

Southern Oregon Climate Action Now

Vision to Action Plan

2021 - 2025

Why This Work Matters

SOCAN believes that together, we *can* address climate change. As larger fires, hotter summers, more intense storms, and extreme droughts continue to impact Oregon each year, we promote understanding of the root causes and consequences of greenhouse gas pollution and stimulate individual and collective action to address climate change.

We believe that climate change impacts *all* residents of Southern Oregon and our neighboring communities and recognize that people of color, indigenous communities, low-income people, immigrants, and refugees are disproportionately impacted by greenhouse gas pollution and global warming. SOCAN is fully committed to providing personal, fact-based, solution oriented, and relatable information to our friends, neighbors, children, and legislators to help change policy and opinions for the betterment of our community and environment. Our vision is to reduce the impact of human influence on our environment and witness nature's natural processes return to normal over the next decade.

What We Do

Southern Oregon Climate Action Now (SOCAN) promotes awareness and understanding about the science, causes, and consequences of climate change. We work with individuals and organizations in Southern Oregon, statewide, nationally, and internationally to advocate for both personal and governmental actions that reduce the emissions and atmospheric concentration of greenhouse gases.

- **We Collaborate.** We deepen relationships and bring together local activists and community groups to accomplish mutual goals.
- **We Educate.** We work with teachers and students to provide information and resources on climate change and the impacts of greenhouse gasses.
- **We Advocate.** We engage with governmental leaders, their staffs and agency personnel to shape local policy, legislation, and state action to enable Oregon to lead the way nationally in setting aggressive greenhouse gas reduction goals.

Where We Are Headed

To address this challenge, SOCAN must grow to meet the need. By 2025, our goal is that:

- SOCAN is recognized as the go-to resource for climate change information and education throughout Southern Oregon, with a strong statewide reputation.

- SOCAN is seen as a leader in the region for forming, building, and maintaining partnerships and collaborations with community organizations and individuals.
- SOCAN's Government relations, at every level, are credible and effective.
- SOCAN is in a sustainable financial position, with a diversified, reliable funding base.
- SOCAN's Board of Directors, leadership, and participants are representative of the diversity of Southern Oregon.

Goals and Strategies

1. **SOCAN is recognized as the go-to resource for climate change information and education throughout Southern Oregon, with a strong statewide reputation.**
 - a. Website is accessible, user friendly and is viewed as a community resource.
 - b. Develop social media platforms and calendar to drive increased web traffic.
 - c. Expand relationships with teachers and school districts.
 - d. Expand relationship with community.
2. **SOCAN is seen as a leader in the region for forming, building and maintaining partnerships and collaborations with community organizations and individuals.**
 - a. SOCAN's projects (efforts) bring together those who share concerns about climate change.
 - b. SOCAN assesses the level of climate consciousness and interest in climate action in Jackson and Josephine Counties.
 - c. Increase leadership capacity of SOCAN's Project Teams.
3. **SOCAN's Government relations at every level are credible and effective.**
 - a. SOCAN develops and deepens relationships by engaging agencies and legislators at the federal and state levels to promote and support climate action.
 - b. SOCAN develops and deepens relationships by engaging departments, commissions, and councils at the county and city levels to promote and support climate action.
4. **SOCAN is in a sustainable financial position, with a diversified, reliable funding base.**
 - a. Develop the infrastructure needed to thrive and sustain our efforts



- b. Grant funding makes up 40% of SOCAN budget
- 5. **SOCAN's Board of Directors, leadership and participants are representative of the diversity of Southern Oregon.**
 - a. Strengthen and diversify the board to reflect region.
 - b. SOCAN is viewed and trusted as a collaborative partner amongst diverse communities in the region.



Now and Next

GOAL 1: SOCAN is recognized as the go-to resource for climate change information and education throughout Southern Oregon, with a strong statewide reputation.

