

Mobilizing Communities: For Local Political Action



Michael Hillinger, Chair
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

Ready for 100

Sierra Club, Upper Valley Initiative



- 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



Local Political Action

Reaching Outside Your Circle



Create High Profile Events that Reach Casual Audience.

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



Local Political Action

Reaching Outside Your Circle



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

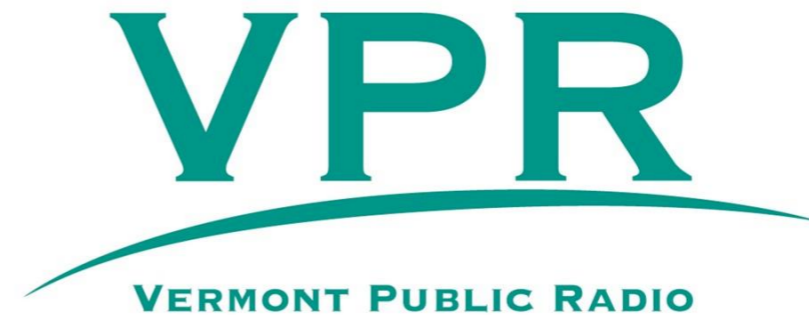


Local Political Action

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



Local Political Action

Voting



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.



Local Political Action

The Result



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

