CLIMATE REALITY PROJECT: ATLANTA CHAPTER

CO-CHAIRS: JAIRO GARCIA AND KERRI METZ

JUNE 3, 2019 6-8PM

JUNE CALENDAR AND SUBCOMMITTEES
Meeting Ground Rules:

1. First things first, respect one another always
2. If you have a comment, limit it to 1-2 minutes maximum so that we have time for everyone
3. If you make a comment, start by introducing yourself with your name, title and organization
4. After an intervention, let at least 3 more people talk before speaking again unless nobody is making any comment
Chapter Co-Chairs Introductions:
Jairo Garcia and Kerri Metz
Chapter Board

Adriana D’La Rotta Thumann

Emme Luck

Allison Berg
<table>
<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
<th>LEAD</th>
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<tbody>
<tr>
<td>Before 6pm</td>
<td>Check-in/Kickoff</td>
<td>Team</td>
</tr>
<tr>
<td>6:00-6:05pm</td>
<td>Brief Introductions</td>
<td>Jairo &amp; Kerri</td>
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<tr>
<td>6:05-6:10pm</td>
<td>Professor Michael Black - GSU</td>
<td>Michael Black</td>
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<tr>
<td>6:10-6:30pm</td>
<td>Atlanta’s Tree Ordinance</td>
<td>Judy Yi</td>
</tr>
<tr>
<td>6:30-6:35pm</td>
<td>Recap Activities June</td>
<td>Jairo</td>
</tr>
<tr>
<td>6:35-6:40pm</td>
<td>Mission Statement Recap</td>
<td>Kerri</td>
</tr>
<tr>
<td>6:40-6:55pm</td>
<td>Sub-Committees Breakout</td>
<td>Kerri &amp; Team</td>
</tr>
<tr>
<td>6:55-7:15pm</td>
<td>Updates from each Sub-Committee</td>
<td>Team</td>
</tr>
<tr>
<td>7:15-7:25pm</td>
<td>Communications with Emme and Kerri</td>
<td>Emme &amp; Kerri</td>
</tr>
<tr>
<td>7:25-7:45</td>
<td>Upcoming Events</td>
<td>Jairo</td>
</tr>
<tr>
<td>- Trees Atlanta event – This week</td>
<td></td>
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<tr>
<td>- Streets Alive – Jun 9th</td>
<td></td>
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<tr>
<td>- Rally on June 11th</td>
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<tr>
<td>- 4th of July Peachtree Road Race</td>
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<tr>
<td>7:45-8:00pm</td>
<td>Final Questions, Comments and Input</td>
<td>Jairo &amp; Kerri</td>
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</tbody>
</table>
Dr. Michael Black

Michael Black
Lecturer, Senior Neuroscience

Education
BS, Cornell University, 1997
MS, Georgia State University, 2004
PhD, Georgia State University, 2005

Specializations
Animal Behavior
Behavioral Neuroscience, Marine Biology
Sustainability

Biography
Dr. Michael Black’s work focuses on social interactions and how they affect the brain. He teaches the core courses of Neurobiology Laboratory and Scientific Method in Neuroscience, as well as a course in Sustainability. He serves as the Faculty Associate for the Office of Sustainability.

Email: seawater@gsu.edu
Phone: 404-413-5081
Fax: 404-413-5446
The Department of City Planning invites you to the

URBAN ECOLOGY PUBLIC MEETINGS

Please join us to provide input on the initial rewrite outline of the Tree Protection Ordinance. Each meeting below will cover the same material. We look forward to seeing you!

