

←350 Bay Area ACTION

350 BAY AREA ACTION ANNUAL REPORT

2020-21



This is the 2020-21 Fiscal Year Annual Report for 350 Bay Area Action,
a 501c4 non-profit.



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Mona Caron

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2020-21, A Year of Resistance,
Persistence, and Building
for a Fossil Free Future

Note from the Executive Director

Welcome to the first 350 Bay Area Action Annual Report, and what a year it has been for our organization!

350 Bay Area Action has been working since 2013 to push our elected representatives to stand up to the petroleum industry and fight for climate action. Incorporated as a 501(c)(4) social welfare organization, the 350 Bay Area Action team can engage in organizing grassroots and direct lobbying, asking those we elect to pass policies urgently needed to reduce emissions that are dangerous to our health and climate, and to block legislation that perpetuates the problem.

Our Legislative Committee has grown in size and strength, and often takes a leading position in a wide range of networks promoting climate legislation that speeds the shift to 100% clean energy, the elimination of fossil fuels, the transition to clean, just, accessible and affordable mobility, and increasingly, improvements to land use that reduce carbon emissions and even increase carbon sequestration in our soils.

For our Electoral Accountability Committee, this was the team's first full fiscal year in operation. Our fiscal year starts in June, which was right as this most critical election season began. Our team endorsed 11 candidates, 7 of whom won their races. Another of our Electoral teams -- aptly named "Go Green. Vote Blue." -- worked with Flip the West (now Activate America) to get the vote out in key races across the country. The "Go Green. Vote Blue." team recruited and engaged hundreds of phone bankers who made thousands of calls for "Blue" candidates in several states. In the process, the team created an extraordinary esprit de corps, an enduring community that will spring back into action during upcoming campaign seasons, such as preventing the Republican-led Gubernatorial Recall happening right now.



Laura Neish
Executive Director

Read on for more detail about this exciting work and how we're growing in capacity and influence in the Bay Area and beyond. 350 Bay Area Action's work is led by and depends upon a large group of volunteers, many of whom work from 20-40 hours a week. It is supported by a very small but mighty paid staff. As Executive Director, it really is my privilege to work with such knowledgeable, dedicated, fun, and kind people pulling together to make a real difference in the world. We are lucky to have each other, and to live in the Bay Area, where our work influences the state, and California's climate leadership (even if it is not yet sufficient) influences the ambition and policies of the rest of the world.

With gratitude for your involvement and support: thanks for being on the team!

Laura

National Election

2020 Election: Go Green, Vote Blue!

When it comes to climate, public health, and civil liberties, the importance of making the right choice at the ballot box was never more apparent than after four years of Donald Trump

and the Republican Senate. In 2020, we faced a perilous crossroads. We could choose accelerated climate action and social justice, or face four more years of anti-science sentiment and policies, leading to even more climate catastrophes and the loss of our democratic norms.

Partnering with Flip the West to target races in swing states, we built a **“Go Green, Vote Blue”** coalition with other environmental groups to Get Out the Vote for environmentally supportive candidates. Given pandemic health protections we couldn't knock on doors, but through phone calls to voters we increased turnout by 3-5%. This was our grassroots power at work. Our members showed up in force, and

we went “door-to-door” virtually, with phone bank parties for the Senate and Presidential races. We helped flip the Senate and White House, and hold the blue majority in Congress!





We focused on critical races.

Flip the West continuously monitored polling data and conferred with local activists in swing states to let us know the races where our phone banking would have the biggest impact on voter turnout. Our calls supported a roster of outstanding senatorial candidates committed to fighting for a healthy environment, including Mark Kelly (Arizona), Theresa Greenfield (Iowa), Barbara Bollier (Kansas), and Steve Bullock (Montana). Callers were able to connect with voters about the issues that matter the most to them, and to provide state-specific information about voting processes (especially critical in the midst of the pandemic), including voter registration, mail-in ballots, ballot drop boxes, early in-person voting, and Election Day polling place locations and hours.

One of our callers, Genny, had one of those monumental moments when reaching a caller who was still undecided. An older man in Iowa answered her call and said he was undecided about the Senate race. As Genny talked to him, telling him some about Theresa Greenfield, she hit a sweet spot when she mentioned clean energy and Iowa's growth in wind energy and clean jobs. It turned out his nephew worked in this field and the man agreed it was a good paying job. He then said, "I am just filling out my ballot now and I will vote for Theresa Greenfield."

We trained and supported hundreds of phone bankers.

For 2020, we engaged hundreds of 350 Bay Area Action members, old and new, in phone banking. Go Green, Vote Blue boosted 350 Bay Area Action's electoral cycle impact, deepening the sense of community and collaboration among grassroots climate action organizations throughout the region. We launched a phone bank training team that raced over learning curve after learning curve. The trainers and phone bankers acclimated to the fast-paced dynamics of the electoral season, orienting to various dial-up technologies, new campaigns, and new scripts to bring critical information to thousands of voters. We won some, we lost some! And after all was said and done, we strengthened the electoral infrastructure of our climate action movement to bring even more muscle to future cycles.



Phone Bank Team photo from our launch in July 2020

Local Races

The Electoral Accountability team within 350 Bay Area Action has broadened and deepened its efforts to get politicians elected who support our goals — and to make sure their actions match their good words. This work begins with local endorsements.

We Won 7 City Council Seats!

