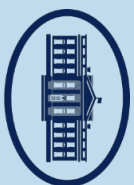




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# Building Back Better for Working Families

*More Jobs. Tax Cuts. Lower Costs.*



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# Message Framing

*More Jobs. Tax Cuts. Lower Costs.*

# Build Back Better



- One year ago, President Biden promised that as we come out of the pandemic, we were going to **Build Back Better**.
- To do that, he looked at the biggest challenges facing working families.
- He put forward a plan to lower costs of things families depend on and make middle class life more affordable.



# BBB's Bottom Line

1. More Jobs
2. Tax Cuts
3. Lower Costs for Working Families



# How do we pay for it?



All of Build Back Better will be paid for by making the tax code more fair and making the wealthiest and large corporations pay their fair share.

A check stub with the following details:

- PAY TO THE ORDER OF: *Working Families*
- MEMO: *Fair Share*
- Date: *July 20 21*
- Amount: \$ [ ] DOLLARS
- Routing Number: ⑆1234567890⑆
- Account Number: ⑆7890⑆5673⑆

No one earning under \$400,000 will pay a penny more in taxes.





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# BBB Building Blocks

*What Build Back Better Means for People, Pockets, and the Planet*

# Build Back Better's Strong Foundation

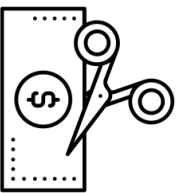


- After being launched one year ago, **Build Back Better** has formed a strong foundation of support for the President's agenda
- After the President started campaigning on BBB, [Washington Post](#) polling showed Trump's lead on the economy faded
- Today, ALG polling from June shows that “**helping ease the burden of high costs on working families**” emerges as the top reason Americans support BBB (and it out-performed six other one-liners)
- This is why it's important to focus on how Build Back Better **lowers costs for working families** rather than how it gets people back to work or helps the economy
- And, these proposal have **broad, bipartisan support** from the American public

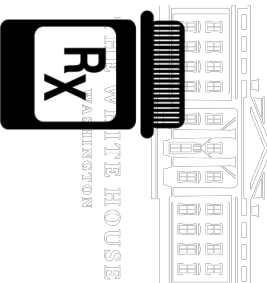


MESSAGE FRAMING

# How BBB Helps America's Working Families



*Lower Taxes*



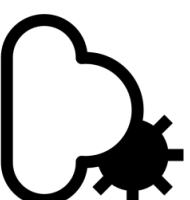
*Lower Prescription Drug Costs*



*Lower Child Care Costs*



*Lower Health Care Costs*



*Lower Threats of Climate Change*



BUILDING BLOCKS



# Lower Taxes



- **Working Family Challenge:** 1/3 of adults with children struggle to pay expenses like food, rent, health care, and transportation



- **Build Back Better Solution:** Extend the Child Tax Credit, lowering taxes for middle class families by providing 39 million households and nearly 90% of children in the U.S. a major tax cut – and cutting the child poverty rate in half

- **Support from the American Public:**
  - Public polling has demonstrated consistent support for the Child Tax Credit from a majority of Americans
  - A majority of Americans (55%) support extending the Child Tax Credit – but support grows to 60% when it's framed as a tax cut [Navigator Research Poll, 5/12/21]
  - When tax cuts message is broadened, support swells: 90% support extending middle class tax cuts that benefit lower and middle-income workers and families [[Navigator/GSSG, 5/6/21/-5/10/21](#)]



# Lower Prescription Drug Costs



- **Working Family Challenge:** Americans pay **2-3 times more** for their prescription drugs than people in other wealthy countries, and nearly 1 in 4 Americans struggle to afford prescription drugs



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- **Build Back Better Solution:** Lower prescription drug costs for Americans by letting Medicare negotiate drug prices, so consumers are no longer at the whim of pharmaceutical companies

- **Support from the American Public:**

- Letting Medicare negotiate drug prices is overwhelmingly popular – and bipartisan
- 88% of Americans – including 77% of Republicans – support allowing Medicare to negotiate prescription drug prices to bring down costs [KFF, May 2021]
- Another survey found that 81% of Americans across party lines support letting Medicare negotiate prescription drug prices to make them more affordable [West Health/Gallup, June 2021]



# Lower Child Care Costs



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- **Working Family Challenge:** Only 44% of 4-year-olds and 17% of 3-year-olds are served by public preschool programs, and lack of preschool disproportionately hurts low-income families and families of color
- **Build Back Better Solution:** Lower child care costs and make universal preschool a reality, providing parents access to high-quality programs in the setting of their choice
- **Support from the American Public:**
  - There is widespread support across party lines for universal preschool, with 61% of Americans backing universal preschool – including 90% of Democrats, 56% of Independents, and 32% of Republicans [Daily Kos/Civiqs Poll, [5/8/21-5/11/21](#)]
  - The polling is consistent with another survey showing 63% of Americans back it also across party lines, including 83% of Democrats, 58% of Independents, and 42% of Republicans [Politico/Morning Consult Poll, [4/30/21-5/3/21](#)]