MONDAY, JUNE 3
6:00-7:30 PM
SOUTH
Metropolitan Library, 1332 Metropolitan Pkwy SW
Atlanta, GA 30310

TUESDAY, JUNE 4
6:30-8:00 PM
WEST
Church of the Master Presbyterian,
3400 M.L.K. Jr. DR,
Atlanta, GA 30331

WEDNESDAY, JUNE 5
6:30-8:00 PM
EAST
Neighborhood Church,
1561 McLendon Ave NE,
Atlanta, GA 30307

THURSDAY, JUNE 6
6:30-8:00 PM
NORTH
Trinity Presbyterian Church,
3003 Howell Mill Rd NW
Atlanta, GA 30327

Follow us on social media: @ATLPlanning
Learn more at: atlantaga.gov/government/departments/city-planning
Questions? Contact: eajohnson@atlantaga.gov or urbancology@peqatl.com
Recent Events Recap

- Green Drinks
- Just Energy Circle & Just Energy Report - Partnership for Southern Equity
- USBGC Greenbuild Appreciation gathering at Interface
- AllatRa International Public Movement for rising vital questions that concern topics of peace, humanities and empathy
- Meet with Brighter Investment about sustainable investment
- Meet with Sustainability Director for Sustainable Downtown
- Meet with Audubon Society to discuss divert investments from fossil fuels
- Launch of Mid-course Correction Book
- Closing Ceremony Atlanta Bird Fest - Intervention of Dr. Marshal Shepherd about climate change
- Sierra Club and Beer: Green New Deal
- Workshop National Consumer Law Center: Developing Data and Analysis in Support of Home Energy Security Programs and Policies
- Georgia Climate Project
- Southeast Climate & Energy Network Conference in Birmingham
Recent Events Recap

Sierra Club – Green New Deal

Southeast Climate & Energy Network
Our Mission:
To create a network of goal-minded individuals who will take tangible action to increase social awareness and concern around the causes and effects of climate change. We exist to promote an interdisciplinary unity between science, development, equity and sustainability. We exist to slow and halt the rapid warming that has endangered our home through non-partisan, financially prudent and scientifically-grounded actions that address both daily lifestyles and state and federal actions. We will recruit new members and build our chapter through social events, climate initiatives, education and outreach, always striving to equitably reduce the impacts of climate change across the globe.
Our Acts of Leadership
Winner is.....!
# Atlanta Chapter Sub-Committees

<table>
<thead>
<tr>
<th>Infrastructure and Energy Efficiency</th>
<th>Equity and Social Justice</th>
<th>Environmental Health</th>
<th>Food-Water-Energy Nexus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utilizing energy efficient technologies in our daily lives and infrastructures</td>
<td>The fight against climate change must benefit all people equally, justly and sustainably</td>
<td>The health of people and planet under rising pressures of pollution, disease, etc.</td>
<td>Water security, energy security and food security are inextricably linked and necessary for a growing population</td>
</tr>
<tr>
<td>Influence and propose policies that require a sustainable and clean use of energy</td>
<td>Influence and propose policies that promotes equity and environmental justice</td>
<td>Influence and propose policies that link the climate change and the environment with public health</td>
<td>Influence and propose policies that can ensure the sustainable use and development of these resources</td>
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A Brief Update on the Website...
Comms Sub-Teams

Newsletter
Social Media
Website

Media & Press
Events
### Meet the Comms Teams!

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Social Media</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allison Berg</td>
<td>Hanka Kirby</td>
<td>Jason Caldwell</td>
</tr>
<tr>
<td>Barbara Collier</td>
<td>Allison Berg</td>
<td>Robert Herrig</td>
</tr>
<tr>
<td>Russell Puryear</td>
<td>Anyone else?</td>
<td>Allan Keele</td>
</tr>
</tbody>
</table>
Who didn’t receive the last newsletter and is part of the Atlanta Chapter on Reality Hub (since before May 20)?
# Newsletters

<table>
<thead>
<tr>
<th>Date</th>
<th># Recipients</th>
<th>Opened</th>
<th>Clicked</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 18</td>
<td>59</td>
<td>67.8%</td>
<td>5.1%</td>
</tr>
<tr>
<td>March 11</td>
<td>72</td>
<td>72.9%</td>
<td>14.3%</td>
</tr>
<tr>
<td>April 22</td>
<td>213</td>
<td>17.0%</td>
<td>3.3%</td>
</tr>
<tr>
<td>May 20</td>
<td>229</td>
<td>30.6%</td>
<td>8.7%</td>
</tr>
</tbody>
</table>
Social Media Accounts

