

# Local Issue Advocacy

**Jennifer Warner** / OFA National Organizing Director  
**Elizabeth Erickson** / OFA Training Director

**We will begin the training at 8:30 p.m. ET / 7:30 p.m. CT**



**"If we have no peace, it is  
because we have forgotten  
that we belong to each  
other."**

**—MOTHER THERESA**





**WE ARE OFA**

# **Local Issue Advocacy Foundations of Coalition Building**

# Goal for this session

- 1 **Understand** the foundations of effective coalition building
- 2 **Apply** these foundations to generate a plan to build a coalition
- 3 **Feel** a sense of community with the group

# Tonight's agenda

**Welcome**

Case Study

Q & A with Mr. Page

Synthesis

Closing



## **WE MUST KNOW THESE ANSWERS DEEPLY.**

<b>Question</b>	<b>Rating</b>
<b>Who is affected by the issue?</b>	
<b>What are the consequences of the issue?</b>	
<b>What is the economic impact of the issue?</b>	
<b>What are the barriers?</b>	
<b>What are the resources?</b>	
<b>What is the history of the issue in your community?</b>	

**What have you learned about  
your issue since our workshop  
last week?**

# Learning Journey



# Our learning journey

- Week 1:** Introductions; advocacy overview
- Week 2:** Workshop
- Week 3:** **Foundations of coalition building**
- Week 4:** Workshop
- Week 5:** Identifying legislation

# Our learning journey

- Week 6:** Workshop
- Week 7:** Writing your campaign plan
- Week 8:** Workshop
- Week 9:** Running into barriers
- Week 10:** Closing synthesis and next steps



# Guided worksheet

[BIT.LY HERE](#)



# Tonight's agenda

Welcome

**Case Study**

Q & A with Mr. Page

Synthesis

Closing

# Case study

## Resolution 124

A nighttime photograph of the Gateway Arch in St. Louis, Missouri. The arch is illuminated and stands prominently against a dark blue sky. In the background, the city skyline is visible, with several skyscrapers lit up. The Mississippi River is in the foreground, reflecting the lights from the arch and the city. A small boat is visible on the water. The overall scene is a vibrant representation of the city at night.

# Welcome to St. Louis



# Key Players



**James Page**



**Ann Wagner**



**Heather Navarro**





# Prelude: climate deniers campaign



Congressional Climate Denier Award

# The result...

**Know the **story** of your city  
and assess the **efficacy** of  
your current actions.**

**What are you doing that  
currently feels good but is  
not leading to change?**



# Changing the strategy

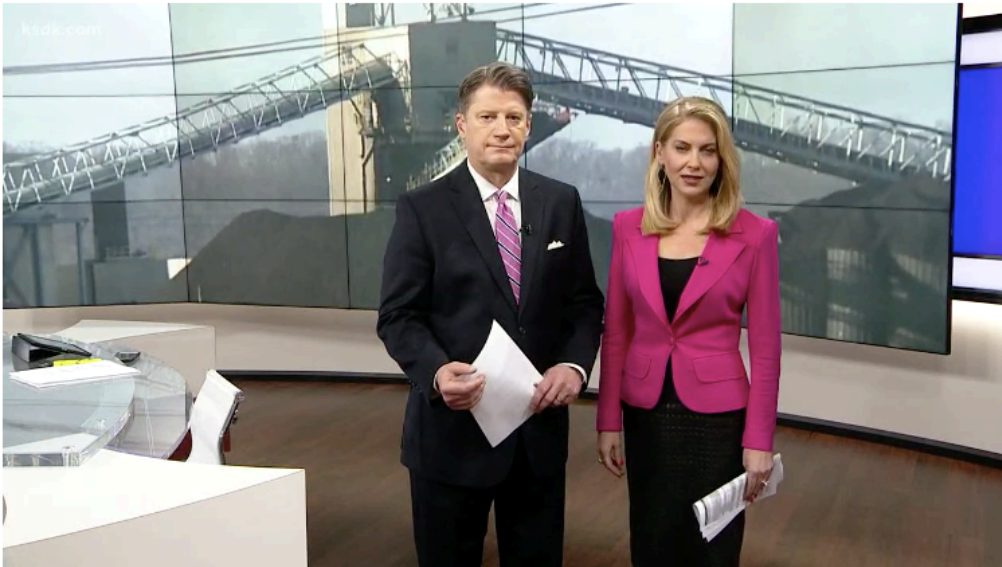
ENU



**5** ON YOUR SIDE

91 Closing Alerts [Learn More](#)

## Is Ameren pollution making asthma worse?



Childhood asthma is a daily, often painful struggle for many of St. Louis' kids. Mold, pollen, car exhaust.. all contribute to our area's asthma problem.