Winners we endorsed in 2020 include Dan Kalb in Oakland, Gayle MacLaughlin in Richmond, Brian Barnacle and Dennis Pocekay in Petaluma, Kevin Wlik and Cindy Darling in Walnut Creek, and Jovita Mendoza in Brentwood.



WINNER!

Walnut Creek City Council - At Large:
Kevin Wlik



WINNER!

Walnut Creek City Council - At Large:
Cindy Darling



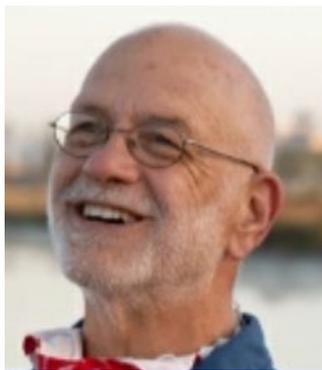
WINNER!

Brentwood City Council - District 1:
Jovita Mendoza



WINNER!

Oakland City Council - District 1:
Dan Kalb



WINNER!

Petaluma City Council - At Large:
Dennis Pocekay



WINNER!

Petaluma City Council - At Large:
Brian Barnacle



WINNER!

Richmond City Council - District 5:
Gayle MacLaughlin

We endorse only candidates who:

- Pledge NOT to take contributions from oil, gas, and coal industry executives, lobbyists, and PACs

and have a record of support for:

- Fast and just transition to 100% clean energy and fuels
- No new fossil fuel projects/infrastructure,
- and phase out existing uses of fossil fuels
- Climate equity for those hardest hit by the climate crisis

Our First-Ever Endorsements, And Not Our Last

We have raised the bar for climate action in this decade, with our endorsed candidates here in the Bay Area, and across the board. We are also closely watching the actions of officials after they take office. For instance, we are working with 350 Bay Area Marin members to highlight, and possibly reverse, recent action by the Novato City Council to approve a new, 14-pump Costco gas station. Accountability will be a key element in future endorsements.

We will continue these efforts — local endorsements, local follow-through, and involvement in national elections — for 2022 and 2024.

Advocating for Legislative Action



350 Bay Area Action and 350 Silicon Valley meet with Sen Wieckowski (So Alameda County/North Santa Clara County)

Our Impressive Team; 40 Volunteers Tracking 40 Bills

Our impressive team of 40+ new and seasoned legislative volunteers led four Action Teams and our Communications Team. Volunteers on our Clean Energy, Ending Fossil Fuels, and Transportation/ Land Use Action Teams researched, tracked, and coordinated action on more than 40 bills introduced in the California legislature, while our Federal Action Team promoted climate legislation proposed under the new Biden Administration. Our Communications Team supported our Action Teams by inspiring civic participation among our 18,500+ followers and their networks via email, social media, and our website. Our volunteers included representatives from the fields of public health, economics, waste management, public education, EVs and AVs, medical technology, corporate communications, as well as 14 Bay Area Assembly Districts.

We Make Legislative Education and Action Accessible

We give Bay Area folks tools to engage with their representatives and cultivate the laws that will impact our communities. We make our outreach inclusive and accessible so that all feel empowered by civic action. Demystifying the legislative process and giving people clear actions is one part of that accessibility. Another is offering a wide range of volunteer opportunities that allow folks to participate regardless of their skill set.

Our education comes in many forms, including guest speakers, training sessions, mentorship, etc. Our annual 350BAA Legislative Training is particularly impactful. It's often a conduit for passionate volunteers who go on to fill key roles on our Action Teams.



350 Bay Area and Sunrise constituents talk with State Senator Scott Weiner (San Francisco, bottom center) about cutting GHGs and promoting climate justice statewide



350 Bay Area Action and High school student interns meet with Senator McGuire (Marin, Sonoma, North Coast)

Our Key Bills and Major Wins

In the midst of a flurry of bills to allocate a budget surplus to health care, education, and homelessness, our 350BAA activists worked hard on funding and enacting climate policies to ensure California remains a world leader on meeting the Paris benchmarks. We only have ten years to dramatically eliminate carbon emissions, and California must move faster. Some bills that are moving forward in the 2021 session will develop offshore wind, ensure oil companies pay to remediate nonworking wells, subsidize zero emissions trucking, and support natural carbon sequestration—all to ensure California reaches Carbon Neutrality by 2045.

Our Comms team had our volunteers engage in critical messaging, led by our partner VISION, to demand CalGEM mandate a 2500' setback of oil drilling from community activities, and also stop issuing new fracking permits. Our activism has made a big difference in slowing down permits, and has engaged the public to reduce the health problems caused by oil wells. 350BAA volunteers also helped win the fight against eliminating rooftop solar, when we stopped the passage of a bill that would make rooftop solar much more expensive to operate because of big payments to utilities.

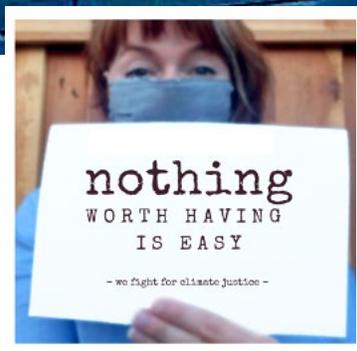


Graphic credit: 350 Bay Area Action
volunteer, Lyla Warren



Thank You

Thanks to all of our supporters for making our achievements possible this year.



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350bayareaaction.org