

# CARE2 CASE STUDY: EPA PUBLIC COMMENTS

Care2 delivered over 722,000 public comments to the EPA



When an agency in the U.S. federal government wants to change a regulation, they are required to issue a Proposed Rule and ask for input from the public.

The length of time the agency has to collect feedback is called the *public comment period*, and is usually a 30 or 60 day timeframe.

## How does Care2 find and demonstrate public support for issues during public comment periods?

We are able to reach out to millions of Care2 members through targeted messaging and appeals inside our community. Care2 members are ready to demonstrate their support for civic issues that matter to them!

During a public comment period, federal agencies often ask the public to submit their comments through open dockets. Each docket will list their accepted delivery methods and timeframe.

Comments are frequently accepted through an open docket on Regulations.gov. This is a method of collecting feedback that makes it easy for agencies to verify thousands or millions of individual support messages.

Care2 is especially skilled at delivering a high volume of comments through Regulations.gov. We partner with EveryAction to ensure that eligible comments are successfully delivered.

## Public Comment Success: EPA Case Study

Recently, the Environmental Protection Agency (EPA) proposed a rule that would cut climate pollution from power plants. The Biden administration's proposed standards would significantly reduce pollution from coal and natural gas-fired power plants, benefiting our air quality and protecting our climate.

In response, a national climate coalition worked with Care2 to demonstrate a large amount of public support for this proposed rule change.



**The call-to-action asked advocates to tell the EPA that Americans demand stronger standards to reduce climate pollution from power plants.**

Care2 was able to quickly deliver over 722,000 public comments to the EPA's docket over the course of a 60-day comment period. An incredible response that prompted our client's digital agency partner to tell us:

***"This campaign marks the largest single comment delivery to EPA for any major rule since the start of the Biden Administration."***

The historically large number of comments submitted to the docket wasn't the climate change organization's only victory!

They also gained a significant number of new list members for their online community. These new supporters were put into a communications pipeline to be stewarded into future advocates and donors.

The EPA isn't the only federal agency that Care2 can deliver comments to dockets on important issues. Our partner nonprofit organizations, action groups, and charities rely on us to recruit qualified community support in a short period of time for so many good causes.

**To learn more about how Care2 can work with your organization – Contact us!**