustainability issues. We could be a lot further along the line.”
-Assemblymember

INVEST IN
RENEWABLE ENERGY



BOLSTERED BY LOCAL ENGAGEMENT

EDUCATION

- ✓ Provide internships opportunities
- ✓ Fund local scholarships
- ✓ Offer STEM mentoring

WORKFORCE

- ✓ Host career days and job fairs
- ✓ Employ local residents
- ✓ Add high-tech jobs

LOCAL NEEDS

- ✓ Sponsor community clean-up days
- ✓ Source materials from local businesses
- ✓ Support the local arts



“It’s up to companies, large and small, to see what the world needs and try to meet that.”

-Senior Staffer, Senate



HOW POLICYMAKERS WANT TO BE ENGAGED



USE CONSUMER BRANDING

Consumer branding is an effective mechanism to promote environmental messages. Policymakers note that proactive consumer branding can create win-win situations for both the government and non-government organizations.

“I’ve seen where corporations can really take the lead on creating sustainability solutions. And by the way, they get extraordinary press on it. It can be a win-win. In every press release now that we’ve done on the environmental bill, we mention [specific industry leader].”

-Assemblymember, D

“Large corporations are going to have to help solve these environmental problems or we are going to continue to regulate the hell out of it or ban this or ban that, right? So they’re going to have to come up with some of those creative solutions.”

-Assemblymember, D



COLLABORATE WITH POLICYMAKERS

Policymakers note that developing creative sustainability solutions alongside non-government leaders allows for both parties to share their perspectives, which can lead to mutually-beneficial solutions that incorporate concerns outside government.

BEST PRACTICES FOR COMMUNICATION WE RECOMMENDED TO ADVOCATES

- ✓ Be Concise
- ✓ Be Respectful
- ✓ Be Direct
- ✓ Be Proactive
- ✓ Justify Your Case
- ✓ Include Research and Data
- ✓ Present Both Sides of Issues
- ✓ Show the effects on Constituents

DEEP DIVE: BOTTLE BILL EXPANSION



OTHER TOP LEGISLATIVE GOALS FOR POLICYMAKERS INCLUDE MINIMIZING LANDFILL ACCUMULATION AND INCREASING THE EASE OF LOCAL RECYCLING. IN OUR CONVERSATIONS WITH POLICYMAKERS, THEY DISCUSSED THE EXPANSION OF THE BOTTLE BILL AS A POTENTIAL WAY TO ADDRESS THESE ISSUES.

STATE POLICYMAKERS' CONSIDERATIONS

WHAT HAS DRIVEN SUPPORT FOR THE BILL'S EXPANSION?



The Bottle Bill historically has reduced the amount of litter in New York because it incentivizes consumers to recycle. Policymakers anticipate that expanding the scope of the bill to include additional types of recyclables could further reduce the amount of litter.



The Bottle Bill allows the state to collect unredeemed bottle deposits, which generates revenue for the state. State policymakers expressed that the expansion of the Bottle Bill could allow the state to collect additional revenue.



State policymakers indicated that the expansion of the Bottle Bill could encourage producers of bottles within the scope of the bill to assume a more active role in the recapture of their bottles, and to strive for sustainability-related goals.

WHAT HAS CAUSED RESERVATIONS ABOUT THE BILL'S EXPANSION?



State policymakers have considered potential negative economic effects of the expansion of the Bottle Bill on municipalities. For example, glass generates less revenue than plastic in curbside recycling programs due to its low market value, and it can often contaminate other recyclable materials because it breaks easily. Expanding the bill to include more glass bottle types could aid curbside recycling programs, while expansion of the bill to include other plastics could reduce revenue for curbside recycling.



State policymakers expressed the need to consider potential fraud within the bottle deposit system, as well. For example, residents of New Jersey or other non-Bottle Bill states could bring bottles to New York to redeem them. However, bottle producers would then pay for the redemption of bottles that a consumer did not pay a deposit for upon purchase.

