A decorative border of various birds and foliage is visible on the left and right sides of the slide. On the left, there is a red bird perched on blue hydrangea-like flowers, a red bird in flight, and a red bird perched on a branch. On the right, there is a red bird perched on a branch, a red bird perched on blue hydrangea-like flowers, and a red bird in flight.

Welcome!
We'll get started shortly.

A close-up photograph of a hummingbird in flight, hovering near a cluster of small, purple, fuzzy flowers. The bird's wings are blurred, showing rapid motion. Its body is mostly brown with some green and yellow iridescence on its back and neck. The background is dark and out of focus.

Find Your Flock

LOCAL ACTIONS TRAINING

APRIL 14, 2021

Try out the chat box, or add your comment

- Tell us **where** you are tuning in from



Welcome!

Claire Douglass
National Campaigns Senior Director

Marisa Vertrees
National Campaigns Manager



The National Campaigns Team



Erin Meade
Senior Campaigns
Manager



Greg Taylor
National Campaigns
Project Manager



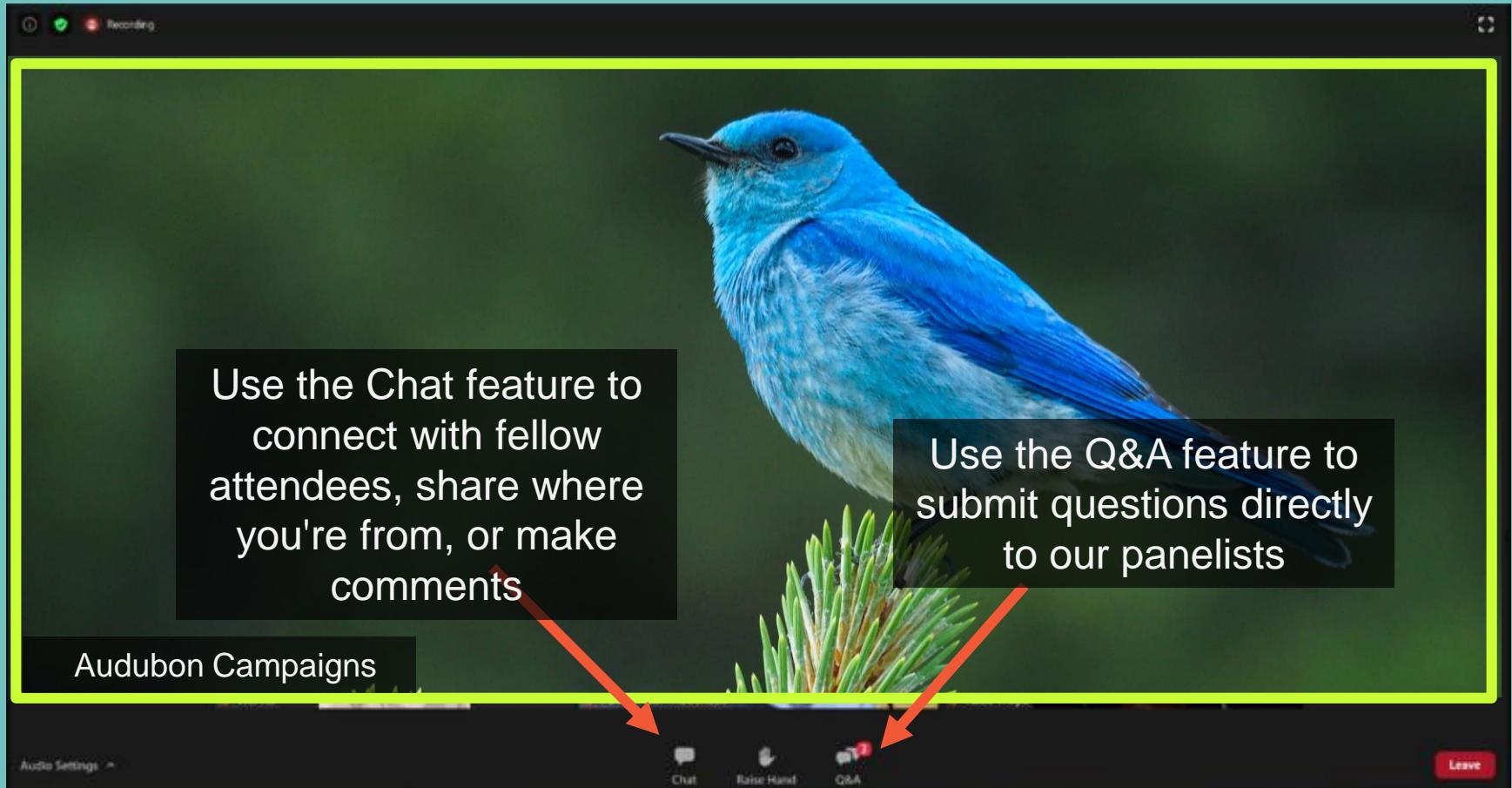
Maddox Wolfe
National Campaigns
Manager



Amanda Mourant
Digital Campaigns
Senior Manager



Lander Karath
National Campaigns
Manager



Recording...

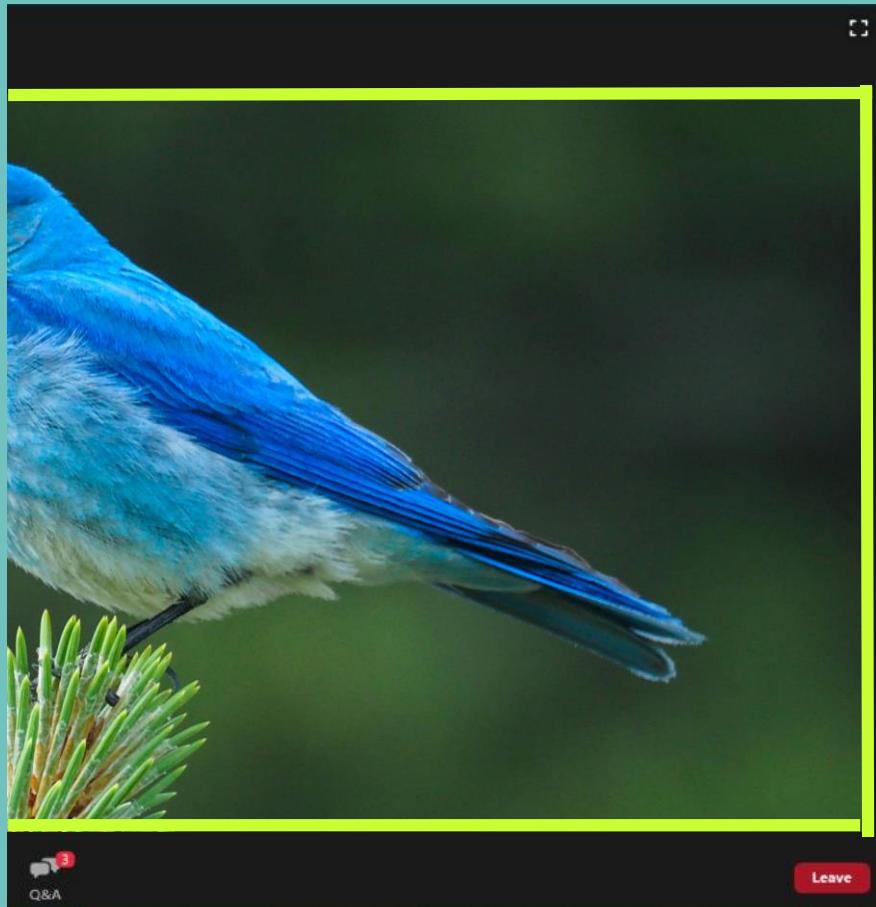
Use the Chat feature to connect with fellow attendees, share where you're from, or make comments

Use the Q&A feature to submit questions directly to our panelists

Audubon Campaigns

Audio Settings Chat Raise Hand Q&A Leave

A screenshot of a video conference interface. The background features a close-up photograph of a vibrant blue bird, possibly a mountain bluebird, perched on a branch with green pine needles. The interface is framed by a thick yellow border. In the top left corner, there is a small recording indicator with the text "Recording...". On the left side, a black box contains the text "Use the Chat feature to connect with fellow attendees, share where you're from, or make comments". On the right side, another black box contains the text "Use the Q&A feature to submit questions directly to our panelists". At the bottom of the screen, there is a navigation bar with several icons: "Audio Settings" (muted), "Chat" (represented by a speech bubble icon), "Raise Hand" (represented by a hand icon), "Q&A" (represented by a speech bubble with a question mark icon), and "Leave" (represented by a red button). A red arrow points from the "Chat" text box to the "Chat" icon in the navigation bar. Another red arrow points from the "Q&A" text box to the "Q&A" icon in the navigation bar. The overall theme of the video call is bird-related, as indicated by the background image and the campaign text.



