



Welcome! Citizens Climate Lobby

Please Sign In!



Agenda

- ▶ National Call
- ▶ Washington National Meeting
- ▶ Tabling for Earth Day
- ▶ Reports
 - ▶ Community Outreach
 - ▶ Liaison
- ▶ Other business
- ▶ 2018 Planning Roundtable



CCL Culture

Levers of Political Will

- ▶ Lobbying
- ▶ Media
- ▶ Grassroots Outreach
- ▶ Grasstops Outreach
- ▶ Chapter Development



Rural Engagement

- ▶ Objective: Engage potential activists in ranching and farming communities in Southeastern AZ (Benson, Wilcox, Sierra Vista, Douglas). This group would get more attention from D2 Congressional Representatives
- ▶ Lever(s) of Political Will: Lobbying, Grassroots and Grasstops Outreach
- ▶ Concerns: Distance, Culture, Lack of network, Inexperience with Engaging this community
- ▶ Project Ideas: Library displays followed by community presentation, Develop a network of locals who can work to engage local constituencies. Partner with other organizations (Audubon, Nature Conservancy)

Under-Represented Community Engagement

- ▶ Objective: Underserved communities (Native American, Hispanic) are hard hit by environmental damage. They are constituencies that could benefit from greater participation in elections and would benefit from carbon dividend. They are natural supporters of CCL.
- ▶ Lever(s) of Political Will: Chapter Development, Grassroots and Grasstops Outreach
- ▶ Concerns: Distance, Culture, Lack of CCL network, Venues
- ▶ Project Ideas: Tabling, presentations, meetings with community leaders,

Sponsorship of Environmental Films

- ▶ Objective: Environmental films are a good way to engage large swaths of public. Loft showing recently had 270+ attendees
- ▶ Lever(s) of Political Will: Chapter Development, Grassroots Outreach
- ▶ Concerns: Cost of venue, cost of films, follow through with attendees, film content and interpretation
- ▶ Project Ideas: Summer film series, film festivals, independent films



Candidate Engagement

- ▶ Objective: Meet with candidate through November Elections to establish early relationships with potential representatives, inform them about CCL CFD proposal, help CCL members become better informed about candidate positions, and to prepare for lobbying
- ▶ Lever(s) of Political Will: Chapter Development, Lobbying, Grasstops Outreach
- ▶ Concerns: Scheduling, number of candidates means many meetings, confidentiality needed to retain trust, access to conservative candidates
- ▶ Project Ideas: Coffee with a Candidate

Presentations to Community

- ▶ Objective: Step up the number and type of presentations to Tucson audiences to expand understanding of CCL position and the importance of climate change
- ▶ Lever of Political Will: Chapter Development, Grassroots and Grasstops Outreach
- ▶ Concerns : Scheduling and follow-up is as important as giving the presentations, need personal networks to support bookings
- ▶ Project Ideas : Rotary club and service organizations, other environmental groups, special events (library projects)

Increased Tabling

- ▶ Objective: Increase tabling participation to improve public awareness of climate change solutions from CCL. Possible good introduction to different communities, access to student groups.
- ▶ Lever(s) of Political Will: Chapter Development, Grassroots Outreach. Good preparation for future lobbying.
- ▶ Concerns: scheduling, coordination of materials and signup sheets
- ▶ Project ideas: farmers markets, student events at UA & Pima



Media and Writing Coordination

- ▶ Objective: Develop a more coordinated effort to engage with media to improve outreach and motivate important community influencers to support CFD
- ▶ Lever of Political Will: Media
- ▶ Concerns: Need individuals willing to write regularly, coordination, making contact with editorial boards



Other Ideas?

