

# **SIERRA CLUB COOL CITIES CAMPAIGN**

**Solving Global Warming One City at a Time**

## **Activist Toolkit**

April 2006



**SIERRA CLUB'S GLOBAL WARMING & ENERGY CAMPAIGN**

**[sierraclub.org/coolcities](http://sierraclub.org/coolcities)**

**(202) 547-1411**

**[global.warming@sierraclub.org](mailto:global.warming@sierraclub.org)**

## TABLE OF CONTENTS

<b>COOL CITIES CAMPAIGN BACKGROUND.....</b>	<b>4</b>
<b>THE COOL CITIES STRATEGY.....</b>	<b>5</b>
<b>HOW TO ORGANIZE YOUR CAMPAIGN: A COOL CITIES CHECKLIST....</b>	<b>6</b>
<b>OVERVIEW OF CAMPAIGN MATERIALS.....</b>	<b>7</b>
<b>ORGANIZING YOUR LOCAL COOL CITY CAMPAIGN.....</b>	<b>8</b>
<b>Step 1: GET YOUR TEAM TOGETHER.....</b>	<b>8</b>
<b>Form A Local Cool City Campaign Organizing Committee</b>	
<b>Step 2: ENGAGE THE ENTIRE COMMUNITY.....</b>	<b>8</b>
<b>Reach Out And Invite The Participation Of Community Partners</b>	
<b>Step 3: WHAT’S ALREADY BEING DONE?.....</b>	<b>9</b>
<b>Research Your City’s Energy Actions</b>	
<b>Step 4: UNDERSTAND YOUR CITY GOVERNMENT.....</b>	<b>10</b>
<b>Analyze Your Mayor And Other Key Decision Makers</b>	
<b>Step 5: COMPLETE YOUR GAME PLAN.....</b>	<b>10</b>
<b>Finalize Your Campaign Plan With Your Partners</b>	
<b>Step 6: ASK FOR WHAT YOU WANT.....</b>	<b>11</b>
<b>Make the Ask and Follow Up with a Meeting</b>	
<b>Step 7: MAKE IT PUBLIC.....</b>	<b>11</b>
<b>Organize a Cool City News Conference</b>	
<b>Step 8: HOLDING FEET TO THE FIRE.....</b>	<b>14</b>
<b>Tactics to Pressure Your Reluctant Mayor</b>	
<b>Step 9: MOVE THE MAYOR FROM TALK TO ACTION.....</b>	<b>15</b>
<b>Holding Your Mayor Accountable</b>	
<b>Step 10: MOVING YOUR CAMPAIGN FORWARD.....</b>	<b>15</b>
<b>Keeping People Energized</b>	

**APPENDIX: SUPPORTING MATERIALS AND RESOURCES**

**LOCAL SMART ENERGY SOLUTIONS: WHAT TO ADVOCATE FOR....17**

**PLANNING COOL CITY EVENTS.....19**

**RECRUITING VOLUNTEERS .....21**

**SAMPLE MEDIA MATERIALS.....22**

**Media Advisory.....22**

**News Release.....23**

**News Conference Statement.....24**

**Compliance Guidelines for Presenters at a 501c3 Event.....25**

**Sample Letters to the Editor.....26**

**Sample Op-Ed.....28**

**Sample Sierra Club newsletter article.....29**

**SAMPLE MAYORAL LETTERS.....30**

**Asking Mayor to Sign Climate Protection Agreement.....30**

**Asking Cool City Mayor to Take Action.....31**

**Sample Postcard texts.....32**

**US MAYORS CLIMATE PROTECTION AGREEMENT DOCUMENTS.....33**

**US Mayors Climate Protection Agreement Text.....33**

**Form for Your Mayor to Sign and Send to Seattle Mayor’s Office.....35**

**CITY CLIMATE ACTION PLANS.....36**

## COOL CITIES CAMPAIGN BACKGROUND

The Sierra Club's national campaign— *Cool Cities: Solving Global Warming One City at a Time* — was developed to provide Club members, volunteers and staff with concrete ways to work for positive, visionary solutions in their communities. The purpose of this “Cool Cities Activist Toolkit” is to provide the resources that citizens need to engage their mayors and get their cities to take real action to reduce energy waste and heat-trapping global warming pollution in their communities.

At a time when the federal government is failing to take action to solve global warming, Cool Cities offers an opportunity and a road map by which to work toward realizing our shared vision of a safe and clean energy future in the cities where we live.

This toolkit is designed to help people around the country make a difference in the fight to curb global warming by mobilizing their community. Initially, it may seem daunting to get your city committed to fighting global warming and taking steps to cut heat-trapping emissions, but once you get started accomplishing the ten steps in this toolkit, we hope that you will find yourself feeling confident that you and your neighbors can really make a difference. If at any time you need help in moving your local Cool Cities effort forward, please feel free to contact any of the Sierra Club Cool Cities campaign staff:

Brendan Bell  
Washington, DC  
[Brendan.bell@sierraclub.org](mailto:Brendan.bell@sierraclub.org)  
202-547-1141

Glen Brand  
Portland, ME  
[Glen.brand@sierraclub.org](mailto:Glen.brand@sierraclub.org)  
207-761-5616

Colleen Sarna  
Chicago, IL  
[Colleen.sarna@sierraclub.org](mailto:Colleen.sarna@sierraclub.org)  
312-236-0059

Jill Miller  
St. Louis, MO  
[Jill.miller@sierraclub.org](mailto:Jill.miller@sierraclub.org)  
314-645-2032

## THE U.S. MAYORS CLIMATE PROTECTION AGREEMENT

“Solving global warming one city at a time” is more than just a slogan. Right now cities are where the action is and where real solutions are being put to work. One of the brightest lights of this exciting movement is the U.S. Mayors Climate Protection Agreement, which is the inspiration for the Sierra Club's Cool City campaign.

Initiated by Seattle Mayor Greg Nickels in February 2005, the U.S. Mayors Climate Protection Agreement has been signed by 219 mayors representing 43 million Americans in 39 states (as of March 2006). These mayors have pledged to reduce global warming carbon dioxide pollution in their cities to 7 percent below 1990 levels by 2012 (the same reductions and target date called for under the Kyoto Protocol Global Warming Treaty).

Many of these Cool City leaders are moving forward with innovative energy solutions that cut our dependence on oil, benefit public health, and save taxpayer dollars. Most of these cities, however, do not yet have a real action plan to meet their reduction targets by 2012.

That's where you come in. The Cool Cities campaign is about getting mayors around the country to sign the US Mayor's Climate Protection Agreement and then put real policies in place that will cut heat-trapping greenhouse gases.

More information on the Mayors' agreement, including an updated list of the cities whose mayors have signed, is available online at <http://www.seattle.gov/mayor/climate/>. The Sierra Club's Cool Cities Solutions Guide (available online at [sierraclub.org/coolcities](http://sierraclub.org/coolcities)) also has a map (current as of March 2006) listing these cities. See Appendix for the text of the agreement, the U.S. Conference of Mayors supporting resolution, and a form for your mayor to sign.

## **THE COOL CITIES STRATEGY**

The Cool Cities strategy is to use the U.S. Mayors Climate Protection Agreement to achieve two important goals: 1). Get cities (and eventually states and the federal government) to take action with smart energy solutions that reduce global warming emissions, and 2) Energize, support and build local volunteer activism and political influence, both inside and outside the Sierra Club.

Accordingly, each local Cool Cities campaign has two major overlapping goals, one environmental and the other organizational.

On the environmental side, your primary goal is to have your city implement meaningful smart energy solutions (cleaner vehicles, energy efficiency and renewables) which result in measurable reductions of global warming pollution.

Successful local Cool City campaigns build public demand for clean energy solutions and turn mayors and other local officials into clean energy advocates. As more cities in your state sign the Mayors' agreement, public and political support for statewide action (e.g. climate protection plan, renewable portfolio standard, clean car legislation, appliance efficiency standards, etc...) will increase. And as more states move forward, the federal government will be forced to act more responsibly to curb global warming.

The organizational goal for your local Cool City campaign is as important as conservation victories: Attract, engage and empower more local long-term volunteer activists and form stronger partnerships across your community.

By establishing and deepening a positive working relationship with your mayor and local government, and through coalition work with traditional and non-traditional partner organizations (environmental, labor, faith, business), your local Cool Cities campaign will build political power and influence for your group. In this way, you will increase your capacity to tackle larger conservation and organizational goals in the future.

