Climate Reality DFW – 2021 Chapter Strategic Vision

**MISSION**
The mission of the Dallas Fort Worth Chapter of The Climate Reality Project is to make urgent action on the global climate crisis a reality at every level of society in North Texas. Our presentations and our direct actions aim to build a mass movement in support of change.

**VISION**
- Be the “go-to” organization in DFW for evidence based solution-oriented education on the climate crisis.
- Advocate urgent climate action by governments at all levels.
- Actively collaborate with other local climate action groups.

**WHO WE ARE**
At the start of 2021, the Chapter has 204 members, 102 of whom are trained Climate Leaders. We anticipate continued growth this year as well as increased diversity in our membership. We come together as activists for camaraderie, mutual support, feedback, continuing education, and fun!

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2021 Strategic Priorities

- **Presentations, Conversations, & Direct Public Outreach**
- **Political Activism**
- **Publicity**
- **Collaboration**
- **Environmental Justice**
- **Events**
- **Continuing Education**
- **Member Engagement**
- **Organization**
- **Youth Engagement**
Presentations, Conversations, & Direct Public Outreach

DESCRIPTION
Seek opportunities for chapter members to educate community leaders and public across the DFW Metroplex to both inspire individual action for a livable planet and to build public support for governmental action toward reducing GHG emissions, promoting renewable energy, and protecting the environment.

2021 GOALS
• We aim to give 200+ public educational encounter/engagements in 2021
• For 24 Hours of Reality, we are aiming for 40+ presentations (we had 29 in 2020)
• Percentage of trained leaders to give at least one public educational encounter/engagement (50%)

Events

DESCRIPTION
• Monthly membership meetings: Plan and manage.
• Protest & Strike: Build relationships with other climate advocacy groups to participate in coordinated campaigns and activities.
• Civic Events: For example, tree planting.
• Festivals Tabling: Participate in local environmental events such as EarthX where we will have a booth and reach out for opportunities to make presentations.
• Social events: Gather local Climate Reality Leaders and other interested climate activists for camaraderie, mutual support, feedback, continuing education and fun!

2021 GOALS
• In 2021, we want to have at least 4 social gatherings (virtual or hopefully in person)
• Involved with six events
• Collaborate with at least three affiliated groups
• 40 percent of total chapter membership participating in events
• Link key local, regional, national, and international events on a website page
Political Activism

DESCRIPTION

- CITY LEVEL: The chapter will continue to work actively with the City of Dallas to promote implementation of the Comprehensive Environmental and Climate Action Plan (CECAP). Dallas members encouraged to actively engage with candidates for Dallas City Council in the 2021 elections. Chapter members who reside in other parts of the DFW Metro region will be encouraged to identify opportunities for local action at the City and/or County level.
- STATE LEVEL: Take advantage of education/training opportunities being offered by both Sierra Club and Public Citizen regarding actions that can be taken to influence legislation at the state level. Engage with elected representatives, and the chapter will continue to provide training in the skills necessary to engage successfully with representatives.
- FEDERAL LEVEL: Participate in the initiatives that we expect will be announced by Climate Reality Project including the Petrochemical Opposition and the Climate Campaigns.

2021 GOALS

- Climate Leader Michael Martin to continue on Environment & Sustainability Advisory Committee of Dallas City Council working on implementation of CECAP.
- Minimum of 50% of chapter members who live in Dallas to make at least one visit/call/email to City Council candidates in their district. Attendance at candidate town halls/debates/other public campaign events and submit questions regarding CECAP implementation.
- At least one action at City or County level by each new local working group.
- Minimum of 50% of chapter members to make at least one visit/call/email with their State House representative, their State Senate representative, their US Congressional Representative, and the two US Senators from TX.
- Active chapter engagement in legislative initiatives announced by Climate Reality Project. Minimum of 25% of trained Climate Leaders engaged.

Continuing Education

DESCRIPTION

As an educational organization, all our members should be trained on climate crisis basics whether or not they have attended an Al Gore session. Our focus will be on workshops and member involvement. Training will focus on topics that were rated highest by the survey results.

