



Welcome!
We'll get started shortly.



A close-up photograph of a hummingbird in flight, hovering over a cluster of small, light purple flowers. The bird's wings are spread wide, showing intricate feather patterns. Its long, thin beak is pointed towards the flowers. The background is a soft, out-of-focus green, suggesting a natural outdoor setting. The overall lighting is bright, highlighting the bird's iridescent feathers and the delicate structure of the flowers.

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



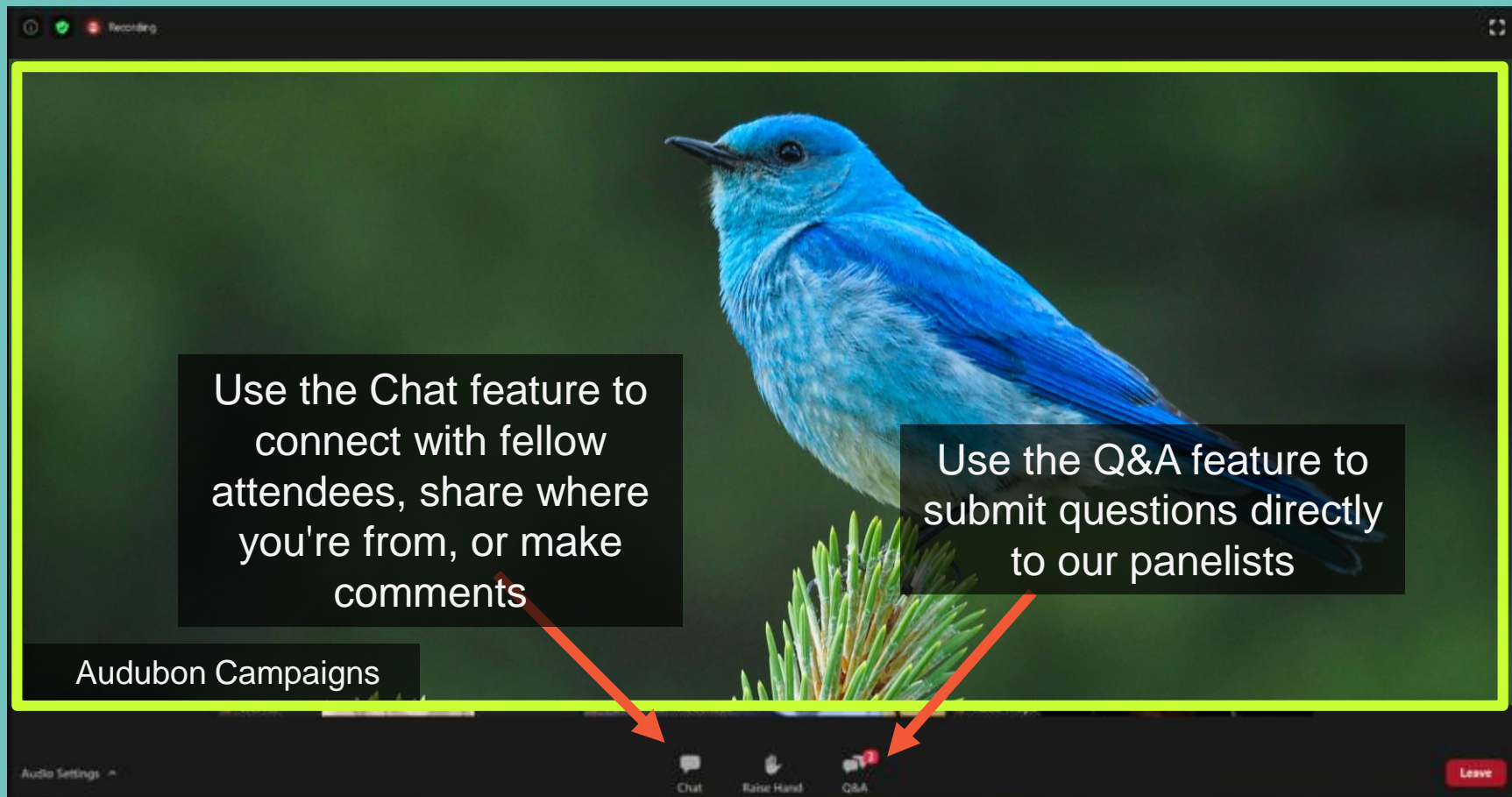
Maddox Wolfe
National Campaigns
Manager



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

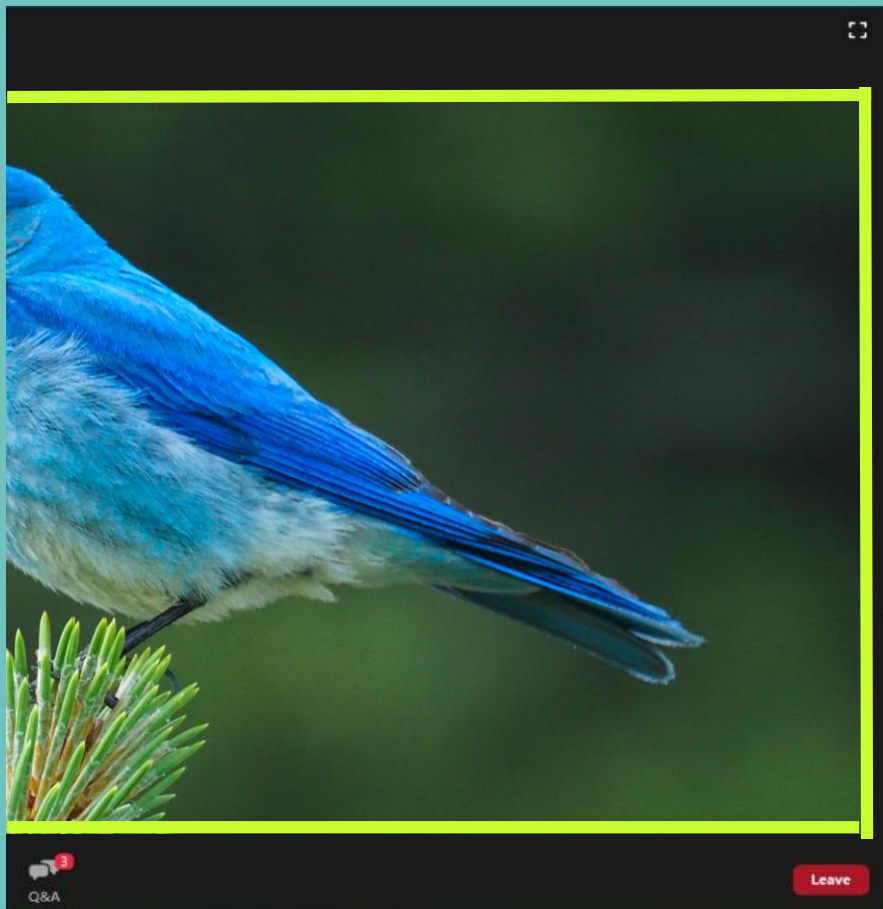
Use the Q&A feature to submit questions directly to our panelists

Audubon Campaigns

Audio Settings

Chat Raise Hand Q&A

Leave



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

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

- **Ask The Experts**

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

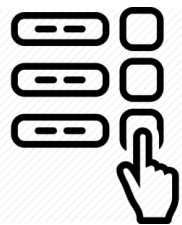
We already know what we need to do to help protect the birds we love.

- 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





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



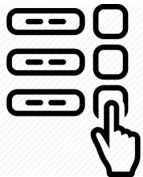
Greenhouse Gas Inventory

- 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
- You 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

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

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 Ixla 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 17

Lenny Curry
MAYOR

CITY OF JACKSONVILLE, FLORIDA

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

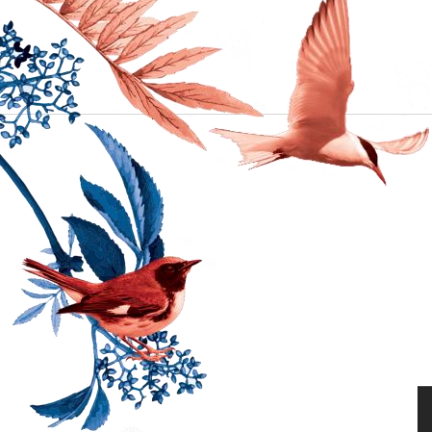
What Is It?

