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NextGen Policy/California Deploys “Later is Too Late” Media and Grassroots Campaign to Support Immediate Climate Investments In California Budget

Seven-figure television, radio, digital, and grassroots email campaign encourages state leaders to ‘go big’ on climate investments in our state budget to meet California’s climate commitment.

SACRAMENTO – Today, NextGen California began “Phase 2” of the [‘Later is Too Late’](#) seven-figure media and grassroots campaign encouraging the state Legislature to combat the worsening effects of the climate crisis by prioritizing bold climate investments in California’s state budget as soon as possible. The “Phase 2” campaign is anchored by the ad [“More Than A Headline”](#) which makes clear the human costs, not just the news headlines, from California’s multiple climate-caused disasters that have ravaged the state over the last decade, including wildfires, extreme heat, and drought.

Statement from NextGen California Executive Director, Arnold Sowell Jr.:

“Our state’s budget is one of the most powerful tools we have to fight the climate crisis. California’s policymakers must rise to meet this challenge with the urgency it deserves as the window of opportunity to meet our climate goals is closing. We are encouraging our legislative leaders to pass a California Climate Budget that is centered around equity and builds on the Governor’s \$37 billion January budget proposal which funds a portfolio of policies and programs designed to protect Californians from the irreversible impacts of climate change. With a projected historic budget surplus at the state’s fingertips, if ever there was a time to make a bold move to combat the climate crisis, it is now.

This campaign for a California Climate Budget is part of our long term [Climate 100](#) effort to rally public support and encourage California leaders to fully live up to California’s climate commitments, one hundred percent,” said Sowell. “NextGen urges the Governor and legislators to make meaningful investments that will lock in durable, equitable progress on climate, and that will increase proportionately as the true size of the surplus becomes known. We have seen time and time again when ordinary Californians rally behind California leaders, we can stand up to the polluters and lead the country in taking bold action on climate.”

“Phase 1” of the multimedia campaign to support climate action launched across the state earlier this year and was geared towards rallying the support of everyday Californians for large-scale investments in climate solutions. NextGen’s “Phase 2” campaign focuses on policymakers who are grappling with big budget decisions and stresses the urgent need for

immediate climate investments. Based on recent estimates from the Legislative Analyst's Office, this year's budget may exceed \$300 billion before it is enacted, and the budget surplus may be more than \$68 billion – more than double the amount projected in January. The climate solutions proposed in Governor Newsom's 2022 state budget are an important step towards fully aligning our actions with the nation-leading climate laws our state is committed to implementing.

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The mission of NextGen Policy and NextGen California is to fight for progressive policy change to address environmental, social, racial, gender, and economic inequities in California through justice-centered legislative advocacy, grassroots partnerships, and democratic civic engagement.