Zoom Group Chat

In the chat box, ensure your comment will reach the right people!

To: All panelists

Type message here...

File ...

✓ All panelists

All panelists and attendees

From the menu, select "All panelists and attendees" to share thoughts and ideas with everybody.

Save The Dates:

- **Ask The Experts**

Wednesday, Apr 28, at 12:30pm ET

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Thursday, May 6, at 7 pm ET

- **Next Campaigns Webinar**

Tuesday, May 11, at 8 pm ET



Agenda

- Climate change and birds
- How can we take local action on climate change?
- Launching a local campaign
- Discussion





SURVIVAL BY DEGREES:
389 Bird Species
on the Brink

Take Away One

Audubon's new science shows that two-thirds of North American bird **species** are at risk of extinction from climate change.



Take Away Two

Modeled 9 existential climate threats (e.g. fire, sea level rise, heavy rain).

305 bird species will face 3 or more climate threats at 3.0°C



Take Away Three

The good news is that our science also shows that if we take action now we can help improve the chances for 76% of species at risk.

Our science shows that if we get to Net Zero by 2050, we can protect three quarters of bird species.

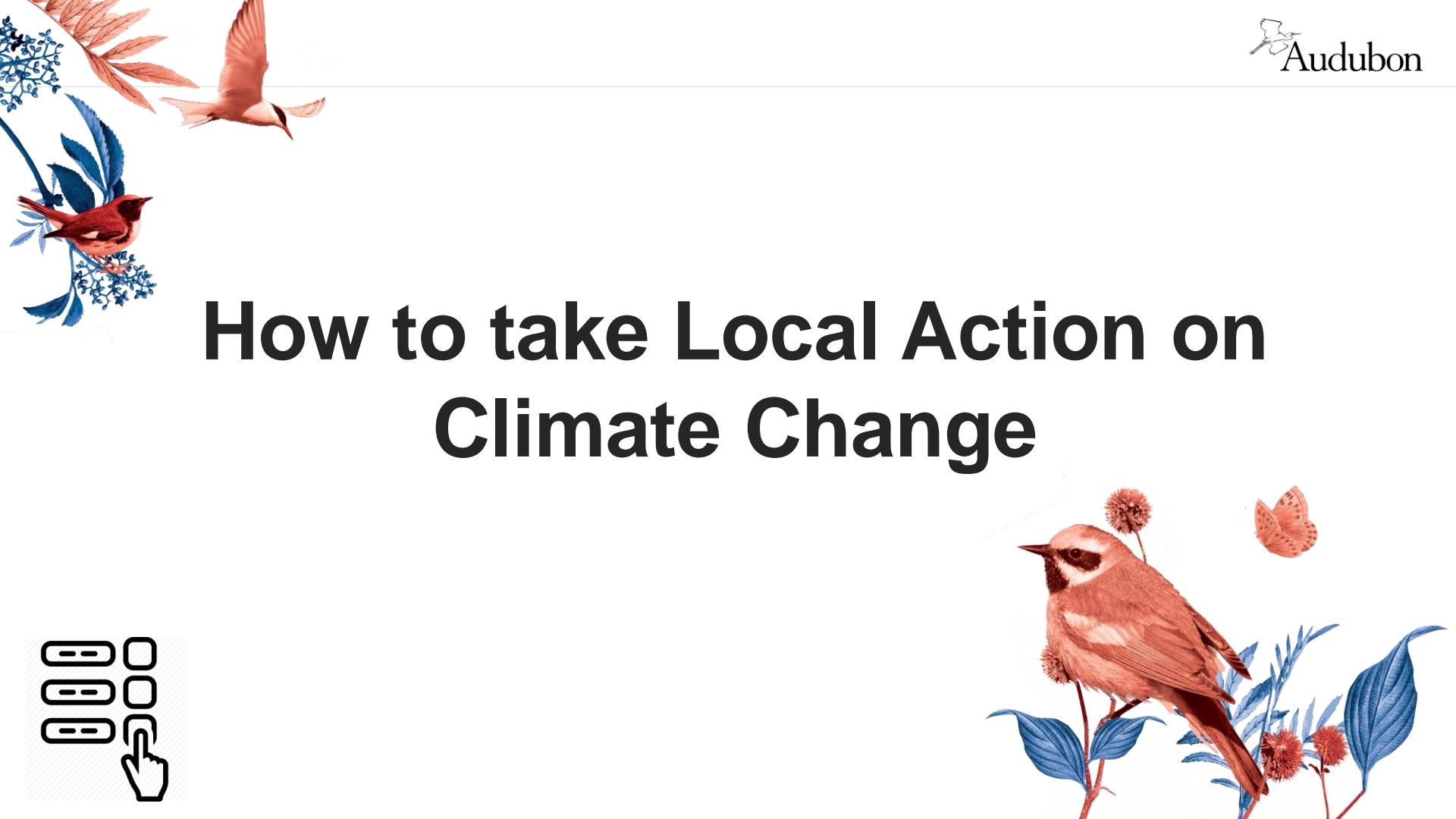


Take Away Four

We already know what we need to do to help protect the birds we love.

- Urge action at state and federal levels to address the root causes of climate change
- Protect the places birds need now and in the future.
- Take personal actions at home



A decorative border on the left and right sides of the slide. The left side features a red bird perched on blue foliage, and a red bird in flight above it. The right side features a red bird perched on blue foliage, a red butterfly, and a small red flower. The background is white.

How to take Local Action on Climate Change



What does your municipality control?

- Zoning
- Local Infrastructure
- Utilities (sometimes)
- Measuring Greenhouse Gas Pollution



Zoning

- Mixed use and affordable development
- Where there is green space vs. Parking space
- Density and transportation
- Equity and environmental justice issues



Local Infrastructure

- Impacts sidewalks, public transportation, bike lanes
- Landscaping – native plants, green space, and plants for birds
- Efficiency and greenhouse gas emissions of school houses and state buildings
- Local vehicles



Utilities

- Check into local utility structures
- Where you purchase electricity
- If your municipality can make electricity decisions
- If your municipality can encourage or support microgrids



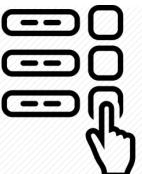
Greenhouse Gas Inventory

- Can set goals for greenhouse gas emissions
- First set benchmarks