## **HOW TO ORGANIZE YOUR CAMPAIGN: A COOL CITIES CHECKLIST**

The best way to organize your local Cool City campaign is to break the process into the following 10 steps. You may want to use this page as a checklist for keeping your local campaign on track. Each of these steps will be explained in the following pages, with specific advice and supporting materials to help your campaign.

- ✓ **Step 1: GET YOUR TEAM TOGETHER**  
**Form a local Cool City campaign organizing committee**
- ✓ **Step 2: ENGAGE THE ENTIRE COMMUNITY**  
**Reach out and invite the participation of community partners**
- ✓ **Step 3: WHAT'S ALREADY BEING DONE?**  
**Research your city's energy actions**
- ✓ **Step 4: UNDERSTAND YOUR CITY GOVERNMENT**  
**Analyze your mayor and other key decision makers**
- ✓ **Step 5: COMPLETE YOUR GAME PLAN**  
**Finalize your campaign plan with your partners**
- ✓ **Step 6: ASK FOR WHAT YOU WANT**  
**Make the ask and follow up with a meeting**
- ✓ **Step 7: MAKE IT PUBLIC**  
**Organize a Cool City news conference**
- ✓ **Step 8: HOLD FEET TO THE FIRE**  
**Tactics to pressure the reluctant Mayor**
- ✓ **Step 9: MOVE YOUR MAYOR FROM TALK TO ACTION**  
**Holding your Mayor accountable**
- ✓ **Step 10: MOVING YOUR CAMPAIGN FORWARD**  
**Keeping volunteers energized**

## COOL CITIES CAMPAIGN MATERIALS

Materials to support your local Cool Cities campaign are available from the Sierra Club's Global Warming and Energy program.

The campaign's major written resources are **the 16-page Sierra Club's Guide to Local Global Warming Solutions, entitled "Cool Cities: Solving Global Warming One City at a Time"** and **the two-page Cool Cities fact sheet**. Quantities of the Guide and fact sheet are available upon request by registering on the Cool Cities website - <http://www.sierraclub.org/coolcities>.

In addition, the Sierra Club can provide you with these related Global Warming and Energy Fact Sheets:

- Global Warming: Time For Action
- 10 Things You Can Do to Curb Global Warming
- How Renewable Energy and Energy Efficiency Can Fuel Our Future
- Clean Power Comes on Strong
- The Biggest Single Step to Curbing Global Warming and Saving Oil
- Hybrid Cars: Driving Solutions
- Energy Efficiency: Cleaner, Cheaper, Faster

Quantities of these facts sheets are available upon request by contacting Pete Connolly at [Pete.Connolly@sierraclub.org](mailto:Pete.Connolly@sierraclub.org). The fact sheets are also online at <http://www.sierraclub.org/globalwarming>.

In addition, in the Appendix section of this document you will find sample Media Materials, Organizing Tips, sample Letters to Mayors, and information about the U.S. Mayors Climate Protection Agreement including the form for your mayor to sign and send in to the Seattle Mayor's office.

Be sure to visit the Cool Cities web page at [www.sierraclub.org/coolcities](http://www.sierraclub.org/coolcities) for campaign updates, downloads, cool city success stories, and other online resources.

The staff of the Club's Global Warming and Energy Campaign is available to answer questions and provide information. Contact Colleen Sarna at [colleen.sarna@sierraclub.org](mailto:colleen.sarna@sierraclub.org) or Glen Brand at [glen.brand@sierraclub.org](mailto:glen.brand@sierraclub.org). Please let us know about your campaign and how we can help.

## **HOW TO ORGANIZE YOUR LOCAL COOL CITY CAMPAIGN**

### **Step 1: GET YOUR TEAM TOGETHER** **Form a local Cool City campaign organizing committee**

The first step is to gather together fellow Sierra Club members who are concerned about global warming and energy issues as well as other interested community members to form the core committee that will do the initial campaign planning. Hosting a Cool City house party is a great way to bring together people to have fun and start the planning process.

Before the initial meeting, sign up on the Cool Cities website - [www.sierraclub.org/coolcities](http://www.sierraclub.org/coolcities) - to order the basic Cool Cities materials (Solutions Guide, Fact Sheet, and this Toolkit). Also review the Sierra Club's Grassroots Campaign Planning Matrix, the basis for all our conservation planning, online at <http://clubhouse.sierraclub.org/leaders/activism/planning.asp>.

Thinking through and writing down your local campaign plan will encourage time-and-resource- efficient planning of specific goals, tactics, message, public and media outreach and other campaign considerations.

The agenda for the first meeting should include brainstorming which community partners you will invite to the next gathering (Step 2), who will be responsible for researching your city's current energy policies and actions (Step 3), and how best to persuade your mayor (Step 4).

### **Step 2: ENGAGE THE ENTIRE COMMUNITY** **Reach out and invite the participation of community partners**

Because a local campaign representing a diverse coalition of interests will usually be more effective than one coming from the Sierra Club or environmental community alone, it's important to reach out to partners from many different communities (faith, business, environmental, labor, green builders, architects, colleges, students, etc...) to help plan and participate in the campaign.

Many faith communities have programs to educate their members about global warming and environmental stewardship. One good way to find local church leaders and members who are concerned about global warming is to search the website of the Interfaith Power and Light Program (<http://www.theregenerationproject.org/index.html>). Also see if one of the signatories to the new Christians and Climate statement lives in your city or state (<http://www.christiansandclimate.org/signatories>).

Other important partners would be the local U.S. Green Building Council chapter (see <http://usgbc.org>), trade union representatives, local business owners, and university officials.

Contact local community groups who you think may be interested in your effort and ask them if you can come present the Cool Cities campaign at their next meeting. A presentation can be as simple as getting up and speaking for five minutes about your campaign or as complicated as a long PowerPoint presentation. If you need help creating a presentation, please contact the Cool Cities campaign staff.

Many Sierra Club chapters, groups, and field staff could get the mayor to sign-on and create an emissions reduction program just by making a single contact. While that would accomplish part of our goal, it would squander a huge opportunity to build power and influence in the community, and to set up a coalition that can make greater change in future. While we want to be the engine of change in the community, we'll have much more power ultimately if different local players are full partners in the campaign.

It is very important that each of your partner groups has a real role in planning and decision-making for the coalition. While Cool Cities provides a framework for the campaign, there are many strategic decisions to be made along the way like how where and when to do media events, or how to frame the benefits of signing on to your mayor. Effective, enduring partnerships are created not just by getting other groups in the room or on a letter. Shared decision-making builds shared investment. Shared credit and publicity build trust. Be sensitive to what your partners need to get out of the process and generous with the spotlight. Your partnerships will need to be strong and durable to make your city “Cool” for the long haul.

For more practical outreach advice, see “Recruiting Volunteers” in the Appendix.

### **Step 3: WHAT’S ALREADY BEING DONE? Research your city’s energy actions**

Before approaching your mayor for the first time, it’s important to recognize what the city is currently doing. You will want to celebrate these actions, no matter how slight, since they are the foundation upon which your city can build, and they will help you determine what kinds of solutions make sense to ask for.

Also find out if your city is participating in the “Cities for Climate Protection” (CCP) program run by the International Council for Local Environmental Initiatives (ICLEI). Ask your city or check ICLEI’s website (<http://iclei.org/index.php?id=1121>). If the city is involved in ICLEI’s CCP program, then it may already have an emissions inventory completed and hopefully part of a climate protection plan in place.

## **Step 4: UNDERSTAND YOUR CITY GOVERNMENT**

### **Analyze your mayor and other key decision makers**

To begin with, answer the key questions: Whom does the mayor listen to, and who is a credible messenger in the eyes of the mayor?

It is important to bring in other constituent groups such as local businesses, faith groups, schools, and others to demonstrate to the mayor that there is broad support for Cool Cities action and solutions.

It is also a good idea to find out who and what political and social constituencies your mayor responds to, and what kinds of arguments the mayor favors. For example, if your mayor used to be a volunteer fire fighter, you can start thinking about building relationships with the local firefighters and police to enlist them to contact the mayor about the benefits of improving the energy efficiency of the police department, or of other public buildings that first responders use regularly.