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

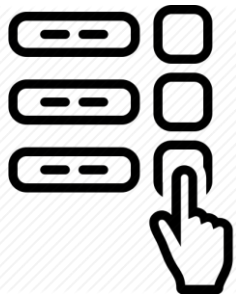
Purpose

- 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			
Short-Term	Internal Considerations	Tier 2	Constituents	
			Allies & Partners	

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

City of Wauwatosa, WI

Search

Discover Tosa
Explore, Events, Recreation

Get Involved
Volunteer, Report, Help

Services
Pay, Find, Learn

Public Safety
Volunteer, Report, Help

Government
Departments, City Council

How Do I...
Apply, Get, Pay

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: + - + Share & Bookmark Feedback Print

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 Festival 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

f t y e

Start Resources

I P



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)



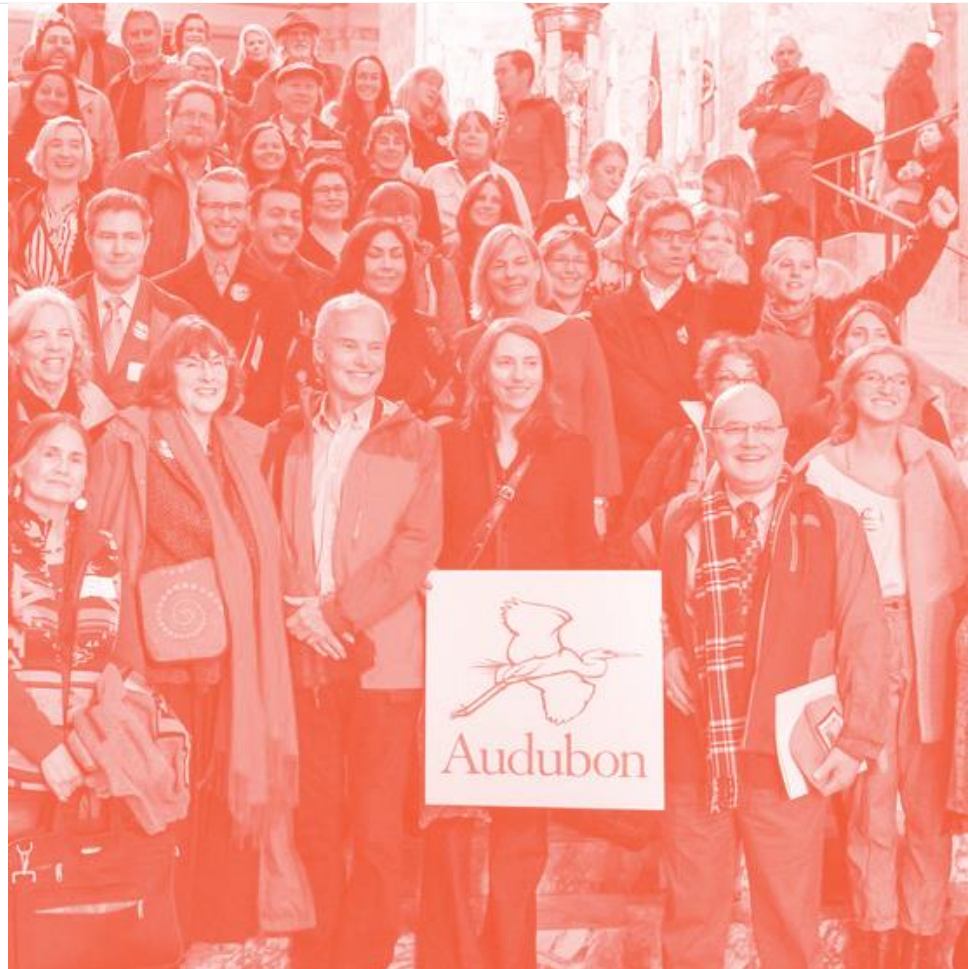
After You Win

- 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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Thank you!





Lark Bunting

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