2021 GOALS

- Establish a series of Workshops/training, (frequency/timing TBD) based on the most relevant topics to our members. Member input from the survey will be used to develop training materials.
- Develop an alternate “conversational” approach for delivering the climate crisis message to be used in addition to the classic “Gore” slideshow approach. Style and scope TBD, but will provide an alternative to the standard PPT presentation format
- Workshop materials will be stored on Google shared drive for members to access
- Book Club: Continue the book club, reviewing a variety of books on climate crisis issues and solutions.
Publicity

DESCRIPTION
Continue to expand social media presence for CRPDFW, add blog posts to the website, build a network with news outlets and publicize Climate Reality events and accomplishments. Drive traffic to the newly developed website and get requests for presentations.

2021 GOALS
• 2+ Publications / mentions in publications (press release / articles)
• 2+ OpEd / member written pieces
• 5+ Relationships built with journalists
• 20+ Non-event related blog posts added to the website (blog posts to be defined further in 2021) content versus announcements
• Exec committee members & WG Chairs to write blog posts (monthly?)
• 2000+ unique visitors to the website, actively share website url
• SEO, key words - Pradeep is researching/learning, others
• 20+ presentation requests via website
• Instagram & Twitter posts 2/week on average
• Quarterly Chapter Newsletter
• Work with partner organizations to inform and/or publish our event notices on their websites

Member Engagement

DESCRIPTION
Member retention and participation. Members are the core of our Chapter and in order to keep our organization growing and thriving, we need to prioritize member engagement. Think about ways to cultivate future Chapter leadership through mentorship and/or growing responsibility through co-chair positions, event organizer roles, and rotating as meeting facilitator. Cultivate sense of belonging in the Chapter.

2021 GOALS
• Chapter meeting attendance 50+ people/meeting average
• 40% of chapter involved in 1 or more working group
• Increase chapter size to 300+ members
• Develop members for leadership roles through mentorship program
• Form Diversity & inclusion task force to capture current state, set goals for future state of D&I, and recruit members of underrepresented communities
• 50+ members to attend social hours
• Increase member participation on Discord (50% of members have an account and 25% post / comment at least 1X per month)
• Connect with all new members within one week of joining and include a detailed roadmap for involvement and action
• Check in with members that have not attended a chapter meeting in 2+ months and learn more about reasons for disengagement.
• Release tool to help members connect geographically
Collaboration

**DESCRIPTION**

We envision increased collaboration at 4 different levels:

1. between and among chapter working groups
2. with other climate action groups in the DFW area
3. with other chapters in the Lone Star regional coalition of chapters, and with other climate action groups, including Sierra Club and Public Citizen, that organize around state level legislative action
4. with working groups on Reality Hub and with other chapters in nationwide campaigns

**2021 GOALS**

- Active collaboration between chapter working groups. 2021 to set first benchmark.
- Co-host with Dallas Sierra Club a DFW regional conference of climate action group leadership teams to identify shared goals for collaboration.
- At least one shared state-level action by all Climate Reality chapters in the Lone Star Coalition.
- Active collaboration between chapter Working Groups and Reality Hub Working Groups. 2021 to set benchmark for number of chapter groups that connect with Hub groups. Creatives group contributions to other working groups.

Organization

**DESCRIPTION**

We anticipate continued growth in membership in 2021. Continually review and improve Chapter Working Groups. Become less Dallas-centric and develop municipal or regional groups. Continually review and improve communication platforms.

The Executive Committee has been vested with decision-making authority for the chapter. Regularly evaluate the satisfaction of the membership with the way decisions are being made. Non-executive committee members to join as observers and provide opportunities to voice feedback. Implement the succession plan as described in our descriptions of positions on the Executive Committee.