Strategy	Outcomes Now – 2022	Outcomes Next – 2023-2025
STRAT 1A: Website is accessible, user friendly and is viewed as a community resource. [Kathy]	<ul style="list-style-type: none"> a. Complete website update by Q4 2021 b. Increase the average number of users to 1500 per month (25% increase from 1200 as of 9/2021) c. Increase average number of monthly entrances to 1600 (25% increase from 1300 as of 9/2021) 	<ul style="list-style-type: none"> d. Website reviewed and updated by project leaders annually e. Increase average number of monthly users 25% per year f. Increase average number of monthly entrances 25% per year
STRAT 1B: Develop social media platforms and calendar to drive increased web traffic. [Kathy]	<ul style="list-style-type: none"> a. Facebook account is regularly updated with new content twice per week. b. A multi-prong social media plan is implemented, which may include Instagram and/or Twitter. c. SOCAN website hits, driven from social media posts, are increased by 25% by end of 2022. d. SOCAN's Facebook page has a regular following (page "likes") of 1,800 (up from 1,430 as of 9/21.) e. SOCAN's Facebook page has increased engagement (comments, shares, clicks, reactions) on posts by 25% f. SOCAN's Facebook page has increased post reach (readers) by 50%. 	<ul style="list-style-type: none"> g. Facebook account is regularly updated with new content twice per week. h. Twitter and/or Instagram increases response by 25% each year. i. SOCAN website hits, driven from social media posts, are increased by 25% annually. j. SOCAN's Facebook page has a regular following (page "likes") of 2,500 by end of 2025. k. SOCAN's Facebook page has increased engagement (comments, shares, clicks) on posts by 25% annually. l. SOCAN's Facebook page has increased post reach (readers) by 25% annually.
STRAT 1C: Expand relationships with teachers and school districts	<ul style="list-style-type: none"> a. 3 new potential schools are identified and engaged b. Create an on-line list of relevant teaching resources 	<ul style="list-style-type: none"> d. Teachers in 25% of the schools are actively collaborating with SOCAN e. Online educational materials will be updated quarterly and made available and shared with Oregon schools.



[Ellie]	c. 10% of potential teachers are using climate change resources (Rogue Valley, coastal communities)	f. One sponsor has been secured to support the educational outreach.
STRAT 1D: Expand relationship with community [Bill]	a. Maintain sending monthly newsletter/reminder and increase the number who subscribe by 10%. b. Develop Hybrid delivery system for monthly meetings and projects. c. Maintain presence through LTEs and Op-eds while transitioning to other media such as the blog. d. Develop use of blog and increase number of subscribers to 25 and number of responses to 10. e. Increase the number of presentations by 50% over 2021 presentations during Covid.	f. Increase number opening by 10%. Increase the number of people who click on a link by 25%. g. Update technology as necessary and conduct surveys of participants using the Zoom option with responses to make this a positive experience. Increase total attendance by 10% annually. h. Evaluate effectiveness of LTEs and Op-eds (inclusion in publications) i. Increase number of blog posts, number of subscribers, and number of responses each by 10%. j. Presentations: Integrate/expand metrics to include programs organized by projects such as Coastal SOCAN and Ashland Climate Action project). Increase by 25% over 2022.

GOAL 2: SOCAN is seen as a leader in the region for forming, building, and maintaining partnerships and collaborations with community organizations and individuals.

Strategy	Outcomes Now – 2022	Outcomes Next – 2023-2025
STRAT 2A: SOCAN projects (efforts) bring together those who share concerns about climate change. [Alan, Bill]	a. Revision of the Quarterly Coordinating meetings of regional climate groups to abbreviate reports and submit in writing ahead so meetings focus more on shared actions. Expand to include other climate concerned groups (e.g., Rogue Advocates). b. Hold 12 - 15 monthly meetings before the end of 2022 with 25% increase in participation (attendance or video views). c. Of the above or distinct, hold 4 monthly meetings or additional forums / events that bring	f. Additional 10-11 annual monthly meetings. g. Video meetings and provide a second broadcast opportunity then videos are available on the website. h. Organize 3 monthly or special meetings annually as forums / collaborative meetings that share climate concerns with residents / organizations. i. Consider a ten-year Climate Summary anniversary re-run.



	<p>together area residents/organizations who share climate concerns to exchange activities.</p> <p>d. Hold 3 collaborative meetings with organizations discussing climate science / climate justice issues.</p> <p>e. SOCAN's ten-year anniversary celebration (September 2022).</p>	
<p>STRAT 2B: SOCAN assesses the level of climate consciousness and interest in climate action in Jackson and Josephine Counties</p> <p>[Kathy]</p>	<p>a. Establish a preliminary database to identify opportunities and challenges for climate action in Southern Oregon - Rogue Valley (Ashland - GP)</p> <p>b. Establish action teams in 5 local communities (maybe use SOU Interns).</p> <p>c. Identify and engage with other organization(s) focused on county/city actions.</p> <p>d. Assess public sentiment for climate action.</p>	<p>e. Expand the database to include Curry and Coos Counties (Klamath & Lake?); partner with DCGWC for Douglas County.</p> <p>f. Stimulate action teams in 5 additional regional communities to engage with local councils and departments to promote climate action.</p> <ul style="list-style-type: none"> o Potential ROCPAC partnership
<p>STRAT 2C: Increase leadership capacity of SOCAN's Project Teams</p> <p>[Hogan, everyone]</p>	<p>a. Identify new point person for Climate Coordination Group</p> <p>b. Diversify leadership in SOCAN Projects.</p> <p>c. Organize a 'training' program or 'on-boarding' plan for project leaders.</p>	<p>d. Establish 3 new individuals undertaking project leadership.</p> <p>e. Re-activate 'dormant' projects.</p>

GOAL 3: SOCAN's Government relations at every level are credible and effective.

