Mobilizing Communities: For Local Political Action

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Sierra Club, Upper Valley Group
The Team

- Joanna Sharf, Cornish Energy Committee
- Judith Colla, RF100 Team Leader.
- Allyson Samuell, RF100 Project Organizer
- Yolanda Baumgartner, Co-chair, Sustainable Hanover
- Barbara Duncan, Sierra Club
- Denis Rydjeski & Betsy Eldredge, Sierra Club
- Ariel Arwen, Lebanon Energy Committee
- Barbara & Alan Callaway, RF100 Steering Committee
- Karl Kemnitzer, Sierra Club
Ready for 100
Nationwide Sierra Club Initiative

- Sierra Club national campaign initiated in 2016
- States, cities, & towns commit to 100% renewable energy by 2050
- Stresses a positive and constructive message
- Twenty-six cities and Towns have already committed
Upper Valley Group received funding Spring, 2016
Goal is for ballot measures in all towns to support RF100 goals
Initial focus on Hanover, article at May 9 meeting
First town to decide issue by popular vote
Other Upper Valley towns (Plainfield, Cornish) also moving
Local Political Action

How does a small but engaged group move the larger community to political action?
Local Political Action
Work with Existing Groups

The RF100 Effort has Connections to Ongoing Efforts

- Initial grant grew out of a stop LNG pipeline initiative
- Works closely with Sustainable Hanover Committee
- Draws on the efforts of local energy committees
Create High Profile Events that Reach Casual Audience.

- Hanover 4th of July parade.
- Group photo on Dartmouth Green
Engage Small Groups

- Bi-weekly study groups on climate topics
- Potluck dinners
- Neighborhood meeting
- Educational Events
Local Political Action
Reaching Outside Your Circle

Diversity, Equity, and Inclusion

- Insuring change reaches all groups
- Reaching out to economically disadvantaged
Local Political Action
Utilize Free Media

- Opinion Pieces
- Letters to the Editor
- News Coverage
- Social Media
Local Political Action
Connect with “Grass Tops”

Business, Institutional, and Political Leaders

- Documenting business success stories
- Engaging early and often with Dartmouth
- Keeping committees and selectboards informed
Adapting Retail Politics to Town Meeting Culture

- The power of informal networks to GOTV
- Listening and adapting to opposition views
- Knowing the town meeting landscape.
A Successful Vote

- A positive local response in a challenging political climate
- A template for other towns and groups to use
- Provides town officials with a compass for future actions
Now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.

Winston Churchill