- Instagram @climaterealityatlanta
- Twitter @atlantaclimate
- Facebook Group The Climate Reality Project: Atlanta, GA Chapter
- Facebook Page @climaterealityatlanta
- LinkedIn coming soon
Communications Guidelines
Guidelines: General

- Approach: Confident, Knowledgeable, Humble
  - We must, we can, and we will solve the climate crisis
- Mission: At the Climate Reality Project, our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across every level of society.
Guidelines: Dos & Don’ts

- **Do:**
  - Consider your message from the audience’s POV
  - Emphasize the benefits/the positives
  - Take personalities out of the conversation
  - Tell stories that people can connect to

- **Don’t:**
  - Make personal attacks - talk about the result of their actions, not them
  - Expect the facts alone to persuade
Guidelines: Tone & Name

- **Our Tone is:**
  - Optimistic
  - Cutting-edge
  - Honest
  - Inclusive
  - Witty
  - Solutions-focused
  - Approachable

- **Our Tone is not:**
  - Alarmist
  - Judgmental
  - Catty
  - Overly academic
  - Cruel

- **Our name is The Climate Reality Project: Atlanta Chapter**
  - Avoid acronyms (CRP, CR, TCRP)
  - Include “The” in externally-facing communications
Guidelines: Social Media

- Climate Reality looks at the big picture of global progress, so we often avoid stereotypical images of polar bears and recycling in favor of more current and actionable images
- Keep things short and sweet
- Check your metrics to see what resonates with your audience
Attend events and take photos!

Arsjo Carino Turner added 21 new photos — with Jairo Hernan Garcia.
April 8 • 0

My first time to join a rally for Clean Affordable Energy & Environmental Justice in downtown Atlanta.

Thank you Sierra Club and partner organizations for initiating this event!

#LeadOnClimate
Thanks!

Questions? Email: Emmeline.luck@gmail.com
Upcoming Events

- Trees Atlanta event - This week
- Streets Alive - Jun 9th
- Georgia Climate Project – Call for ideas - Jun 10th
- Rally PSC on June 11th
- Food Forest visit June 21st
- 4th of July Peachtree Road Race
- July 25th – Activity at Emory
Upcoming Event

**CROSS-CITY ROUTE**

**JUNE 9, 2019**

Connecting 21 neighborhoods and extending into Decatur for Decatur Streets Alive -- plus enjoy extended hours, 2pm - 8pm!

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**DECATURE STREETS ALIVE**

Enjoy a bonus mile from the East Lake MARTA Station to S McDonough St thanks to the City of Decatur and their first open streets program!
Upcoming Event

GEORGIA CLIMATE CONFERENCE

MINIMIZING GEORGIA’S RISKS. MAXIMIZING GEORGIA’S FUTURE.

November 7-8, 2019 | Emory Conference Center | Atlanta, GA

Call for Ideas: Deadline is June 10

Statewide #SpeakTruth2GAPower Rally at Final Energy Hearing!

Date and Time:
Tue, Jun 11, 2019 5:00 PM - 7:00 PM (Local Time)

Add to Calendar

Organized By: Georgia Chapter

Location: Across the Street (Atlanta City Hall) from the Georgia Public Service Commission; 244 Washington St SW, Atlanta, GA 30303

Map | Directions

Event Organizers:
Neil Sardana
neil.sardana@sierraclub.org
(517) 648-2386

RSVP Below

First Name *
Last Name *
Email *
Zip *
Mobile Phone

How many people will you bring with you?

Affiliated Organization or School

Are you interested in joining our Clean Power Organizing Committee?

You'll receive email updates from Sierra Club. You can unsubscribe at any time.

RSVP
Upcoming Event

Join us for a field trip to the urban food forest at Browns Mill

Friday, June 21 2019
11:30 AM – 2:30 PM
The event is free but you need to register in advance
Final Questions?