If your mayor is particularly sensitive to economic and tax relief arguments (most are), then you should highlight the taxpayer savings benefits of reduced energy costs. Try to find a local business leader or a large employer who understands first hand the bottom line of energy efficiency, and ask her to make the economic argument, either by letter or in a face-to-face meeting, to the mayor.

## **Step 5: COMPLETE YOUR GAME PLAN**

### **Finalize your campaign plan with your partners**

The central task at the meeting with your community partners is to finalize the campaign plan and prepare to ask your mayor to sign the agreement. At the house party, distribute copies of the Solutions Guide and give an overview of the two main Cool Cities campaign objectives:

- 1) Get your mayor to sign on to the U.S. Mayors' Climate Protection Agreement**
- 2) Implement a citywide plan to put smart energy solutions - Green Vehicle Fleets, Energy Efficiency and Renewable Energy – in place to curb global warming.**

You may also want to review “Four Steps To Become A Cool City” on page four of the Solutions Guide. At the end of this meeting, you should finalize the text of the letter to the mayor and determine who will send it. See Step 6 below and a model letter in the Appendix. The agenda should also include a discussion of which specific solutions your campaign will be advocating for. See “Local Smart Energy Solutions—What to Advocate For” in this document for guidance. If you need assistance on your local

campaign plan and/or have questions about city energy solutions, please contact Global Warming organizer Colleen Sarna at [colleen.sarna@sierraclub.org](mailto:colleen.sarna@sierraclub.org).

## **Step 6: ASK FOR WHAT YOU WANT**

### **Make the ask and follow up with a meeting**

When you are ready, send a formal letter requesting the Mayor to sign the Mayors' Agreement and then follow up with a meeting with either the mayor or a staffer (see Appendix for a sample letter). To give the mayor a clearer idea of the campaign's content and tone, enclose or present a copy of the Cool Cities Solutions Guide. If you can arrange it, make the initial ask, in writing and/or in person, with some Cool City partners from outside the environmental community.

In your initial request, you should recognize what the city is doing to save energy, no matter how small, and let the mayor know that representatives of your group would like to participate in the formulation of the city's climate action plan, which will contain specific action items. If the city has an existing committee for this purpose, ask the mayor if you could be appointed to it. If the city is just starting on a climate action plan, then recommend that the mayor form a Cool City Citizens Advisory Committee with representatives from a broad spectrum of the community. For links to sample city climate action plans, see Appendix.

#### *A WORD OF CAUTION ABOUT CLIMATE ACTION PLANS:*

As Sierra Club activists, we are interested in solutions on the ground, rather than committees and plans, and the city should be strongly encouraged to take actions now while the plan is being discussed and finalized. This campaign is about action and solutions, not meetings!!

If your mayor is reluctant to sign on, then you will need to step up the community pressure. For "Tactics to Pressure Your Reluctant Mayor" go to Step 9 below.

## **Step 7: MAKE IT PUBLIC**

### **Organize a Cool City news conference**

If at this point the mayor agrees to sign on, then request the mayor's participation in a news conference to announce the signing and to thank the mayor publicly.

Your successful news conference with the mayor will increase our chances for victory by

- 1) Creating an initial expectation that the mayor is committed to action
- 2) Elevating the issue for the local media
- 3) Strengthening relationships with the mayor's office
- 4) Providing a meaningful and fun activity for volunteers

Tell the mayor that at the news conference you would like to present a “Cool City” certificate (available upon request from Colleen Sarna at [Colleen.Sarna@sierraclub.org](mailto:Colleen.Sarna@sierraclub.org)), that you will praise the city’s current energy solutions and plans, and that you will call for a city climate protection action plan and the implementation of appropriate specific energy solutions. For step-by-step advice on planning the news conference, including sample news release and news conference statement, and the follow up house party, see Appendix.

It’s a smart tactical investment to follow up the news conference (and any news stories the conference generates) with several letters-to-the-editor and a guest column (op-ed) about the mayor signing on. These efforts are very important in order to set up accountability down the road. Examples of Cool City letters-to-the-editor and an op-ed can be found in the Appendix.

Now that your mayor has signed the agreement and you’ve spread the news to the public via the news conference and media outreach, it’s time to bring more local citizens together to take the next steps to advocate for specific solutions and to put pressure on the mayor to carry out his or her commitment.

We recommend that soon after the news conference you hold a meeting to celebrate your campaign’s progress and plan where to go from here. In many cities, volunteers found that it was a good idea to have the meeting on the evening of the day of the news conference. Be sure to schedule some time to have folks write letters to the editor thanking the mayor and giving the message of the campaign.

## **PRACTICAL TIPS FOR PLANNING YOUR COOL CITY NEWS CONFERENCE**

Contact your mayor’s office and ask about his or her availability to participate in your news conference, keeping in mind that Tuesday, Wednesday, or Thursday mornings (10 or 11 am) are generally the best times for media coverage. The best location for your news conference is outside in front of city hall, or in a location that illustrates a local smart energy solution such as an energy efficient building, wind turbine, solar panels, etc....

Tell the mayor that at the news conference you want to:

- Publicly thank the mayor for her or his leadership in signing on to the U.S. Mayors Climate Protection Agreement. If you wish, you may want to tell the Mayor that the Sierra Club will present the Mayor with a framed “Cool Cities Certificate” (contact Colleen Sarna at [colleen.sarna@sierraclub.org](mailto:colleen.sarna@sierraclub.org) to request a customizable model).
- Praise what the city is already doing (and planning to do if it’s real) to save energy and reduce CO2 pollution.
- Call for more local solutions that save energy and taxpayer dollars, and reduce pollution.

- Provide a forum for the mayor to tell the media and residents about these solutions.

Ask the mayor to submit a sentence or two for inclusion in your news release. (For examples, see the list of mayors' quotes at <http://www.seattle.gov/mayor/climate/quotes.htm#quotes>).

To prepare for the news conference, research what the city is doing now in terms of global warming local solutions (greenfleets, energy efficiency, renewable energy), and again be sure to praise one or two of these specific positive steps at the news conference. See "Sample News Conference Remarks" in the Appendix to help prepare your statement to the press.

Once the mayor agrees to participate in your news conference and the date is settled, begin spreading the word of the event to fellow activists. For attractive TV visuals and a symbol of winning energy solutions, invite hybrid car owners to bring their vehicles to the event, lining them up if possible in front of city hall.

A few days before the news conference, prepare your local news release and media advisory (see templates for both below). Fax the media advisory to local TV, print and radio reporters and editors at least twice, once a few days before the event and the day beforehand. Make sure to follow up the faxes with phone calls.

Bring to the event the Sierra Club banner or placard, if possible a podium to hang it on; 10 copies of the news release; and enough copies of the Cool Cities Solutions Guide and fact sheets for distribution to media and public officials in attendance. For more advice on organizing an effective news conference and public and media events, see "Planning Cool City Events" in the Appendix.

**\*\*\*\*\*IMPORTANT NOTE CONCERNING COMPLIANCE\*\*\*\*\***

The funds used to pay for the Cool Cities campaign are education-only, non-political, non-legislative monies (known as "501c3" in IRS lingo). The sample media materials included in this manual have been approved by Sierra Club compliance officers, but it is still mandatory that all publicly released materials (your media advisory, news release and news conference remarks primarily) be approved by the Club's Compliance department. Please email all media materials to [compliance.review@sierraclub.org](mailto:compliance.review@sierraclub.org) at least 72 hours before they are sent to the media.

**Please remember to email photos, media clips, and a short report of your news conference to [Glen.Brand@sierraclub.org](mailto:Glen.Brand@sierraclub.org) for posting to the Cool Cities website ([sierraclub.org/coolcities](http://sierraclub.org/coolcities)). We plan on sharing your local success stories to inspire other Cool Cities activists and mayors, as well as to help dramatize the campaign to the media.**

## **Step 8: HOLDING FEET TO THE FIRE**

### **Tactics to pressure the reluctant mayor**

If your mayor is reluctant to sign on, there are several tactics you may want to consider. These include:

- Send and/or present an organizational sign-on letter representing a broad coalition of the community to the mayor.
- Collect signatures from the public on post cards or petitions, and then present a large number of them to the mayor in person (and perhaps in front of the media).
- Meet with local church, business groups, school board, etc... and ask them to support a call for the mayor to sign the agreement.
- Organize a public event (such as a hybrid car ride or drive in a park) and ask people who attend to contact the mayor.
- Conduct a letter-to-the-editor campaign to the local paper and submit an Op-Ed.
- Ask a supportive local political leader such as a council member to talk to the mayor and perhaps to introduce a resolution for the city to sign-on.
- Ask another mayor in your state who has signed the agreement to contact your mayor.
- If your mayor follows the lead of the city manager or purchasing manager on these issues, seek their support ahead of time.