- Work with municipality to identify greenhouse gas emissions



Advocacy and Shaping Conversations

- Local actions bring climate change into conversation
- Your local leaders are powerful advocates
- Proclamations and resolutions can demonstrate power to state and federal targets





- Short-term, lowest authority, one individual
- Set period, government body, group or individual
- Long-term, highest legal authority, elected body

PROCLAMATION

WHEREAS: A group of scientists, educators and conservationists concerned about the loss of Florida's native plants and the introduction of non-native species overtaking natural areas gathered in 1980 to create the Florida Native Plant Society (FNPS) in Winter Park, Florida; and

WHEREAS: The mission of the FNPS is the preservation, conservation and restoration of the native plants and native plant communities of Florida; and

WHEREAS: The Society now consists of 37 chapters and 3,900 members from all walks of life who volunteer their time, knowledge and skills leading public workshops, participating in land management reviews, organizing restoration projects, and educating Floridians about the many benefits of native plants; and

WHEREAS: The city of Jacksonville has an incredible wealth of natural areas to showcase Florida's native plants and native plant communities; and

WHEREAS: The local Ivia Chapter of FNPS participates in activities that benefit the citizens and environment of Jacksonville and encourages the use of native plants throughout the community. One such project is the award-winning Native Park, which was adopted and is maintained as part of the City's Friends of the Park program.

NOW, THEREFORE, I, LENNY CURRY, by virtue of the authority vested in me as mayor of Jacksonville, Florida, do hereby proclaim October 2017 as

NATIVE PLANT MONTH

In Jacksonville and encourage all citizens to join me in recognizing the value of our native plant species, the heritage of our unique Northeast Florida landscape, and the hard work of the dedicated volunteers who help maintain our natural treasures.



IN WITNESS THEREOF, this 1ST day of *OCTOBER*
in the year Two Thousand *19*

Lenny Curry
MAYOR

CITY OF JACKSONVILLE, FLORIDA

Proclamation

What Is It?

- Ceremonial document
- Formal public announcement
- Only need one official to sign off

Purpose

- To raise awareness in the community
- To encourage action
- To build local power
- To attract media attention

Resolution



What Is It?

- Expression of opinion, will, or intent
- May direct executive action or action for the county board

Purpose

- Call upon action from state or federal officials
- Create environment or accountability for stronger action



Ordinance

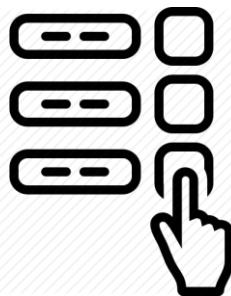
What Is It?