**2021 GOALS**

- Active consultation between the Executive Committee and co-chairs of the chapter working groups including monthly reports from each group for use in the chapter monthly report and at least bi-annual meetings of the Executive Committee and all group co-chairs.
- Active and ongoing effort to create municipal or regional groups (at least one in each of Dallas, Tarrant, Denton, & Collin counties)
- Quarterly updates from the social media committee to the Executive committee on percent of chapter members signed on to the Discord App and regular efforts to encourage participation. Quarterly updates on requests for presentations coming via the website. Ongoing encouragement of members to join the presenter’s group and to submit posts to the Blog. Conduct bi-annual surveys of member opinion and satisfaction.
### Environmental Justice

**DESCRIPTION**
Identify the issues of injustice in communities affected with gentrification, undeveloped lands, and older buildings. Engage with community residents via groups and churches with existing audiences. Find/develop partnerships with and develop a presence in community gardens and/or mobile farmers markets to green these areas and improve their liveliness and wellbeing.

### 2021 GOALS
- 2+ litter pickups
- 1-2 “field trips” in Oak Cliff to engage residents (via social distancing), to be completed by end of Q1 2021, expand into other high impact areas (i.e. Fair Park)
- Develop framework which can be exported to other areas
- Identify 1-3 issues of injustice to focus on & detail plan to address, to be completed by end of Q2 2021
- Connect with UNT Dallas Urban Agriculture to plan for collaboration on mobile farmers market
- Connect with community garden planners, participate and volunteer
- Support “March on Washington” in Dallas with Poor People’s Campaign Texas in June
- Connect with DART & Dallas City Council Members on how to start community gardens on undeveloped DART properties (specifically 8th & Corinth)

### Youth Engagement

**DESCRIPTION**
Resources: Develop educational resources, conversation-starting materials and action steps geared toward youth, including minority youth;

**Narratives:**
- Amplify minority youth voices by bridging immigrant experiences and climate impact through personal story-telling (normalize the conversation!)
- Deliver fun climate messages via new technology/apps to attract more youth engagement virtually and locally;

**Outreach:**
- Establish connections with young conservative climate groups
- Connect Youth WG with local youth organizations

### 2021 GOALS
- Develop 1 presentation geared toward youth
- Target up and coming voters, lessons learned from March to the Polls, Voice of the Empowered (VOTE)
- Develop 1+ set of action-steps for the youth in the climate movement
- Publish 1 blog series bridging immigrant stories and climate impact
  - Short form of presentation of the stories (at 5-10 mins at monthly meetings)
- Organize 2+ social hangouts (watch parties, litter pickups, etc) with youth (non-youth welcome too)
- 1-2 collaborations with local youth organizations
- Start an account on Tiktok — create fun videos for climate impact (check Sunrise’s Tiktok)
- Identify 2+ local conversative climate groups and start conversations
2021 Goals
- To be announced.

Working Group Mission:
- Bring climate change education to southern Dallas
- Expose environmental / racial issues in our community with a primary focus on healthcare and healthcare reform
LATINX OUTREACH

2021 Goals
- Grow working group membership and increase current engagement.
- Use emotional and community connections to normalize the conversation around the climate crisis in the Latinx community.
- Build connections with other organizations (including Dallas Public Library) to increase and diversify audience.

Working Group Mission:
- Increase awareness about the environmental injustices that occur within the Latinx and other front-line communities through collaboration and engagement
- Obtain a greater holistic understanding about these communities through education, interaction and service

LatinX Outreach
2021 Goals
- Launch podcast series in January
- Cultivate projects that keep all members engaged.
- Target more specific audiences.

Working Group Mission:
- Raise awareness around climate change and sustainability among the younger generation
- Equip the youth with channels and tools to pursue climate actions
CREATIVE SPACES

2021 Goals
● Continue to provide content to be presented at opening of each monthly chapter meeting.
● Bring the group together around a shared project.
● Target messaging towards inactive chapter members and local communities.
● Build connections with outside organizations.