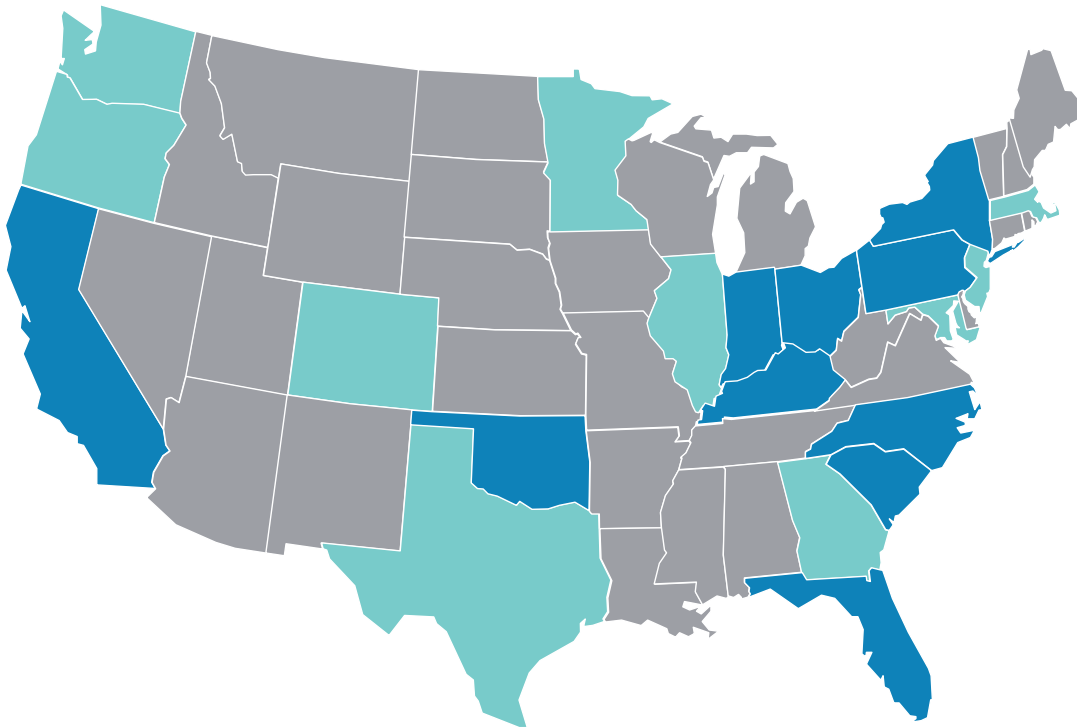


 **BALLAST**
RESEARCH

BALLAST RESEARCH'S STATES INSIGHTS REVIEW

Ballast Research provides direct feedback from senior policymakers to government relations professionals, helping advocates make better use of policymakers' time and provide the resources most useful to those in government.

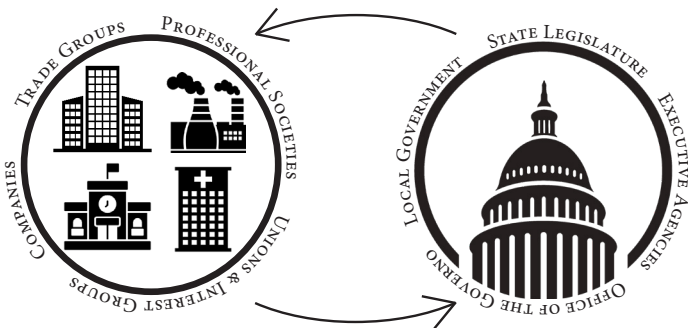
OUR PRESENCE



- CURRENTLY STUDYING:**
- | | |
|------------|----------------|
| Ohio | New York |
| Florida | Oklahoma |
| Indiana | Pennsylvania |
| Kentucky | South Carolina |
| California | North Carolina |

- CURRENTLY SCOPING:**
- | | |
|----------|---------------|
| Texas | Maryland |
| Illinois | Minnesota |
| Oregon | New Jersey |
| Georgia | Washington |
| Colorado | Massachusetts |

ABOUT BALLAST RESEARCH



Our clients are Fortune 500 companies, trade associations, and nonprofits looking to forge more productive partnerships with those in government. Each of our clients understands the value of policymakers' time and works with us to optimize every interaction. The result is more productive, mutually beneficial, and efficient engagement.

PARTICIPATE IN OUR RESEARCH

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OUR PROMISE: ALL PARTICIPATION IN OUR RESEARCH IS CONFIDENTIAL AND NOT FOR ATTRIBUTION.

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