See “Planning Cool City Events” in the Appendix for more practical organizing tips.

## **Step 9: MOVING YOUR MAYOR FROM TALK TO ACTION**

### **Holding your mayor accountable**

If your mayor has signed the Mayors' agreement but isn't taking any action or is delaying action, your campaign will need to take action to hold the mayor accountable to his or her pledge. Now's the time to cash in on your earlier investment of making a big public splash at the news conference congratulating the mayor for signing the Mayors' agreement. At the news conference and in the media, the mayor will have gone on record enjoying the praise from the Sierra Club and others for signing on, and will have expressed resolve to take action. The more the general public knows about the mayor signing on, the better.

This situation allows you to fold a particularly strong message in your tactics, most of which can be adopted from the above list. Incorporating accountability language ("walk the talk," "keeping his word", etc...) in all of your public and media messaging will help get your reluctant-to-act mayor to respond.

Another tactic is to focus your advocacy on a specific energy solution to help jump start action. You may want to harvest lower hanging fruit such as replacing energy-wasting light bulbs with compact florescent bulbs (CFLs) in city buildings, or a regulation requiring the city to purchase Energy Star or energy efficient electronics and appliances. Or you may want to work for more visible, higher profile solutions (hybrid taxis or building a town wind turbine) to attract attention to the Mayor's pledge.

In some cases, you may want to ask the mayor to support a smart energy solution (for instance, energy efficiency building standards) and also oppose a bad energy project (such as a new dirty coal-fired power plant), making the argument that the bad energy project will make it much more difficult, if not impossible, for the city to meet its global warming reduction target and goals that the Mayor agreed to.

## **Step 10: MOVING YOUR CAMPAIGN FORWARD**

### **Keeping volunteers energized**

The keys to keeping the momentum of your local Cool City campaign moving forward are to stay involved in your city's energy solution decision-making process, and to communicate regularly with fellow volunteers and partners.

If you were able to arrange for a representative from your campaign to participate in your city's "Cool City Citizens Advisory" committee, make sure that you distribute progress reports and meeting notes widely. Reports of specific successes are particularly important to keeping people motivated, as is celebrating these accomplishments.

Other good ways to keep people involved include:

- Arranging periodic presentations on local energy solutions and other energy-related issues from local government officials, business owners, and energy experts
- Giving your own Cool City presentations to community groups
- Showing and discussing short energy solution films such as “Kilowatt Ours” (available at [www.kilowattOurs.org](http://www.kilowattOurs.org))
- Holding a book discussion group
- Sending out pertinent energy solution stories via an email listserv (people are motivated by successes most of all)
- Mailing a Cool City newsletter
- Tabling and participating in energy-related events
- Creating your own events such as a hybrid ride and drive
- Organizing group tours and site visits to noteworthy local energy efficient buildings and renewable energy projects
- Asking your local community newspaper for a regular column about energy issues
- Meeting with your paper’s editor or editorial board to discuss the city’s progress and/or implementation of a solution

Your campaign should also try to enlist your mayor to become an advocate to other mayors in your state. Ask your mayor for a letter that urges other mayors to sign on the Mayors’ agreement and to adopt the money and energy-saving solutions that are proving successful in your city. Success breeds success!

## **APPENDIX: SUPPORTING MATERIALS AND RESOURCES**

### **SMART ENERGY CITY SOLUTIONS: WHAT TO ADVOCATE FOR**

Once your city has made the commitment to sign the Mayors' Agreement, and you've gotten the word out to the community, it is time to develop policies and implement solutions that will help the city meet its goals.

The Sierra Club's Cool Cities campaign is focused on advocating three categories of smart energy solutions: Green Vehicles, Energy Efficiency, and Renewable Energy. Success stories from cities that are currently putting these solutions in place are available in the Cool Cities Solutions Guide.

When discussing solutions with your mayor, city officials and the mayor, give a specific example of another city doing what you are advocating that your city do. For example, you should point out that taxpayers in Salt Lake City are saving over \$60,000 per year on energy costs by installing energy efficient light bulbs in traffic signals and interior lighting in government buildings (see p. 9 of Solutions Guide).

#### **GREEN VEHICLES**

- Replace existing city vehicle fleet with hybrids and other cleaner vehicles (see pp. 5-7, Solutions Guide)
- Provide for hybrid car incentives such as free parking, lower registration fees
- Promote public transit options

#### **ENERGY EFFICIENCY**

- Require Green Building energy efficient standards for new and rehabbed city buildings (see pp. 8-9, Solutions Guide)
- Replace all conventional light bulbs in government owned buildings with compact florescent bulbs (CFL) and all city street lights with super-efficient light emitting diodes (LED) bulbs (see pp. 8-10, Solutions Guide)
- Encourage the use of efficient combined heat and power facilities.

#### **RENEWABLE ENERGY**

- Get a percentage of the city's electricity to come from renewable energy through either citywide renewable energy standards or through the city's utility contract. (see pp. 11-13, Solutions Guide)
- Have your city purchase "green power". To find out if green power is available in your state, go to:  
[http://www.eere.energy.gov/greenpower/buying/buying\\_power.shtml](http://www.eere.energy.gov/greenpower/buying/buying_power.shtml)
- Get your city to invest in solar panels or wind turbines

#### **GOOD GOVERNMENT**

- Convene a Cool City Citizens Advisory Board to help formulate a city climate action plan

In addition, the U.S. Mayors Climate Protection Agreement lists 12 action items to help cities get started towards meeting their global warming reduction goals. While the greatest emissions reductions will come from Green Vehicles, Energy Efficiency, and Renewable Energy solutions outlined above, these twelve steps offer additional ideas to make your city even Cooler:

- Inventory global warming emissions in City operations and in the community, set reduction targets and create an action plan.
- Increase the average fuel efficiency of municipal fleet vehicles; reduce the number of vehicles; launch an employee education program including anti-idling messages;
- Adopt and enforce land-use policies that reduce sprawl, preserve open space, and create compact, walkable urban communities;
- Promote transportation options such as bicycle trails, commute trip reduction programs, incentives for car pooling and public transit;
- Increase the use of clean, alternative energy by, for example, investing in “green tags”, advocating for the development of renewable energy resources, and recovering landfill methane for energy production;
- Make energy efficiency a priority through building code improvements, retrofitting city facilities with energy efficient lighting and urging employees to conserve energy and save money;
- Purchase only Energy Star equipment and appliances for City use;
- Practice and promote sustainable building practices using the U.S. Green Building Council's LEED program or a similar system;
- Evaluate opportunities to increase pump efficiency in water and wastewater systems; recover wastewater treatment methane for energy production;
- Increase recycling rates in City operations and in the community;
- Maintain healthy urban forests; promote tree planting to increase shading and to absorb CO<sub>2</sub>;
- Help educate the public, schools, other jurisdictions, professional associations, business and industry about reducing global warming pollution.

## **MORE COOL CITY SOLUTION RESOURCES**

Several organizations have compiled useful resources for energy saving actions for cities. The following online documents will give you many ideas and case studies:

Sierra Club’s Rocky Mountain Chapter’s report, “Sustainable Cities: Best Practices in Renewable Energy & Energy Efficiency, Austin, Chicago, Fort Collins & Portland”

<http://www.rmc.sierraclub.org/energy/library/sustainablecities.pdf>

Massachusetts Climate Action Network “Early Action Items”

<http://www.massclimateaction.org/MCANdocspdf/Early%20Action%20Items.pdf>

Apollo Alliance and ICLEI’s “High Performance Cities: A Guide to Energy-Saving Policies for Urban Areas”

<http://www.apolloalliance.org/docUploads/apollo%2Dfinal%2Epdf>

“Selected Best Practices for Successful City Energy Initiatives, U.S. Mayors Conference  
[http://www.usmayors.org/uscm/news/press\\_releases/documents/bestenergy2001.pdf](http://www.usmayors.org/uscm/news/press_releases/documents/bestenergy2001.pdf)

## PLANNING COOL CITY EVENTS

Cool City events (the news conference, community events like Earth Day, rallies, picnics, etc...) are a great opportunity for generating local media to highlight visionary local solutions. In addition to the tips provided here, see the detailed, step-by-step media event planning guide at:

[http://mitchell.sierraclub.org/go/communication/howto/hold\\_media\\_event.html](http://mitchell.sierraclub.org/go/communication/howto/hold_media_event.html).

