



## Audubon Virtual Advocacy Day Toolkit 2022

Thank you for joining Audubon California's Virtual Advocacy Day on Wednesday, August 3, 2022

You are part of a powerful Audubon network advocating for policies to help birds, protect vital habitats, and expand access to nature to more Californians.

California's leadership on conservation and other environmental matters is more important than ever.

They will be deciding on important bills and last-minute budget negotiations, including how to invest hundreds of millions of dollars into Audubon priorities such as wetland conservation, coastal protection, improvements in parks and open space, and conservation ranching.

The toolkit has all you need to know to participate in Audubon Virtual Advocacy Day, including our legislative priorities, talking points, sample agenda for your meetings, and social media posts you can share.

For any questions, please contact me at [mike.lynes@audubon.org](mailto:mike.lynes@audubon.org).

Thank you,

Mike Lynes  
Director of Public Policy  
Audubon California



America Kestrel / Kristen Mauzy / Audubon Photography Awards

## Important Dates and Training Opportunities

### **Wednesday, July 27, 2022: Last Day to RSVP and Confirm Participant Availability for August 3<sup>rd</sup> Meetings**

Audubon CA is working hard to secure meetings with legislative offices, but it's important that we know constituents like you will show up to the meetings we schedule. So please confirm your commitment and availability to participate in meetings we schedule for August 3<sup>rd</sup>. If you do not confirm, we cannot guarantee a meeting for you with your legislator. If you're unsure of whether you can attend, please send us an email and let us know when you will not be available that day.

### **Friday, July 29, 2022: Advocacy Day Training**

Join our Advocacy Day training webinar from 12-1 pm. You can join by clicking here (or check your email for the link). If you miss the training, please check your email for a recording for you to view at your convenience.

Click here to join or paste the URL into your browser:

<https://audubon.zoom.us/j/94893622158?pwd=d2l2LzdgcS9XYXlLbEJsYmJ3d0M2dz09>

One tap mobile: US: [+16699006833](tel:+16699006833),[,94893622158#](tel:+16699006833),[,,, \\*882154#](tel:+16699006833)

Meeting ID: 948 9362 2158

Passcode: 882154

### **Monday, August 1, 2022, from 11am-1pm PT: Advocacy Day Prep Open Office Hours**

The Audubon California Policy Team will be available via Zoom to answer any questions you have from 11am-1pm PT. You will be able to join the meeting by clicking here (or check your email for the full link).

Click here to join or paste the URL into your browser: <https://audubon.zoom.us/j/94592645513>

One tap mobile: [+16699006833](tel:+16699006833),[,94592645513#](tel:+16699006833)

Meeting ID: 945 9264 5513 (no passcode)

### **Wednesday, August 3, 2022: Audubon California Advocacy Day**

- Please check for emails from Audubon staff confirming the times for your meetings on Advocacy Day.
- If you are unable to attend a meeting with a legislator, please check your email for our Advocacy Day Action Alert, which will provide an opportunity to write and call your legislators to urge their support on important issues.

## Advocacy Day Sample Meeting Agenda

The outline below provides a framework agenda for your meetings with legislators. Each meeting will be hosted by an Audubon staff member, who will provide the Zoom conference line and facilitate the meeting. Participants will volunteer to take one of the speaking roles identified below. Most meetings will be between 20-30 minutes. It's possible that not every participant will have a speaking role, but the Audubon facilitator will try to include all participants as completely as possible.