- Binding and enforceable legislative action
- Generally can be used for larger actions than resolutions

Purpose

- Direct action from the municipality or its agencies
- Prohibit actions within the municipality
- Create binding targets or goals

Launching Your Local Campaign



Strategy Chart

Strategy:

Goals	Organizational Considerations	Decision Makers (Targets)	Power Analysis	Tactics
Long-Term	Resources	Tier 1	Opponents	<ul style="list-style-type: none"> Always come last Are done by people to a target Escalate over time
Intermediate	Organizational Gains	Tier 2	Constituents	
Short-Term	Internal Considerations		Allies & Partners	

Your city or town's website will have all the basic information you need on your decision maker.

Agendas & Minutes

Boards, Committees & Commissions

Common Council

Mayor

- James R. Moldenhauer
- Matt Stippich
- Kathleen Causier
- John J. Dubinski
- Tim Hanson
- Nancy Welch
- Ernst Franzen
- Michael G. Walsh
- Joel Tilleson
- Rob Gustafson
- Meagan O'Reilly

Government » Common Council »

Office of the Mayor

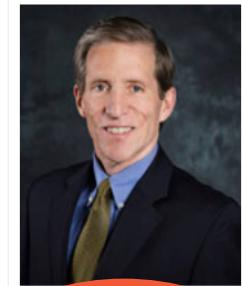
Font Size:     

Welcome to Wauwatosa

It is my privilege to offer you a warm Wauwatosa welcome. Whether you're a long-time resident or visiting for the first time, I invite you to explore and learn more about our friendly and dynamic community – an old city with something new for everyone.

Visitors flock to Wauwatosa for fine dining, shopping, and entertainment in our historic and charming Village, East Town, and MidTown areas. From all over Wisconsin, people come to shop at the state's premier shopping center, [Mayfair](#), and our new fashion corridor at the [Mayfair Collection](#). Residents and visitors alike delight in our farmer's markets and street festivals, summer outdoor concerts in Hart Park, and the Firefly Art Fair on the grounds of the Wauwatosa Historical Society. We're just minutes away from the Milwaukee County Zoo and Miller Park, the home of the Milwaukee Brewers, and our many hotels offer choices from affordable to luxury options.

Strategically located just west of the City of Milwaukee in the



Contact

Mayor Dennis McBride
First Elected 2020

7725 W. North Ave.
Wauwatosa, WI 53213
[Email](#)
Phone: (414) 479-8915

City of Wauwatosa

7725 W. North Avenue
Wauwatosa, WI 53213
(414) 479-8900
City Facilities & Hours
Legal Notices

Need Help?

Report an Issue
Police
Fire
Public Works

Stay Connected



Stay Resources



IT'S A WAY OF LIFE

Basic Steps for Drafting a Proclamation or Resolution

List Facts And Statements In Support Of Your Cause

TITLE

**“WHEREAS”
STATEMENT**

**“THEREFORE”
STATEMENT**

**DATE &
SIGNATURE**

KEEP IT SIMPLE:

Can also add sentence(s) inviting readers to participate in
or observe the day of the proclamation



SAMPLE BIRDS TELL US RESOLUTION TEXT

WHEREAS, Birds tell us that it is time to act on climate change, with two-thirds of North American bird species at risk of extinction due to our warming planet; and

WHEREAS, We can reduce bird species' vulnerability by limiting warming; and

WHEREAS, To avoid the worst effects of climate change we need to achieve net-zero carbon emissions by 2050; and

WHEREAS, Healthy natural spaces, such as forests, grasslands, and parks, store carbon dioxide from the air, and their conservation creates more of the places that birds need to live, makes healthier and more resilient communities for people, and reduces global warming at the same time; and

WHEREAS, Renewable energy sources like wind, solar, and geothermal are key to reducing greenhouse gas emissions and air pollution, which is what we must do to stall global temperature rise; and

WHEREAS, Policies and practices to fight the effects of climate change make economic and ecological sense and we must implement economy-wide solutions; and

WHEREAS, Low-income communities and communities of color bear a disproportionate burden of poor air quality and increased climate threat; and

WHEREAS, We must adapt and plan for the impacts of climate change in our communities, taking environmental justice into consideration; and

WHEREAS, We must invest in new technologies and innovations that provide additional solutions to climate change;

NOW, THEREFORE, BE IT RESOLVED that the [town/city] council supports comprehensive state and federal legislation that sets binding targets that drive large-scale emissions reductions, invest in renewable technology, utilize natural climate solutions, center the needs of low-income communities and communities of color, and protect or expand the places that birds need.

