Local leadership on clean energy is more important than ever. As the Trump administration cuts vital climate, clean air and water protections, mayors and local leaders are the ones who know firsthand how this will harm the security and public health of families across the country. It is up to them to respond to this moment by doubling down on local efforts and signaling their support for clean energy and healthy communities nationwide. From the smallest towns to the largest cities, now is the time for action.

Mayors have an important role to play in leading communities toward 100% clean, renewable energy. We must enlist them to help make the case for 100% clean energy in the press, with the public, and by engaging other decision makers. Ahead of the U.S. Conference of Mayors annual meeting in June, the Ready for 100 Campaign will launch Mayors for 100% Clean Energy (#Mayors4CleanEnergy), a program designed to secure public endorsements of 100% renewable energy from mayors and enlist them as champions for renewable energy in our communities and across the United States.

THE GOALS OF MAYORS FOR 100% CLEAN ENERGY ARE TO:

• Secure public statements from mayors endorsing a community-wide goal of 100% clean, renewable energy and showcase mayoral leadership through public statements and media coverage culminating at the U.S. Conference of Mayors Annual meeting in June.

• Get mayors to publicly discuss steps they are taking to pursue ambitious clean energy development. These could include announcing plans to convene local stakeholders to chart a course for 100% renewable energy, establishing a 100% renewable energy goal for municipal operations, and other milestones.

• Give people both hope and positive actions that they can take—helping clean energy supporters engage locally while contributing to a national movement.

During this eight-week campaign, we will roll out a series of escalating engagement tactics aimed at securing statements from mayors and showing the popular support for clean energy across the country.

A public launch, likely on or around Earth Day in April, will mark the beginning of a sprint to get mayors to speak out in support of a 100% renewable energy vision and to take a visible stand at a press event during the U.S. Conference of Mayors in June.

We are looking for a couple of “chairs” to lead this effort—mayors or other high-profile spokespeople who can champion the goals of Mayors.
for 100% Clean Energy and actively encourage other mayors to join in.

In working with these chairs, with Sierra Club Chapters and Groups, with other Sierra Club campaigns, and with outside partners, the national Ready for 100 team will provide template materials, support, and coordination. We will also collectively track progress and share successes and momentum from across the field.

**MAYORS FOR 100% CLEAN ENERGY DRAFT TIMELINE:**

1. **March-April | Local campaign planning:** Planning, IDing leads and building team, refining ask, assigning roles, engaging volunteers, begin outreach to broader community

2. **Late April:** Administrative lobby meetings at mayors’ offices

3. **End of April/First Week of May:** National launch #Mayors4CleanEnergy with public announcement and national action alert asking people to call their mayor.

4. **Late April-Early June | Organize:** Postcard writing, petition collection and social-media push, call-in days and letters-to-the-editor asking Mayor to represent your community as a clean energy leader at the U.S. Conference of Mayors.

5. **Early June | Secure Commitment and Host a Send-off Party:** Hold second administrative lobby meeting at local mayor’s office with supporters. Drop off petitions and make formal ask for mayor to endorse #Mayors4CleanEnergy before U.S. Conference of Mayors Annual Meeting.

6. **June 23-25:** U.S. Conference of Mayors annual meeting in Miami Beach, Florida

7. **Post-June:** Accountability work—engaging mayor and other local elected officials and city staff to move forward on next steps.

This is a critical moment to build urgency for local action.

Your participation will create momentum for your local campaign objectives to get cities committed to 100% renewable energy, while contributing to something even bigger than the sum of our parts—together we can showcase mayoral leadership and ensure that momentum toward 100% clean, renewable energy is unstoppable!