1. **Sign in 15 minutes early!** Audubon participants sign onto the Zoom conference line at least 15 minutes ahead of the meeting schedule.
  - a. If you are a constituent, please let the Audubon staffer know ahead of time.
  - b. Optional: Download the Audubon ZOOM background here:  
<https://nationalaudubon.box.com/s/a9u2ohnw8nazkmnge190zpj0meoofbtf>
2. **Start the meeting** (Group leader/Facilitator): Welcome people as they join.
3. **Introductions** (Group leader/Facilitator):
  - a. Group leader / Facilitator should introduce themselves. Ask up front if we can take a screenshot and share it on social media.
  - b. Invite the legislator or legislative office staffer to introduce themselves.
  - c. Introduce Audubon participants. Prioritize introducing any Audubon members that are constituents that live in the district for the office that you are meeting with.
    - i. For smaller groups, you may take time for everyone to say their name and chapter affiliation (if any).
    - ii. For large groups (more than 6 Audubon participants), we encourage everyone to introduce themselves in the chat. Please type your name and your chapter affiliation and/or where you live in the chat.
4. **Item 1:** Support Investments in 30x30 to conserve birds and expand access to nature (Speaker 1)
5. **Item 2:** Now is the time to invest in Nature Based Climate Solutions (Speaker 2)
6. **Items 3 - 5:** (Speakers 3-5)
  - a. For Assembly meetings, please see the Assembly Talking Points, and
  - b. For the Senate meetings, please see the Senate Talking Points
7. **Wrap-up and thank you** (Speaker 6 or Group Leader)
  - a. Ask the legislator or staffer if they have other questions or would like follow-up.
  - b. Invite the legislator or legislative staffer to a bird walk or another event.
  - c. Take a screenshot!

## TALKING POINTS FOR ALL MEETINGS (SENATE & ASSEMBLY)

### **Item 1: Supporting 30x30 Conserves Birds and other Species and Expands Access to Nature for All Californians**

- North America bird populations have declined by 3 billion birds in the past 50 years and hundreds of species in California alone will be pushed toward extinction if climate change is not addressed.
- Access to nature is essential for the wellbeing of people.
- During the pandemic, nature has been a refuge and source of health for millions of Californians.
- Lower-income areas and communities of color are three times more likely to lack access to nature and live in “nature-deprived” communities.
- Today, we are asking you to commit to support an additional funding in state budget funding in the August budget bill to conserve more of California’s lands and waters and expand access to nature for everyone.
  - Including supporting the administration’s \$594 million Nature Based Solutions package and the Senate’s proposal for an additional \$500 million over three years for 30x30.

### **Item 2: Use California’s Budget Surplus to Implement Natural Climate Solutions Now**

- Climate change is already harming our communities, with increased wildfires, drought, and extreme heat events during the summer.
- Audubon’s science indicates that two-thirds of bird species in North America are at much greater risk of decline and extinction under current climate change models.
- However, if we take action to mitigate climate change and build resilience, most of those species can be saved.
- Conserving and restoring key natural and working lands, like forests, farms, and rangelands, can contribute up to 23% of the US’ commitment to draw down greenhouse gas emissions.
- The Legislature needs to support the Governor’s Natural and Working Lands Climate Smart Strategy.
- In California, we urge legislators to:
  - Support voluntary, incentive-based programs for private landowners to participate in conservation.

*For Assembly and Senate meetings, please see the respective talking points in the sections that follow.*

## ASSEMBLY MEETING TALKING POINTS

Bills originating in the Senate are now being considered by the Assembly. Therefore, we will be discussing the following Senate Bills (SB) with Assembly offices.

### [Senate Bill 977: Conservation Ranching Incentive Program \(Laird\)](#)

SB 977 would create the Conservation Ranching Incentive Program at the State of California's Wildlife Conservation Board (WCB) to help ranchers plan and implement measures to improve grasslands for birds, carbon sequestration, and other ecological benefits.

Our talking points for this bill are:

- Grassland bird species are some of the most imperiled in North America, with a 52% reduction in grassland bird species since 1970, mostly due to loss of habitat.
- California's rangelands cover 41% of the state, but we are losing them at a rate of 20,000 acres each year.
- Audubon's conservation ranching program is active in 15 states and has demonstrated that ranchers can implement practices that improve ecological outcomes on rangelands and support successful business.
- SB 977 will create the Conservation Ranching Incentive Program at the California Wildlife Conservation Board, which will provide grants to landowners and ranchers for voluntary programs to create ranching plans and measures that will improve native plant and wildlife diversity on grazed lands.
- Other benefits from the program include improving soil health, sequestering carbon in healthy grassland systems, and reducing fire risks.
- SB 977 has broad, bipartisan support, no one has opposed it.
- Please support SB 977 when it comes to the Assembly floor later this month.

