

Sierra Club Connecticut Chapter

Strategic Plan 2019-2022

Strategic Plan Mission Statement:

To explore, enjoy, and protect Connecticut's lands, water, air and wildlife for all; while ensuring our organizational strength and financial solvency.

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Chapter Priority:

1. Mitigate and Adapt to Climate Change

- a. Reduce Connecticut's Greenhouse Gas emissions to net-zero by 2035.
- b. Move Connecticut to 100% Clean, Renewable Energy for the electric sector by 2030 and all sectors by 2050 or sooner.
- c. Transform Connecticut's public transportation system to 100% carbon-free by 2050.
- d. State of Connecticut will institute and fund two programs every year that will help address climate resiliency.
- e. Sierra Club Connecticut will hold two education events about energy efficiency each year.

Chapter Priority:

2. Explore, Enjoy, and Protect Connecticut's Clean Air, Land, Water, and Wildlife.

- a. Preserve 21% of Connecticut's land as open space.
- b. State of Connecticut will introduce two initiatives a year intended to protect our water rights and quality and defend the Clean Water Act within the state.
- c. Raise Connecticut's air quality rating from an "F" to a "C" by 2022 and to an "A" by 2035
- d. Ensure the Chapter holds at least 24 outings a year by 2022.
- e. Establish a vibrant committee focused on Connecticut's Wildlife.

Chapter Priority:

3. Assume a Leadership Role in Coordination of Statewide Environmental Issues

- a. At least 50% of Connecticut's Elected officials will be considered environmental champions by introducing or co-sponsoring one of our legislative priorities. At least 80% of Connecticut's Elected officials will be considered supporters by voting for at least one of our legislative priorities each year.
- b. Increase number of volunteer leaders by 4 people every year within Sierra Club Connecticut.
- c. Form and strengthen relationships and coalitions with at least two new non-traditional allies a year.
- d. Increase the number of engaged citizen lobbyists and activists by 20% a year.
- e. Conservation committees and groups will work on at least one legislative bill, town ordinance or agency regulation that pertains to their conservation issue every year.

Chapter Priority:

4. Ensure the Chapter's Financial Stability

- a. Sierra Club Connecticut's membership will grow 10% annually from 2020 to 2022.
- b. Sierra Club Connecticut will raise \$50,000 each year from individual donors.
 - i. Sierra Club Connecticut will have an average of one house party a month to recruit members, honor existing supporters, and promote programs by 2021
- c. Sierra Club Connecticut will increase the amount of grant money received from National by \$5,000 each year

Chapter Priority:

5. Engage and Support a Broad, Diverse, Inclusive, and Powerful Movement

- a. Prioritize equity in addressing climate change by launching an Environmental Justice Committee by 2020.
 - i. Strengthen Chapter engagement in environmental justice communities
- b. Sierra Club Connecticut's groups will recruit new and diverse membership by 10% and increase leadership and engaged membership by 20% a year.
- c. Sierra Club Connecticut will increase membership and leadership diversity across the state.

Appendix: Sierra Club's Committees and Campaigns

- Conservation Teams
- Executive Committee
- Outings
- ICO
- Political
- Legislative
- Communications
- Advancement
- Membership
- Leadership Development
- Groups
- Wildlife
- Nominating