APPROVED this [day] of [month], [year].



[http://audubon.org/
BirdsTellUsResolutionTemplate](http://audubon.org/BirdsTellUsResolutionTemplate)



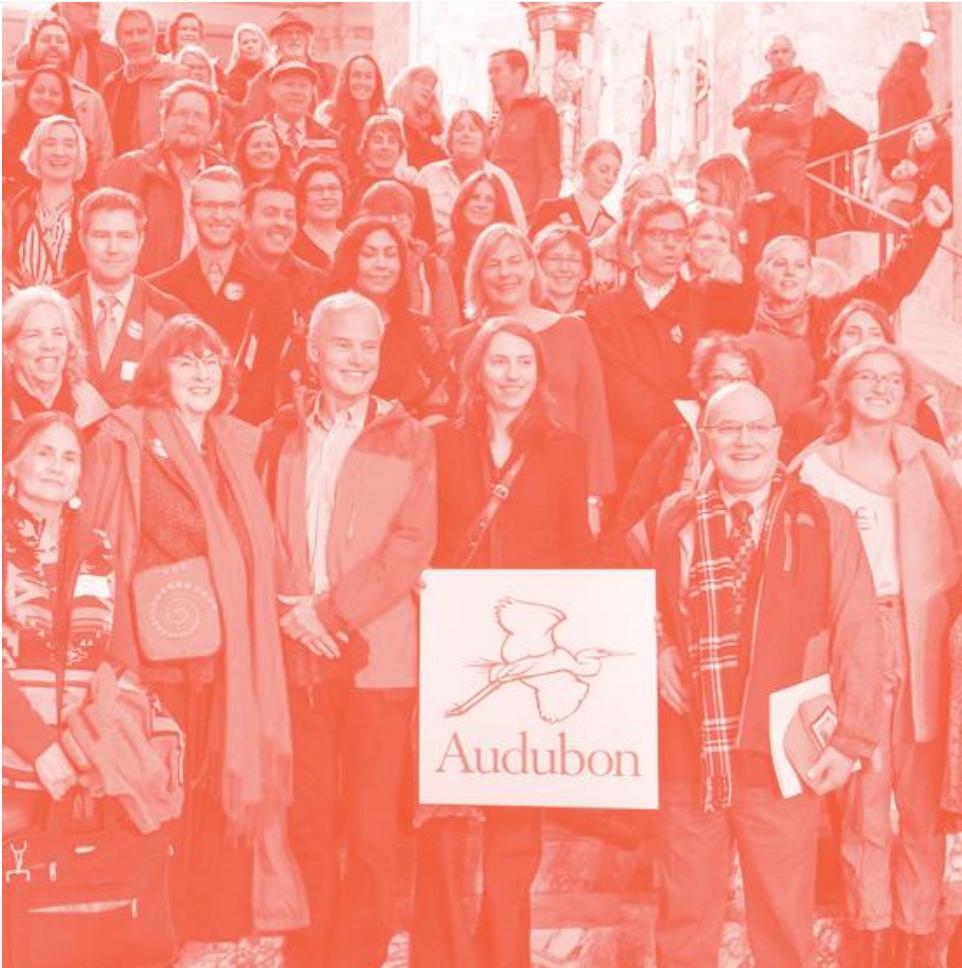
After You Win

- Thank your elected officials for what they did
- Tell your other elected officials
- Tell your Community and Media
- Tell Us!

campaigns@audubon.org



Questions/ Thoughts?



Opportunities to take action now:

- Take the survey!
audubon.org/FYFSurvey
- Expand Our Community:
audubon.org/FindYourFlock



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Audubon

Thank you!





Identify Decision-makers

**Mayors
Governors
Town Councils
City Marshals
City Managers
County Executives
Boards of Commissioners**

Reaching out to Your Decision-maker



Local Power Mapping

- Start your research online for basic biographical information and contact information. Go past the first page of results
- Follow the decision maker on social media, as well as any related accounts (ie, the city's official account) and sign up for the newsletter
- Ask your flock! The more local your decision maker, the better the odds that someone in your flock knows them (or knows someone who knows them)
- Host an event – get together with your flock (on Zoom or in person) to consolidate information