# Example Agenda



Beyond Coal Community Meeting  
February 1, 2018

1. Introductions
2. First Time Organizations Joining Us
3. Equity Team- Natalie Lucas
4. Ethical Society- James Croft
5. Sierra Club- Sara Edgar (100% Clean Energy Update)
5. Sierra Club - Andy Knot (Ameren IRP Update)
6. Kansas City Bus Trip February 21st
7. Upcoming Events:

**February 7th:** Phonebanking at the Office for the Kansas City  
Listening Session  
6pm.

**February 8th 5:30-7:30pm**  
Education on the Four Coal Plants  
Learn more about the Four Coal Plants in the Region and the harmful  
impacts

**But what kind of coalition?**



# But what kind of coalition?

- Overwhelming
- Application of gentle pressure
- Well organized
- Logical
- Benefit the community
- Build relationships with elected officials over time

**Begin building relationships  
with community members,  
elected officials, and  
organizations.**

**What groups are you  
working with?**

**What demographics  
do they represent?**

# A lack of expertise

# A lack of expertise

**Look for  
people with  
the  
resources  
you need**

**Don't  
reinvent the  
wheel**

**Show up**

# Resolution 124

## RESOLUTION 124 City of St. Louis Sustainability Plan

**WHEREAS**, the City of St. Louis Sustainability Office recently released a Climate Adaptation Plan for the City that details the strategies to achieve an 80 percent reduction in citywide greenhouse gas emissions by 2050; and

**WHEREAS**, clean energy sources such as wind are now more affordable than fossil fuel sources throughout much of our state; and energy efficiency measures that drive down energy demand are the most cost effective means to reduce fossil fuel consumption; and

**WHEREAS**, high energy costs pose an economic burden to low income families as well as many small businesses within the City; and

**WHEREAS**, the City of St. Louis has some of the highest adolescent asthma rates in the country and is considered one of the top 20 smoggiest cities in the country; childhood asthma is the number one cause of emergency room visits for school age children within the City; and

**WHEREAS**, clean energy is one of the fastest growing employment sectors and creates opportunities for good local jobs within the city; and

**WHEREAS**, cities across the nation have made commitments to transition to 100 percent clean energy and St. Louis strives to remain a leader among its peer cities.

**NOW THEREFORE IT BE RESOLVED** by the Board of Aldermen of the City of St. Louis authorizes the City's Sustainability Plan and calls for the City to commit to transition to 100 percent clean energy in the form of wind and solar and energy efficiency measures within the electricity sector by 2035. The Board of Aldermen requests that the City develops a plan by December 2018 to meet the clean energy goal through a transparent and inclusive stakeholder process which includes community members as well as representatives from organizations representing labor, faith, social justice, environmental justice, frontline communities and those most impacted by our current energy systems, public health and the environment, economic development, utility sector, clean energy sector,

Gain **knowledge** on your  
issue and set your **strategy**

# Insert application





# A tapestry of connections



# The conclusion

**On October 27<sup>th</sup>, Resolution 124 passed the Board of Aldermen of the City of St. Louis.**

# Best practices

- 1 Look for people with the resources you need
- 2 Ask for advice
- 3 Show up – relationships are everything
- 4 Brainstorm contacts
- 5 Working together builds relationships
- 6 Partnerships and coalitions are everything

# Tonight's agenda

Welcome

Case Study

**Q & A with Mr. Page**

Synthesis

Closing

# Q&A with Mr. Page

# Tonight's agenda

Welcome

Case Study

**Application of key concepts**

Synthesis

Closing

**Insert homework  
picture**

# Reflection

**Think about what brought you to this work.**

- How would you currently describe the problem that your community is facing?
- How would you describe the issue you are working on?
- Type your answers **on this google doc**, and be ready to share!



# Group share

# Tonight's agenda

Welcome

Case Study

Q & A with Mr. Page

**Synthesis**

Closing

# Debrief

**What is your next step in building a coalition?**

**What challenges do you foresee?**

# Next session

# Thank you for joining today's webinar.

Please fill out the survey below and give us  
your feedback on today's training.

**bit.ly/**