Working Group Mission:
● Encourage change in individuals through emotional responses to images and music.
● Remind about the beauty of the natural world.
● Offer hope while warning about the causes and effects of climate change.
● Collaborate with other working groups to involve new audiences.
2021 Goals
- Continue to work with DISD to implement green energy systems by demonstrating the long-term cost savings, marketing benefits, and improved student outcomes of going green.

Working Group Mission:
- To advocate for and assist in rapid increase in energy efficiency, solar energy use and energy storage in DFW, and to phase out the use of natural gas ASAP, prioritizing policy adoption at school districts and cities, etc.
**2021 Goals**

1. Advocate to Local, State, and Federal officials and agencies regarding specific policies and bills
   - A minimum of 4 legislative activities (petitions, contact legislators) per year
2. Prevent new Plastics manufacturing facilities to be permitted or built in Texas or adjoining states (BFFP)
   - Discuss the issue with the New Orleans chapter and become more active in the issue (February 2021 Meeting)
3. Engage with other organizations to create support, volunteers, and advocacy of the goals of the Plastic Working Group
   - Quarterly Events
     - January 2021 kick-off event with other organizations
     - Kayak on the Trinity in the Spring/Summer
   - Invite one new group each month to our monthly Plastics Group Meeting

**Working Group Mission:**
- Advocate to Local, State, and Federal officials and agencies regarding specific policies and bills
- Prevent new Plastics manufacturing facilities from being permitted or built in Texas or adjoining states
- Engage with other organizations to mobilize support, volunteers, and advocacy of the goals of the Plastic Working Group
2021 Goals

Dallas Business Outreach
1. Develop a general business presentation: “Building Back Sustainability”
2. Develop a Draft of Organizations and Audiences we might approach to offer presentations
3. Develop the process to capture and follow up on registrations
4. Deliver and follow up presentations

Harvard Alumni Climate and Environment Presentation
Boot camp for those concerned about climate change who want to drive sustainability
1. Develop the marketing to recruit leaders – a cream skimming approach
2. Develop and staff curriculum – the Climate Hero’s Journey
3. Design the business case and strategy frameworks
4. Think thru the work session offering
5. Produce the boot camp for organizations – 5 sessions

Working Group Mission:
To increase the impact of the Dallas Climate Reality chapter on business organizations through education and advocacy that:
- raises understanding and awareness of climate change and related issues
- increases commitment to sustainability,
- shares tools and best practices
- strengthens constituencies, capacities, and actions for urgently needed change
2021 Goals

- Increase Working Group membership.
- Participate in events linking faith and environment.
  - March 11 GreenFaith event.
- Partner with local interfaith groups.
- Support GreenFaith organization initiatives.

Working Group Mission:

- Present material about the climate crisis and the urgent need for action to communities of faith through messaging that is tailored to the beliefs and values of each community.
- Meet with church/ synagogue/ mosque community leaders and staff to identify opportunities to make buildings and operations "green" by adopting more sustainable practices in plant/facility management.
- Offer education of daily, local, and global actions for members of a faith organization to enhance their action(s) towards Creation Care.
2021 Goals
- Grow club membership with an emphasis on diversity and inclusivity.
- Invite authors to join the reading discussions.
- Increase engagement with the current club members and the larger chapter.
- Promote Acts of Leadership that can be taken based on the reading material.

Working Group Mission:
- Explore the environmental, economic, technological, and humanitarian facets of the climate crisis and how writers address these issues in rhetorically compelling ways.
- Engage Climate Reality Leaders through inquiry and choice, expand members’ perspectives, and discover new depths by reading and discussing works chosen by the members.
- Provide a forum for expressing feelings and opinions in a friendly and open atmosphere.
- Build connection and community among Climate Leaders through discussion and dialogue.
SELF-CARE FOR ACTIVISTS

2021 Goals
- Contribute to the monthly chapter meeting
- Quarterly self-care “listening circle”

Working Group Mission:
- To offer ideas and resources on self-care to members of the DFW Chapter.
- Promote a culture of care and support for all chapter members across the chapter as a whole.