**1) Hybrid cars make good visuals.** Hybrid cars are good conversation starters to get us talking about specific solutions and local leadership to curb global warming. There are a number of ways you can provide hybrids, whether for test drives or just display: 1) Ask your local volunteers who drive hybrids. Most are more than willing to take people for drives and proudly show off their set of wheels. This is also a way for us to recognize people who are doing their best to do the right thing. 2) There may be hybrid cars in your community’s fleet. Ask the fleet manager or public works department head to be a part of the event. 3) Ask your local dealerships. If they have the car available, dealerships usually jump at the chance to show off their product to a friendly audience.

**2) Good press event locations.** Make sure your location is visually interesting for TV cameras and photographers, related to the event theme, and speaker-friendly. You want the media and community attendees to be able to hear what the speakers are saying. Avoid noisy, high traffic places.

**3) Have your volunteers ready!** Remember to have volunteers ready to fill lots of roles: media greeters, hybrid car owners, registration tablers, hybrid test drivers, and traffic coordinators, as well as setting up, taking down, etc...

**4) Make sure each media outlet is greeted by someone** so you can get their contact info (to build a lasting relationship with the reporter/photographer/camera person). Give them the Cool Cities press packet (a nice looking folder containing media advisory, news release, copy of Cool Cities Solutions Guide, and appropriate supplemental materials— fact sheets on clean cars, renewable energy, energy efficiency, specifics for your community, etc.

**4) Effective Speakers.** A typical media event lasts no longer than 30 minutes and includes between two and four speakers. A dedicated, well-spoken Sierra Club volunteer should welcome folks to the event, read a short statement at the event (see “Sample News Conference Remarks” in Appendix), and then introduce the mayor (and possibly City Council members and other civic leaders). Don’t forget to hang a Sierra Club banner or

placard by or behind the podium. End the event by thanking participants and inviting questions from the media.

**5) Follow-up with the no-show media outlets** by faxing the news release as soon as possible and following up with phone calls. These are valuable opportunities to pitch your story once more, share the press release, and maybe even get more radio interviews after the event ends.

**6) Follow up with speakers and volunteers after the event.** To keep volunteers and event participants energized and engaged, thank them for participating and send them copies of any news clips. Ask what they thought about the event and encourage them to get involved with your next event.

**\*\*\*\*IMPORTANT NOTE CONCERNING COMPLIANCE\*\*\*\***

The funds used to pay for the Cool Cities campaign are education-only, non-political, non-legislative monies (known as “501c3” in IRS lingo). The sample media materials included in this manual have been approved by Sierra Club compliance officers, but it is still mandatory that all publicly released materials (your media advisory, news release and news conference remarks primarily) be approved by compliance. Please email all media materials to [compliance.review@sierraclub.org](mailto:compliance.review@sierraclub.org) at least 72 hours before they are sent to the media.

## **RECRUITING VOLUNTEERS**

You want people to hear about your event in at least three different ways. Set goals that are realistic, but that make you stretch just a little to go the extra mile.

- 1) Identify and mail invitations to neighborhood Sierra Club members. Work with your local Sierra Club group to obtain membership data. Follow up with phone calls to find volunteers to help recruit and run the event.
- 2) Organizational/Campaign Materials: Make a publicity flyer available at all local Sierra Club activities and meetings.
- 3) Newsletters: Placing announcements in neighborhood and Sierra Club newsletters requires the most lead time (3-4 weeks lead time in many cases).
- 4) Posters: Postering at friendly businesses, coffee shops, and restaurants is an easy volunteer activity. Set a goal for postering, and coordinate times for volunteers to go out and hit the streets.
- 5) Follow-Up Phone Banks. On flyers and announcements, be sure to ask interested people to RSVP. This encourages a stronger commitment, and it gives you a chance to capture information for further contact. Also call your regular membership lists and folks who filled out volunteer cards/sign-up sheets from other events.
- 6) E-Lists. You don't want to rely only on e-mail communications, but email is a great way to reinforce what people are hearing about, and a good way to provide directions and to exchange contact info.

# **SAMPLE MEDIA MATERIALS**

## **MEDIA ADVISORY**

FOR IMMEDIATE RELEASE: DATE  
CONTACT: NAME, PHONE NUMBER

\*\*\* DATE, TIME \*\*\*

### **SIERRA CLUB TO NAME [YOUR CITY] ONE OF NATION'S COOLEST CITIES Highlights Mayor [NAME]'s Commitment to Local Global Warming Solutions**

NAME OF CITY-- In honor of Mayor [NAME OF MAYOR]'s leadership in curbing global warming, the Sierra Club will present an award to Mayor [NAME] today for making [NAME OF CITY] one of the nation's Cool Cities.

Recently, Mayor [NAME] signed the U.S. Mayors Climate Protection agreement, joining over 220 other mayors nationwide who are taking action to re-energize their communities with proven innovative local energy solutions such as cleaner car fleets, energy efficiency and renewable energy. The news conference at [CITY/TOWN HALL] will feature remarks by Mayor [NAME] and local volunteer Sierra Club leader [NAME].

When: TIME, DATE OF NEWS CONFERENCE

Where: City Hall (corner of X and Y Streets)

Who: Mayor XXXXX  
Sierra Club Volunteer/Staff Leader name  
Representative from Partner Organization

Visuals: Visuals will include several hybrid vehicles lined up in front of City Hall and local activists holding signs.

Other: Information about the Sierra Club's Cool Cities campaign will be available, including the Sierra Club's new 16 page guide, "Cool Cities: Solving Global Warming One City at a Time," a resource for citizens and local officials who are ready to take action to reduce energy waste and heat-trapping global warming pollution.

###

## NEWS RELEASE

FOR IMMEDIATE RELEASE: [Date, Year]

CONTACT: [Your Name and Phone Number]

### SIERRA CLUB NAMES [YOUR CITY] ONE OF NATION'S COOLEST CITIES Mayor [NAME] Pledges to Implement Local Global Warming City Solutions

YOUR CITY-- At a news conference in front of city hall today, the Sierra Club celebrated Mayor [NAME]'s commitment to reduce the city's global warming pollution by putting into place local energy solutions which save taxpayer dollars and reduce energy use.

The Sierra Club praised Mayor [NAME OF MAYOR] for signing on to the U.S. Mayors Climate Protection agreement, joining more than 220 other mayors nationwide who are taking real action to re-energize their communities with proven innovative local energy solutions such as cleaner car fleets, energy efficiency and renewable energy.

LOCAL MAYOR QUOTE IF AVAILABLE GOES HERE.

So far, over 220 mayors representing 43 million Americans in 39 states have signed the U.S. Mayors Climate Protection Agreement, pledging to reduce global warming carbon dioxide pollution in their cities to 7 percent below 1990 levels by 2012. (For more information on the Mayors' agreement, see [www.ci.seattle.wa.us/mayor/climate/](http://www.ci.seattle.wa.us/mayor/climate/)).

"Mayor [NAME OF MAYOR] is to be commended for HIS/HER leadership in curbing the city's global warming pollution," said SIERRA CLUB LOCAL PERSON. "But if we are going to be a "cool" city and meet our pollution reduction goals by 2012, we will need to expand our existing package of energy and taxpayer-saving solutions to include cleaner vehicles in the city's fleet, making our buildings more energy efficient, and investing in renewable energy."

Today's news conference is part of the Sierra Club's national "Cool Cities" campaign to encourage cities to take action to solve global warming one city at a time. The Sierra Club has released a new guide, "Cool Cities: Solving Global Warming One City at a Time," a resource for citizens and local officials who are ready to take action to reduce energy waste and heat-trapping global warming pollution. The guide tells success stories from a broad range of cities, from hybrid car municipal fleets in Houston and Charlotte, to energy efficient street lights and buildings in Salt Lake City and Scottsdale, Arizona, and to renewable energy investments in Waverly, Iowa and Columbia, Missouri. The guide is available online at [sierraclub.org/coolcities](http://sierraclub.org/coolcities).

