

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 TERESA

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.

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

**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 on the left side of the frame. In the background, the city skyline is visible, with several skyscrapers lit up. The lights from the buildings and the arch are reflected in the water of the Mississippi River in the foreground. The sky is a deep blue, suggesting dusk or dawn.

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

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 27th, 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/](#)