BUILDING BLOCKS

# Lower Health Care Costs



- **Working Family Challenge:** Nearly 30 million Americans were uninsured when President Biden took office, coverage under the ACA (even with the ACA's subsidies) was too expensive for many families, and millions of people were locked out of coverage completely because their state refused to expand Medicaid
- **Build Back Better Solution:** Lower health care costs and premiums for those buying coverage through the ACA by extending the American Rescue Plan's cost savings; adding dental, vision, and hearing coverage to Medicare; and closing the Medicaid gap for low-income Americans
- **Support from the American Public:**
  - 62% of Americans support investments for expanded health insurance subsidies to lower the cost of premiums, including 80% of Democrats, 64% of Independents, and 42% of Republicans [[Data For Progress](#), 4/30/21-5/2/21]
  - Another poll found that 59% of Americans supported extending ACA subsidies, including 82% of Democrats, 52% of Independents, and 34% of Republicans [[Morning Consult](#), March 2021]
  - This broad, bipartisan support has been matched in survey after survey, demonstrating overwhelming support that the American people support lowering health care costs



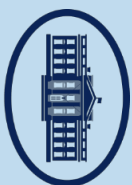
# Lower Threats of Climate Change

- **Working Family Challenge:** Climate change poses an existential threat to the health, safety, and well-being of Americans across the country – and tax cuts are central to accelerating the deployment of clean energy technology (like EVs and battery storage) that can help tackle the climate crisis 

- **Build Back Better Solution:** Lower the threats of climate change to tackle the crisis and advance environmental justice by creating good-paying, union jobs, establishing a clean energy standard, expanding and extending clean energy and EV tax credits, and enlisting a new Civilian Climate Corps

- **Support from the American Public:**
  - Tackling climate change through clean energy tax credits, a clean electricity standard, and more is supported by broad swaths of the American public – including Republicans and Independents
  - About 60% of Americans back investing in clean energy to reduce carbon emissions and combat climate change [[Yahoo News/YouGov](#), 4/6/21-4/8/21]
  - One recent survey found 64% of Americans support investing in clean energy technology like modernizing the power grid and building clean energy infrastructure – including 86% of Democrats, 63% of Independents, and 42% of Republicans [[Data For Progress](#), 4/2/21-4/5/21]





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# Our Agenda In Action

*Reaching Americans Where They Are to Sell Build Back Better*

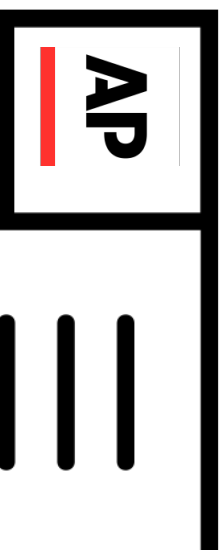
REACHING AMERICANS WHERE THEY ARE

# Cabinet Travel and Trip Amplification

- Cabinet secretaries fan out across the country to amplify the President's agenda



- The White House amplifies these trips through:
  - Supporting local media pitches
  - Embedding national TV correspondents
  - Booking interviews with coalitions media
  - Building digital products from key moments
- Travel targets include key states and media markets that build support for priorities championed by Members of Congress and local elected officials



Cabinet secretaries launch roadshow to sell the Biden plan



AGENDA IN ACTION

REACHING AMERICANS WHERE THEY ARE

## Flooding Local TV Airwaves

- Local media continues to be one of the most trusted news sources, communicating the impact of national policy on the communities they serve



- Since Jan. 20, the White House has secured 1,000+ local TV hits
- The Cabinet has completed 260 interviews, many focusing on the President's BBB agenda
- Interviews have also focused on combatting COVID (350+), strengthening the economy (85+), tackling the climate crisis (50+), and more

# 1,000+

## Local TV Hits



**One-on-One: Biden senior advisor Cedric Richmond discusses the president's agenda**



AGENDA IN ACTION



REACHING AMERICANS WHERE THEY ARE

# Engaging Key Coalitions Media

- Coalitions media is key to reaching communities of color and demonstrating how BBB advances equity



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- Booked 300+ interviews focused the broad BBB agenda, as well as interviews focused on COVID (300+) and racial justice (200+)

- Partnerships with media outlets like Telemundo, Univision, and BET to reach African American and Latino audiences

- Interviews also span outlets like rural radio, parents magazine, Native American press, and more

Coalitions Media Interviews

# 750+

**the Grio**  
**Biden's Child Tax Credit, other policies to flow needed money into Black households**

**M**  
MOTHERLY  
We talked to the U.S. Secretary of Education—here's his vision for next school year

**UNIVISION**  
Cheques de hasta 300 por hijo: el gobierno comenzará a enviar la ayuda desde el 15 de julio. Te decimos quiénes la recibirán