Strategy	Outcomes Now – 2022	Outcomes Next – 2023-2025
<p>STRAT 3A: SOCAN develops and deepens relationships by engaging agencies and legislators at the federal and state levels to promote and support climate action.</p>	<p>a. At least 3 meetings with federal/state elected officials (or their staff).</p> <p>b. Testify at a minimum of 3 Hearings during Oregon's 2022 legislative session.</p>	<p>e. Increase by 5 the number of SOCAN activists appearing at State Legislator Town Halls wearing SOCAN T-Shirts</p> <p>f. Increase by 10 the number of SOCAN activists appearing at Federal Legislator</p>



[Hogan, Alan]	<ul style="list-style-type: none"> c. Submit testimony on DEQ Climate Protection Program to DEQ and EQC. d. Engage with statewide grassroots team monitoring agency programs developed consequent upon Executive Order 20-04. 	<ul style="list-style-type: none"> Town Halls wearing SOCAN T-Shirts g. Partner with ROCPAC and local legislators to promote passage of significant climate legislation [minimum 1 Bill per session]At least 3 meetings per year with federal/state elected officials h. Testify at a minimum of 3 Hearings per state legislative session - increase the number of individuals testifying by 5. i. Continue monitoring / engaging on EO 20-04 programs.
<p>STRAT 3B: SOCAN develops and deepens relationships by engaging departments, commissions, and councils at the county and city levels to promote and support climate action.</p> <p>[Hogan, Alan]</p>	<ul style="list-style-type: none"> a. At least 3 meetings with county/city elected officials (or their staff). b. Commenting at a minimum of 3 official meetings. 	<ul style="list-style-type: none"> c. Annually at least 3 meetings with county/city elected officials (or their staff). d. Commenting at a minimum annually of 3 official meetings. e. Increase by 5 the number of SOCAN activists or SOCAN partners running for local office or serving on boards / commissions.

GOAL 4: SOCAN is in a sustainable financial position, with a diversified, reliable funding base.

Strategy	Outcomes Now – 2022	Outcomes Next – 2023-2025
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<p>STRAT 4A: Develop the infrastructure needed to thrive and sustain our efforts.</p> <p>[Liz]</p>	<ul style="list-style-type: none"> a. Annual budget is developed and approved. b. Annual fundraising plan developed resulting in 60% of unrestricted funding. c. Recurring donations (monthly, quarterly, annually) will increase from 5 to 25 donors. d. 2 new sponsorships secured for MCP. e. 3 board members host a “friend raiser” to increase public awareness of SOCAN’s activities. f. Optimize our use of Donor Box . 	<ul style="list-style-type: none"> g. Part time ED is hired h. ED promoted to full time by 2025 i. Develop leadership succession plan for board j. Funding from recurring donations is doubled from Q4 2022. k. 2 new sponsorships secured for MCP l. Identify additional SOCAN projects and secure 3 new sponsors for those projects. m. Half of the board members host a “friend raiser” to increase public awareness of SOCAN’s activities n. Part time Development Director is hired o. Implement a comprehensive funding tracking software.
<p>STRAT 4B: Grant funding makes up 40% of SOCAN budget.</p> <p>[Liz]</p>	<ul style="list-style-type: none"> a. Grant funders of climate change are identified, qualified, and courted resulting in the development of a grant database. b. Secured grant funding in the amount of \$10,000. 	<ul style="list-style-type: none"> c. Development director’s hours are increased to include Grant writing d. By Q4 2025, \$60K (or 40% annual budget) will be secured through grants

GOAL 5: SOCAN’s Board of Directors, leadership and participants are representative of the diversity of Southern Oregon.

Strategy	Outcomes Now – 2022	Outcomes Next – 2023-2025
<p>STRAT 5A: Strengthen and diversify the board to reflect the region.</p> <p>[Hogan]</p>	<ul style="list-style-type: none"> a. 1-2 new members recruited to meet the diverse needs, onboarded, and trained 	<ul style="list-style-type: none"> b. 3 new board members are recruited to meet the diverse needs, onboarded and trained



STRAT 5B: SOCAN is viewed and trusted as a collaborative partner amongst diverse communities in the region [Ellie, Dago?]	<ul style="list-style-type: none">a. SOCAN materials are available in Spanishb. Strengthen/Develop relationships with BASE, Unite Oregon, Unete	<ul style="list-style-type: none">c. Evaluate the need to provide SOCAN website information in Spanishd. Evaluate whether materials are needed in other languagese. Identify additional climate action related organizations of color and engage in 5 activities for collaboration.
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