### [Senate Bill 260: Climate Corporate Accountability Act \(Wiener\)](#)

SB 260 requires the corporate greenhouse gas emitters to report their emissions to the California Air Resources Board. It applies to companies that conduct business in excess of \$1 billion and would apply penalties for repeated noncompliance with the Air Board's regulations.

Our talking points for this bill are:

- Climate change is already having severe impacts on California and many other parts of the world. These impacts will only grow as we continue to fail to adequately monitor and reduce greenhouse gas emissions.
- California's Global Warming Solutions Act of 2008 requires reporting from some emitters, like electricity producers, but there are many large corporate interests that are not required to report their emissions.
- Lack of information on emitters hinders ability to regulate and reduce emissions.
- Therefore, Audubon supports SB 260 to require big corporates to report on their emissions to create more accountability and improve our ability to reduce emissions.

## SENATE MEETING TALKING POINTS

Assembly bills (AB) have passed out of that house and are now being considered in the California senate. We will be discussing the following Assembly Bills with Senate offices:

### [Assembly Bill 30: The Equitable Outdoor Access Act of 2022.](#) (Kalra)

AB 30 will make it the policy of the state that every Californian should have safe and affordable access to nature and outdoor activities. It directs agencies with programs related to outdoor activities to incorporate this policy into their programs and grants.

- During the pandemic, nature has been a refuge and source of health for millions of Californians.
- Lower-income areas and communities of color, already located in some of the most polluted sections of American cities.
- Lower-income areas and communities of color are also [three times more likely](#) to lack immediate access to nature and to live in “nature-deprived” communities.
- AB 30 is an important step forward in the State providing all Californians with equal access to nature and its benefits.
- AB 30 also furthers the Governor’s Outdoor for All initiative and the 30x30 program.
- AB 30 not only puts forth a policy of the state to expand equitable access to nature, it directs agencies to take concrete steps to incorporate the policy into key programs to make sure that policy is put into action on the ground, especially in nature-deprived communities.
- We ask that you support equitable outdoor access for all and vote yes on AB 30 when it comes to the Senate floor.

### [Assembly Bill 2278: 30x30 Reporting](#) (Kalra)

AB 2278 requires the California Natural Resources Agency to report to the Legislature on progress in implementing 30x30.

- Globally, nature is in crisis and we are seeing unprecedented levels of extinctions. Loss of biodiversity harms people now and in future generations.
- The “30 by 30” (or “30x30”) initiative is an international effort derived from several studies and reports that have found nature is in crisis around the globe, with species rapidly going extinct and more extinctions likely in this century due to climate change.
- In 2020, Governor Newsom’s Executive Order committed the state to implementing 30x30, to conserve 30% of California’s lands and water for nature by 2030.
- In April, the California Natural Resources Agency issued its Pathways to 30x30 document, which lays out several steps the State will take to conserve its land and water over the next eight years.
- AB 2278 will require an annual report to the Legislature on the progress of 30x30.

- The annual report will inform decisions regarding budgeting and further legislation necessary to implement the initiative.
- Please support AB 2278 and ensure that the Legislature and the public are kept in the loop about the administration's 30x30 progress.

### **Assembly Bill 2382: Light Pollution Control (Lee)**

AB 2382 would require state owned and operated buildings to install light fixtures that reduce unnecessary light pollution.

- Unnecessary light pollution is a growing ecological problem that harms wildlife and people. It can disrupt animals' breeding, migratory, and feeding patterns and contribute to habitat degradation and population declines.
- 70% of birds in North America migrate, and 80% do so at night, when they can be disrupted by artificial light. Artificial lights can pull birds off their migratory routes, disrupt feeding behaviors, and result in collisions with buildings and other structures.
- The International Dark Sky Association estimates that 30% of night light is wasted. It not only disrupts people and wildlife, it also wastes electricity and money, and results in excessive greenhouse gas emissions.
- Electrical engineers that design and implement light projects testified in the Assembly Natural Resources Committee that lighting fixtures that reduce light pollution have no appreciable cost difference with traditional lighting fixtures and will actually save the state money over time.
- AB 2382 also includes exemptions to protect human health and safety, property, and emergency responders.
- AB 2382 is an excellent first step that will conserve energy, save taxpayer money, and protect darker skies to benefit people and wildlife. We ask for your support.