###

## **SAMPLE COOL CITY NEWS CONFERENCE STATEMENT**

Good morning. My name is XXXX, Sierra Club's TITLE.

On behalf of the over X,XXX local members and the over 750,000 Sierra Club members nationwide, I am proud to announce that the Sierra Club has named LOCAL CITY one of our country's coolest cities by moving forward with solutions to reduce heat-trapping global warming pollution.

The Sierra Club thanks MAYOR XXXX for signing on to the U.S. Mayors Climate Protection agreement, pledging to reduce the city's heat-trapping global warming pollution by 7 percent below 1990 levels by 2012.

Mayor XXXX joins over 220 other mayors nationwide, representing 43 million Americans in 39 states, who are taking action to re-energize their communities with proven innovative local energy solutions such as cleaner car fleets, energy efficiency and renewable energy.

By pledging to reduce its global warming pollution, LOCAL CITY has taken an important first step. The city already has implemented some winning global warming solutions such as ONE OR TWO LOCAL EXAMPLES. But if the city is going to meet its pollution reduction goals by 2012, we will need to expand its existing package of energy and taxpayer saving solutions.

This is why the Sierra Club has launched its "Cool Cities Campaign". The purpose of the Cool Cities campaign is to provide information and solutions to citizens and local officials so that they can act on the need to reduce energy waste and heat-trapping global pollution by taking real action in their communities.

To coincide with this campaign, the Sierra Club has also released its new guide, "Cool Cities: Solving Global Warming One City at a Time." This guide is a resource for local communities, and explains the steps toward making cities "cool." It tells success stories from a broad range of cities, from hybrid car municipal fleets in Houston and Charlotte, to energy efficient street lights and buildings in Salt Lake City and Scottsdale, Arizona, and to renewable energy investments in Waverly, Iowa and Columbia, Missouri. The guide is available online at [sierraclub.org/coolcities](http://sierraclub.org/coolcities).

By taking action with Cleaner Cars, Energy Efficiency and Renewable Energy local solutions, [NAME OF CITY] and other U.S. cool cities are proving that we can solve global warming one city at a time and move our nation toward a safer and more secure energy future."

**INTRODUCE MAYOR**

**Compliance Guidelines For Presenters At A 501c3 Event (including news conference)**

Date:

To: XXX

From: XXXX

RE: Compliance Guidelines for Presenters at a 501c3 Event

Dear Presenters:

This [insert name of event/conference/meeting] is largely funded with a 501c3 charitable grant administered by The Sierra Club Foundation and is intended to [educate the public, increase the skills and knowledge of the participants, etc.] In order for the Sierra Club to qualify for grant funding, all presenters must adhere to the following guidelines.

- Please do not include any reference to electoral activities, including statements of support for or against any candidate.
- Speakers must not issue a legislative call to action on a bill or other piece of legislation pending at the local, state or national level. You may state that there is a piece of pending legislation on a particular environmental issue so long as there is no call to action.

In order for something to be considered a “legislative call to action” it must contain all three of the following components;

- 1) description of legislation or a legislative proposal
- 2) an express view or statement regarding the legislation or proposal
- 3) call to action, i.e. encouragement to the reader to contact their elected officials about the legislation or proposal.

Please note that you must omit one or more of the above criteria in order to remain 501(c) (3) compliant.

- There can be no mention of registering to vote or encouraging any voter registration activity.

Many Thanks,  
Your Name

## **SAMPLE LETTERS TO THE EDITOR**

### **Recognizing the Mayor for Signing on**

To the Editor:

We're often bombarded with news about our environmental problems. Finally we are seeing proactive solutions. I am proud that Mayor XXX has stepped up to the plate to say that [NAME OF CITY] is going to do our part to curb global warming, and we can save taxpayer dollars in the process.

These solutions are simple: purchasing cars that go further on a gallon of gas, making our city's buildings more energy-efficient, and pursuing smart renewable energy like wind and solar.

Mayor XX is bringing new vision to the phrase "think globally, act locally," and it makes me glad to be a [SOMETHING LIKE PHILADELPHIAN].

-----

To the Editor:

As a parent, I judge the health of our community by what we are doing to protect the world for our children. That's why I'm encouraged to hear that Mayor [NAME] has recently joined 220 other mayors who have signed the U.S. Mayors Climate Protection Agreement to reduce global warming pollution.

Simple ideas, like buying hybrid cars for our government fleets, building more energy-efficient buildings, and investing in clean technologies like wind and solar power, can all make a huge difference. I hope that the Mayor will go beyond these promises to move [NAME OF CITY] towards a clean energy future for our kids.

**Calling for the Mayor to Sign on**

To the Editor:

Over 220 mayors across the country have already signed an agreement to significantly reduce heat-trapping global warming pollution. Mayor XXX has not officially signed on the U.S. Mayors Climate Protection Agreement yet, but it's clear that [NAME OF CITY] families are ready for clean energy solutions that save taxpayer dollars and protect our environment at the same time—like city fleets full of hybrid cars that go further on a gallon of gas, or energy-efficient bulbs in our traffic lights and city buildings.

We can solve global warming one city at a time. [NAME OF OTHER COOL CITIES IN YOUR STATE] have signed the Mayors' agreement. Now, it's [NAME OF CITY]'s turn. Mayor [NAME] should take action and sign the Mayors' agreement today.

-----

To the Editor:

It's exasperating that Washington politicians are failing to take action to reduce global warming, so I was encouraged to hear that over 220 mayors in 39 states have pledged to reduce heat-trapping global warming pollution in their cities.

It's time for Mayor [NAME] to sign the U.S. Mayors Climate Protection Agreement, so our city can do its part and reap the benefits of common sense energy solutions like cleaner hybrid cars in government fleets, energy efficient buildings, and getting more energy from safe renewable sources such as solar and wind power. By lowering energy costs, these solutions save taxpayer dollars and protect our environment. Mayor [NAME] should step up to the plate and sign the Mayors' agreement today.

-----

To the Editor:

As a parent, I judge the health of our community by what we are doing to protect the world for our children. That's why I'm concerned that Mayor [NAME] has refused to join with 220 other mayors who have signed the U.S. Mayors Climate Protection Agreement to reduce global warming pollution.

Simple ideas, like buying hybrid cars for our government fleets, building more energy-efficient buildings, and investing in clean technologies like wind and solar power, can all make a huge difference. I hope that the Mayor [NAME] will commit to reducing energy costs, air pollution and global warming in our city, for a cleaner energy future for our kids.

## **SAMPLE COOL CITIES OP-ED COLUMN**

Despite the sobering news about global warming and other environmental problems in the news today, I'm optimistic—in part because of what's happening here in [NAME OF CITY].

Recently, Mayor [NAME] has joined more than 220 mayors, representing 43 million Americans in 39 states, in a pledge to reduce heat-trapping global warming pollution in their cities by 7% below 1990 levels by 2012. By signing the U.S. Mayors Climate Protection Agreement, Mayor [NAME] is taking the first step towards making our city a “cool” city.

The good news is that the common-sense energy solutions that we need to put into place in our city are ready and up and running in cities across the nation. The city of Charlotte, North Carolina, for example, is converting its municipal fleet to hybrid cars. Salt Lake City is upgrading its traffic lights with more efficient bulbs, saving 500 tons of heat trapping CO<sub>2</sub> gas, and over \$50,000 a year on the city's energy bill. In Twin Falls, Idaho local officials are making the city's 11 schools more energy efficient and saving taxpayers \$3.5 million in energy costs.

Cool cities are also on the cutting edge when it comes to investing in renewable energy. The local utility in Waverly, Iowa is paying farmers to install wind turbines on their land. Fort Collins, Colorado has committed to meeting 15% of its energy needs with renewables by 2017, mainly with wind power, resulting in nearly \$7 million in total cost-savings over 20 years.

In our state, [EXAMPLE OF ENERGY SOLUTIONS]. And in our city, we have a good start with [EXAMPLES OF LOCAL SOLUTIONS].

To meet the goals and derive the full benefits of the Mayors' agreement, our city needs to do more. We can and should “green” the city's vehicle fleets with hybrid and other cleaner engines, modernize city building with money-saving energy-efficiency technology, and invest in clean and safe renewable energy.