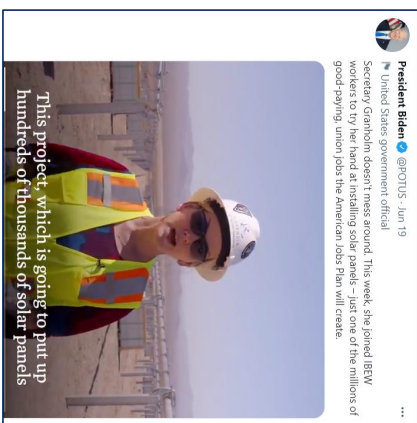


REACHING AMERICANS WHERE THEY ARE

# Driving Reach with Digital Media



- With over 50 million followers, the POTUS and White House channels provide the opportunity to communicate directly with the public
- Our BBB social strategy aims to engage directly with Americans with videos like “President Biden Answers Real People’s Questions”
- We use creative concepts to deliver key messages in social-optimized formats with series like [Electric Vehicle Ride Along](#)
- And we work to amplify travels across the country and demonstrate the kinds of jobs our plans will create with videos like [On the Job with Secretary Granholm](#)



[On the Job with Secretary Granholm](#)



[Electric Vehicle Ride Along](#)



AGENDA IN ACTION

# Amplifying with Trusted Voices



- Working directly with organizations and leaders who are trusted voices across key issues area and can drive Build Back Better messaging, social media, organizing, events, and more
- For example:

Trusted Voices	Sample Key Message
CTC Coalition, Economic Security Project, Moms Rising, Community Change	President Biden will lower costs for working families and make life more affordable.
Care Can't Wait Coalition, NDWA, Paid Leave Coalition	Build Back Better will lower child care costs and create paid family leave.
Protect Our Care, CAP	Build Back Better will lower health care costs and lower drug prescription prices.
Climate Power, Climate Action, LCV, CAP	Tackling the climate crisis creates good-paying, union jobs and advances environmental justice.
MoenvOn, SEIU, Community Change, Building Trades and Labor Unions	The Bipartisan Infrastructure Framework creates good-paying, union jobs that can rebuild America's infrastructure and economy.



# Admin. Regan Highlights Bipartisan Deal in WI & MI

## Local Press

### **milwaukee journal sentinel**

**EPA chief visits Milwaukee, leaders say federal funding provides opportunity to replace lead lines**

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Head of EPA visits Detroit wastewater plant, talks infrastructure solutions



## National Press

**CNN** Lead pipe replacement could be a big environmental win in bipartisan infrastructure deal

**npr** Senate Budget Has Funds To Ensure Infrastructure Works as The Climate Changes

## Digital Assets



Michael Regan, U.S. EPA  
@EPAMichaelRegan

Electric vehicles are here, and we're ready for more!  
#CleanEnergy #ElectricVehicles

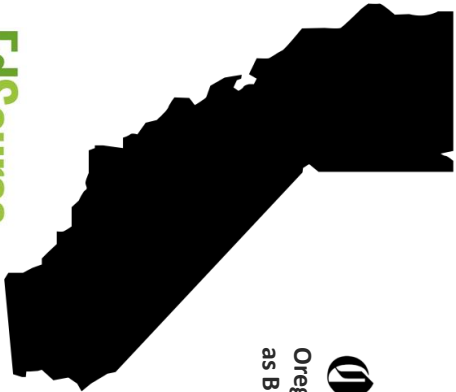


11.7K views

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# Sec. Cardona's Travel Tour

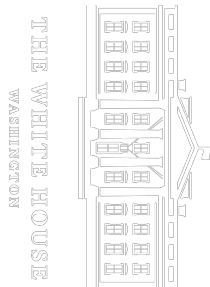


**EdSource**

In LA, secretary of education says students need help with social and emotional health



Oregon community college representatives share experiences as Biden proposes to expand college access nationwide



**Arizona Daily Star**  
tucson.com

Secretary of Ed visits with Tohono O'odham education leaders and students



US Secretary of Education visits North Carolina on the path to 'Build Back Better'



First Lady, Sec. Cardona visit Illinois, tout new program at Sauk Valley Community College



CASE STUDY #3

# Sec. Granholm Teams Up with Members

## THE DENVER POST

*U.S. Energy Secretary Granholm, Sen. Hickenlooper visit solar garden in Aurora to promote investment in infrastructure, including renewable energy projects*



## HOUSTON CHRONICLE

**U.S. Energy Sec. Granholm touts clean energy jobs in Houston with Rep. Fletcher**



**Energy secretary visits N.J. to tout backup power push as state works to build more**



AGENDA IN ACTION



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WH.GOV