## Speaking with a Legislator

In general, meetings with legislators are brief, so speakers should make sure every moment counts. A few key tips are:

- **Lead with what is important.** Start with main points, then give background if appropriate and there is time.
- **Less is more.** Stick to simple, clear messages and repeat them often.
- **Use plain language.** Avoid overly technical terms, jargon, or acronyms.
- **Be responsive.** Listen to the questions posed and let the discussion have a natural flow, but make sure you deliver the main message.

**When meeting with an elected official, take the following steps:**

1. Be organized. Introduce yourself. If you are in a group, select one person to be the primary spokesperson for each bill or issue. If a member of your group is a constituent
2. Identify yourselves as representing Audubon and your local chapters.
3. Know your legislator. Research the background of your elected official(s). What personal interest do they have in your issue?
4. Determine the legislators' position. Ask the decision maker(s) for some action or commitment: How will they vote? Will they take a stand for or against a proposal?
5. Allow time for questions. Encourage questions and answer them factually. If you do not know the answer, offer to find out and get back to the legislator.
6. Be courteous. Follow up with a thank you, in which you restate your position.
7. Keep in mind that decision-makers have many issues to consider every day. Very few are experts on all issues. They rely upon you to give them good, accurate information, and they are interested in the views of their constituents.
8. Thank the member and staff. Offer to follow-up as necessary. Ask to take a picture at the end of the meeting.

For video conferences, especially if there are several participants, it can be difficult for everyone to speak up at will. For Advocacy Day, Audubon California staff will help teams identify speakers for different parts of the discussion to avoid interruptions and to ensure we make the most of our time with the legislators and their staffs count.



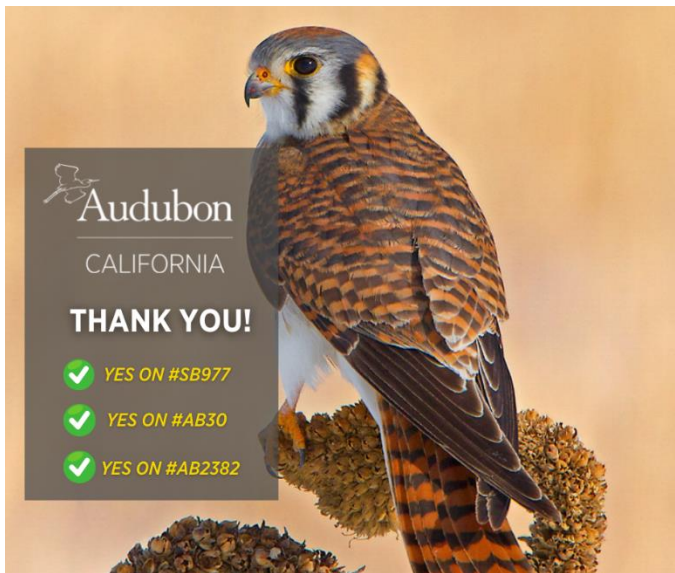
## Social Media Toolkit

We invite you to advocate to your legislator via social media on Audubon Advocacy Day. Social media is a powerful way to send your message to important decision-makers. Many elected officials use Facebook, Instagram, and Twitter to connect with constituents. Feel free to use the sample posts below. You can also share posts by Audubon California throughout the day!

### [DOWNLOAD ALL SOCIAL GRAPHICS HERE](#)

#### ► FACEBOOK

- Thank you @ [your legislator's Instagram handle here] for meeting with Audubon members [OR Insert Audubon Chapter Name] as part of Audubon Advocacy Day 2022. We enjoyed our discussions on conservation ranching, equitable nature access, and light pollution! Together, we will protect California's birds, rangelands, and communities. VOTE YES on AB30, SB977, and AB2382



**[INSERT PHOTO FROM YOUR ZOOM MEETING – OR – [DOWNLOAD BIRD PHOTO](#)]**

- Grassland birds like Western Meadowlarks are in crisis. The California Conservation Ranching Incentive Program (SB977) will protect habitat for birds like the American Kestrel, Western Meadowlark, Grasshopper Sparrow, Acorn Woodpecker, and California Quail. We urge the California State Senate to VOTE YES on #SB977