As more cities take action, literally re-energizing our nation, we can do our part in [NAME OF CITY] to solve global warming one city at a time.

For more information, see the Sierra Club's web site at [www.sierraclub.org/coolcities](http://www.sierraclub.org/coolcities).

## **SAMPLE SIERRA CLUB COOL CITY NEWSLETTER ARTICLE**

**(350 words)**

Is Your City a “Cool City”?

Local Mayors Step Up to Curb Global Warming

Frustrated by stalling on the federal level, local leaders are moving forward with innovative energy solutions that cut our dependence on oil, benefit public health and save tax payer dollars. Illinois boasts of four cities (Chicago, Highland Park, Schaumburg, and Carol Stream) whose mayors have joined a nationwide effort to curb global warming pollution in their communities.

These elected officials are taking the lead with the “U.S. Mayors Climate Protection Agreement” initiated by Seattle Mayor Greg Nickel. Introduced on February 16, 2005 – the same day that the Kyoto Protocol international global warming treaty took effect in 141 nations worldwide—the agreement is gathering support around the country and has earned the backing of the U.S. Conference of Mayors. To date, more than 220 mayors representing 43 million Americans in 39 states have signed on, pledging to reduce global warming carbon dioxide (CO<sub>2</sub>) pollution in their cities to 7% below 1990 levels by 2012.

The Sierra Club has launched a national Cool Cities campaign to encourage mayors to sign the Mayors’ agreement and to put into place smart energy solutions in their cities. Curbing citywide global warming pollution means greening municipal vehicle fleets with hybrid and other cleaner engines, making building energy-efficient, and investing safe renewable energy such as solar and wind power. The city of Chicago, for example, has a green fleet with hybrid-electric vehicles, solar panels on the Art Institute, and the very energy efficient Chicago Center for Green Technology. Highland Park has purchased over 20 hybrid cars for the community fleet. Schaumburg is working to create more green space and invest in greater regional public transportation.

We need more Illinois mayors to become leaders to curb global warming. To start your own Cool Cities campaign in your city, first go to the Sierra Club’s Cool Cities website at [www.sierraclub.org/coolcities](http://www.sierraclub.org/coolcities) and read the “Sierra Club’s Guide to Local Global Warming Solutions” and other resources. Second, email Global Warming energy staffer Colleen Sarna at [colleen.sarna@sierraclub.org](mailto:colleen.sarna@sierraclub.org) to request the Cool Cities Activist Toolkit, which contains everything you need to organize your local campaign.

Together we can solve global warming one city at a time.

## **SAMPLE LETTERS TO MAYORS**

### **ASKING YOUR MAYOR TO SIGN THE MAYORS' AGREEMENT**

Dear Mayor XXXX,

On behalf of the x,xxx members of the Sierra Club in greater XXXX, I am writing to ask you to sign onto the U.S. Mayors Climate Protection Agreement. Since the agreement was initiated by Seattle Mayor Greg Nickels in 2005, over 220 mayors nationwide representing 43 million Americans in 39 states have pledged to reduce global warming carbon dioxide pollution in their cities to 7 percent below 1990 levels by 2012. [More information on the U.S. Mayors Climate Protection Agreement can be found online at [http://www.ci.seattle.wa.us/mayor/climate/.](http://www.ci.seattle.wa.us/mayor/climate/)]

Cities in our state that have committed to reduce global warming pollution include NAME OF CITY, NAME OF CITY, and NAME OF CITY.

As the enclosed Sierra Club's Cool Cities Solutions Guide indicates, cities of every size and in every region of the country are putting into place practical, cost-effective local energy solutions. The major kinds of solutions include:

- "Greening" municipal vehicle fleets with hybrid gas-electric engines and other cleaner vehicle technology;
- Modernizing city buildings, lighting and other operations with money-saving energy efficiency technology;
- Investing in clean and safe renewal energy such as wind and solar power.

These local strategies are already saving taxpayer dollars and improving public health by reducing energy waste and pollution.

I urge you to consider signing on to the Mayors' Agreement and to begin formulating a comprehensive energy savings plan for our city. We are eager to work with your office and support such efforts.

I have enclosed a copy of the Agreement as well as the recent unanimous endorsement by the U.S. Conference of Mayors. Thank you for your leadership on this important issue for our city's health and economy.

I look forward to hearing from you soon.

Respectfully,

## **INVITING YOUR COOL CITY MAYOR TO NEWS CONFERENCE**

Dear Mayor XXXX,

On behalf of the x,xxx members of the Sierra Club in greater XXXX, I am writing to thank you for signing onto the U.S. Mayors Climate Protection Agreement. NAME OF CITY residents can be proud that you have joined 220 other mayors nationwide, representing 43 million Americans in 39 states, in pledging to reduce global warming carbon dioxide pollution in their cities to 7 percent below 1990 levels by 2012.

That's an ambitious goal for our city and we would like to work with your office in formulating a comprehensive city energy plan which will enable our city to meet the global warming pollution reduction targets and timeline in the agreement.

As the enclosed Sierra Club's Cool Cities Solutions Guide indicates, cities of every size and in every region of the country are putting into place practical, cost-effective local energy solutions. The major kinds of solutions include:

- "Greening" municipal vehicle fleets with hybrid gas-electric engines and other cleaner vehicle technology;
- Modernizing city buildings, lighting and other operations with money-saving energy efficiency technology;
- Investing in clean and safe renewal energy such as wind and solar power.

These local strategies are already saving taxpayer dollars and improving public health by reducing energy waste and pollution, and we are eager to see these solutions put into place here as soon as possible.

To kickoff our local Cool Cities campaign, we are holding a news conference next month [SUGGEST DATE]. We would be honored if you would consider joining us and speaking at the event. We intend to praise your leadership, the energy solutions that the city has already committed to, and to call for more winning energy solutions.

Thank you for your taking action on this important issue for our city's health and economy, and we look forward to hearing from you soon.

Respectfully,

## **SAMPLE POSTCARD TEXTS**

### **To Mayor Who Has Signed On**

Dear Mayor XXXX,

Thank you very much for signing onto the U.S. Mayors Climate Protection Agreement. I am proud to live in a Cool City committed to curb global warming at the local level, and I am confident that your strong leadership will encourage other mayors in the area to take action, too.

Now, it is imperative that our city take action to fulfill your pledge to reduce heat-trapping global warming emissions by 7% below 1990 levels by 2012. I urge you to formulate a city climate protection plan, and put into place smart energy solutions such as “greening” the city’s vehicle fleet with hybrids and other cleaner cars, modernizing city buildings with money-saving energy efficiency technology, and investing in clean and safe, renewable energy. These solutions will save taxpayer dollars, improve public health, and protect our environment.

I look forward to seeing these solutions in place in OUR CITY, and I would appreciate hearing from you on the progress our city is making.

Sincerely,

-----

### **To Urge Mayor to Sign the Mayors’ Agreement**

Dear Mayor XXXX,

I urge you to sign the U.S. Mayors Climate Protection Agreement to curb global warming pollution citywide by 7% below 1990 levels by 2012. Residents of [NAME OF CITY] are counting on you to take action to reduce energy use, save taxpayer dollars, improve public health, and protect our environment.

Our city needs a city climate protection plan, and smart energy solutions such as “greening” the city’s vehicle fleet with hybrids and other cleaner cars, modernizing city buildings with money-saving energy efficiency technology, and investing in clean and safe, renewable energy.

Together, we can solve global warming one city at a time.