[\[DOWNLOAD BIRD PHOTO HERE\]](#)

- We all have the right to nature and the joy of birding. That’s why the Equitable Outdoor Access Bill (AB30) will expand access to nature for all Californians, especially low-income and people of color who are two-thirds more likely to live in nature-deprived areas than white people in California. We urge the California State Assembly to VOTE YES on #AB30



[\[DOWNLOAD PHOTO HERE\]](#)

- The Light Pollution Control bill (AB2382) ensures safe passage for birds that migrate by the stars. Every day in the U.S., one million birds die from collisions with buildings due to

outdoor night lighting. Reducing artificial night light can prevent 60% of bird collisions! We urge the California State Assembly to VOTE YES on #AB2382 to protect California's birds.



[\[DOWNLOAD BIRD PHOTO HERE\]](#)

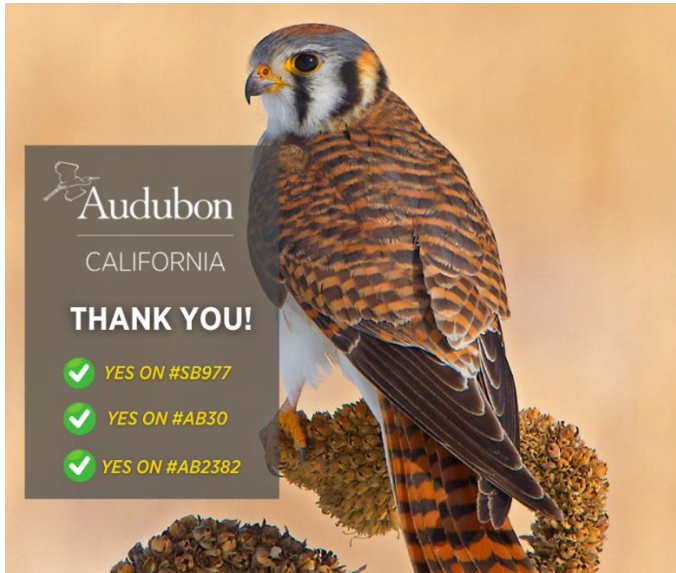
- Audubon scientists report that two-thirds of North America's birds are vulnerable to climate change - we urge @ [insert your legislator's Twitter handle here] to invest in natural climate solutions now to reverse the direction of this massive threat: <https://www.audubon.org/climate/survivalbydegrees>



[\[DOWNLOAD BIRD PHOTO HERE\]](#)

► **TWITTER**

- Thank you @ [your legislator's Instagram handle here] for meeting with Audubon members [OR Insert Audubon Chapter Name] to discuss conservation ranching, equitable nature access, and light pollution! Together, we will protect California's birds, rangelands, and communities. VOTE YES on #AB30 #SB977 #AB2382



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[\[DOWNLOAD PHOTO HERE\]](#)

- The Light Pollution Control bill (AB2382) ensures safe passage for birds that migrate by the stars. Every day in the U.S., one million birds die from collisions with buildings due to outdoor night lighting. Reducing this light can prevent 60% of collisions! VOTE YES on #AB2382



[\[DOWNLOAD BIRD PHOTO HERE\]](#)

- Audubon scientists report that two-thirds of North America’s birds are vulnerable to climate change - we need @ [insert your legislator’s Twitter handle here] to invest in natural climate solutions now to reverse the direction of this massive threat: <https://www.audubon.org/climate/survivalbydegrees>



[\[DOWNLOAD BIRD PHOTO HERE\]](#)

► **INSTAGRAM**

- Thank you @ [your legislator’s Instagram handle here] for meeting with Audubon members [OR Insert Audubon Chapter Name] to discuss conservation ranching, equitable nature access, and light pollution! Together, we will protect California’s birds, rangelands, and communities. VOTE YES on #AB30 #SB977 #AB2382



[INSERT PHOTO FROM YOUR ZOOM MEETING -OR- [DOWNLOAD BIRD PHOTO](#)]

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