Sincerely,

## **U.S. MAYORS CLIMATE PROTECTION AGREEMENT DOCUMENTS**

### **ENDORISING THE U.S. MAYORS CLIMATE PROTECTION AGREEMENT**

[http://www.seattle.gov/mayor/climate/PDF/Resolution\\_FinalLanguage\\_06-13-05.pdf](http://www.seattle.gov/mayor/climate/PDF/Resolution_FinalLanguage_06-13-05.pdf)

**WHEREAS**, the U.S. Conference of Mayors has previously adopted strong policy resolutions calling for cities, communities and the federal government to take actions to reduce global warming pollution; and

**WHEREAS**, the Inter-Governmental Panel on Climate Change (IPCC), the international community's most respected assemblage of scientists, has found that climate disruption is a reality and that human activities are largely responsible for increasing concentrations of global warming pollution; and

**WHEREAS**, recent, well-documented impacts of climate disruption include average global sea level increases of four to eight inches during the 20th century; a 40 percent decline in Arctic sea-ice thickness; and nine of the ten hottest years on record occurring in the past decade; and

**WHEREAS**, climate disruption of the magnitude now predicted by the scientific community will cause extremely costly disruption of human and natural systems throughout the world including: increased risk of floods or droughts; sea-level rises that interact with coastal storms to erode beaches, inundate land, and damage structures; more frequent and extreme heat waves; more frequent and greater concentrations of smog; and

**WHEREAS**, on February 16, 2005, the Kyoto Protocol, an international agreement to address climate disruption, went into effect in the 141 countries that have ratified it to date; 38 of those countries are now legally required to reduce greenhouse gas emissions on average 5.2 percent below 1990 levels by 2012; and

**WHEREAS**, the United States of America, with less than five percent of the world's population, is responsible for producing approximately 25 percent of the world's global warming pollutants; and

**WHEREAS**, the Kyoto Protocol emissions reduction target for the U.S. would have been 7 percent below 1990 levels by 2012; and

**WHEREAS**, many leading US companies that have adopted greenhouse gas reduction programs to demonstrate corporate social responsibility have also publicly expressed preference for the US to adopt precise and mandatory emissions targets and timetables as a means by which to remain competitive in the international marketplace, to mitigate financial risk and to promote sound investment decisions; and

**WHEREAS**, state and local governments throughout the United States are adopting emission reduction targets and programs and that this leadership is bipartisan, coming from Republican and Democratic governors and mayors alike; and

**WHEREAS**, many cities throughout the nation, both large and small, are reducing global warming pollutants through programs that provide economic and quality of life benefits such as reduced energy bills, green space preservation, air quality improvements, reduced traffic congestion, improved transportation choices, and economic development and job creation through energy conservation and new energy technologies; and

**WHEREAS**, mayors from around the nation have signed the U.S. Mayors Climate Protection Agreement which, as amended at the 73<sup>rd</sup> Annual U.S. Conference of Mayors meeting, reads:

**THE U.S. MAYORS CLIMATE PROTECTION AGREEMENT**

A. We urge the federal government and state governments to enact policies and programs to meet or beat the target of reducing global warming pollution levels to 7 percent below 1990 levels by 2012, including efforts to: reduce the United States' dependence on fossil fuels and accelerate the development of clean, economical energy resources and fuel-efficient technologies such as conservation, methane recovery for energy generation, waste to energy, wind and solar energy, fuel cells, efficient motor vehicles, and biofuels;

B. We urge the U.S. Congress to pass bipartisan greenhouse gas reduction legislation that includes 1) clear timetables and emissions limits and 2) a flexible, market-based system of tradable allowances among emitting industries; and

C. We will strive to meet or exceed Kyoto Protocol targets for reducing global warming pollution by taking actions in our own operations and communities such as:

1. Inventory global warming emissions in City operations and in the community, set reduction targets and create an action plan.
2. Adopt and enforce land-use policies that reduce sprawl, preserve open space, and create compact, walkable urban communities;
3. Promote transportation options such as bicycle trails, commute trip reduction programs, incentives for car pooling and public transit;
4. Increase the use of clean, alternative energy by, for example, investing in "green tags", advocating for the development of renewable energy resources, recovering landfill methane for energy production, and supporting the use of waste to energy technology;
5. Make energy efficiency a priority through building code improvements, retrofitting city facilities with energy efficient lighting and urging employees to conserve energy and save money;
6. Purchase only Energy Star equipment and appliances for City use;
7. Practice and promote sustainable building practices using the U.S. Green Building Council's LEED program or a similar system;

8. Increase the average fuel efficiency of municipal fleet vehicles; reduce the number of vehicles; launch an employee education program including anti-idling messages; convert diesel vehicles to bio-diesel;
9. Evaluate opportunities to increase pump efficiency in water and wastewater systems; recover wastewater treatment methane for energy production;
10. Increase recycling rates in City operations and in the community;
11. Maintain healthy urban forests; promote tree planting to increase shading and to absorb CO<sub>2</sub>; and
12. Help educate the public, schools, other jurisdictions, professional associations, business and industry about reducing global warming pollution.

**NOW, THEREFORE, BE IT RESOLVED** that The U.S. Conference of Mayors endorses the U.S. Mayors Climate Protection Agreement as amended by the 73<sup>rd</sup> annual U.S. Conference of Mayors meeting and urges mayors from around the nation to join this effort.

**BE IT FURTHER RESOLVED**, The U.S. Conference of Mayors will work in conjunction with ICLEI Local Governments for Sustainability and other appropriate organizations to track progress and implementation of the U.S. Mayors Climate Protection Agreement as amended by the 73<sup>rd</sup> annual U.S. Conference of Mayors meeting.

**Form for Your Mayor To Sign and Send to Seattle Mayor's Office**

Have your mayor fill the official sign-on form, available for download at

[http://www.seattle.gov/mayor/climate/PDF/USCM\\_SignatureOnly\\_02.27.06.pdf](http://www.seattle.gov/mayor/climate/PDF/USCM_SignatureOnly_02.27.06.pdf)

and return it to [kim.drury@seattle.gov](mailto:kim.drury@seattle.gov) and [john.mauro@seattle.gov](mailto:john.mauro@seattle.gov), or fax to (206) 684-3013.

## CITY CLIMATE ACTION PLANS

Cities of every size and region in the country are writing “City Climate Action Plans” which outline the timetable and specific energy solutions to reduce citywide energy use, global warming and air pollution, and energy costs. Most plans begin with an inventory and analysis of city energy sources, uses, costs, and global warming pollution emissions, before laying out particular energy strategies and solutions and their projected costs, savings, and global warming pollution reduction impacts.

A well-thought out plan is an important and, in most cases, necessary tool for your city, but as mentioned earlier we should not wait on the implementation of solutions until the plan is completed. We recommend that you strongly urge the city to take actions on some lower hanging fruit (such as buying hybrids for the city fleet, Energy Star products, and high-tech energy efficient light bulbs) WHILE the plan is being worked out.

The Colorado (Rocky Mountain) chapter of the Sierra Club’s excellent in-depth report on four leading energy solution cities (Austin, Portland, Chicago, and Fort Collins) is online at: <http://www.rmc.sierraclub.org/energy/library/sustainablecities.pdf>.

Massachusetts Climate Action’s guide to writing climate action plans is online at: <http://massclimateaction.org/plans.htm>.

Here are some examples of city climate solution plans available online:

Seattle: <http://www.seattle.gov/climate/report.htm>

Keene, NH: <http://www.ci.keene.nh.us/planning/climateprotection.htm>

Fort Collins, CO: <http://fcgov.com/airquality/lap.php>

Austin: <http://www.austinenergy.com/About%20Us/Newsroom/Reports/strategicPlan.pdf>

Charleston, SC: [http://www.cofc.edu/ghgas/Charleston\\_SC\\_%20LAP.pdf](http://www.cofc.edu/ghgas/Charleston_SC_%20LAP.pdf)

Los Angeles, CA: <http://www.lacity.org/ead/EADWeb-AOD/ClimateActionPlan.pdf>

Portland, OR: <http://egov.oregon.gov/ENERGY/GBLWRM/Strategy.shtml>

San Francisco, CA: [http://sfwater.org/detail.cfm/C\\_ID/2137](http://sfwater.org/detail.cfm/C_ID/2137)

Somerville, MA: <http://massclimateaction.org/pdf/MedfordPlan2001.pdf>

San Diego:

[http://www.sandiego.gov/environmental-services/sustainable/pdf/climate\\_prot\\_05.pdf](http://www.sandiego.gov/environmental-services/sustainable/pdf/climate_prot_05.pdf)

Counties are becoming “Cool” as well, with climate action plans of their own. For some good examples of county level plans and actions, see:

King County, WA: <http://www.metrokc.gov/globalwarming/>

Sonoma County, CA:

<http://www.climateprotectioncampaign.org/sonomaccp/2002accomplishments.php>

For useful case studies of specific local energy solutions, see:

<http://yosemite.epa.gov/OAR/globalwarming.nsf/content/ActionsStateCaseStudies.html>