

Other 2016 Activities & Accomplishments:

- Began offering *Muir View* feature articles in Spanish.
- Got members to comment on DNR frac sand mining study
- Created a new partnership with the National Sierra Club's Beyond Coal campaign to make Madison a clean energy leader by pressuring the local utility to go coal-free
- Celebrated the National Park Service 100th Anniversary
- Encouraged turn out for public hearings on the golf course proposed next to Kohler-Andrae State Park
- Continued to promote clean energy through our solar homes program
- Advocated for approval of the Dairyland Co-op solar installation, the largest solar array in Wisconsin
- Continued to connect people with the outdoors through our outings and river touring section
- Engaged our current members and recruited new members in exciting new ways including an environment & equity book club and social media groups
- Celebrated the Wild & Scenic Rivers Act
- Continued to educate our members with in-depth articles in the quarterly *Muir View* newsletter
- Expanded our internship program and honored volunteers with Backyard Hero Awards and chapter awards
- Helped launch the Wisconsin Climate Table, a coalition of organizations throughout Wisconsin to coordinate our work together to fight climate change
- Fought Alliant Energy's proposal to increase mandatory fixed fees, which disincentivize clean energy and energy efficiency and disproportionately impact low-income communities and fixed-income seniors
- Continued to support local action through our six local groups throughout Wisconsin, while fostering connections in the northwestern part of Wisconsin through a Facebook group and campaign-related activities
- Supported the tribes in Wisconsin in fighting proposals to allow mining companies to destroy effigy mounds

Elections

The Sierra Club believes that electing conservation champions is a key element to protecting Wisconsin's natural resources. To that end, the club provides information intended to help members make informed decisions about candidates. In the fall elections, the chapter endorsed over 80 candidates for state legislature. The Club also made endorsements for president, US Senate and Congress. The chapter issued a legislative scorecard that graded state lawmakers on their commitment to Wisconsin's environment. A record 39 lawmakers scored a perfect 100 percent. The political team created post-cards, wrote newsletter articles and made phone calls to inform our members on these records so they could make educated votes in the November election. Volunteers also worked on Get Out the Vote efforts.

2017 and beyond

There is no telling what new surprises the next state budget and legislative session will bring, but the John Muir Chapter is poised to respond as needed. In the meantime, we are working with our allies to prepare for anticipated rate change requests, gearing up to assist the national Sierra Club Beyond Coal team in Wisconsin and building on the momentum of our tar sands and transportation campaigns. Also at the top of our priority list is ensuring that the chapter attracts strong volunteer leaders to our Executive Committee and expands our membership base with diversity, equity and inclusion in mind.

**Join us as we explore, enjoy
& protect Wisconsin!**



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Sierra Club - John Muir Chapter

2016 CHAPTER UPDATE



PUBLIC CLEAN ENERGY
TRANSPORTATION
TAR SANDS
ACTIVISTS
WATER
YOUTH FORESTS
PROTECT

2016 was a busy and productive year at the Sierra Club-John Muir Chapter. The Chapter's flagship campaigns to stop tar sands pipeline expansion in Wisconsin and to advocate for clean transportation alternatives with wiser and more equitable transportation spending gained traction and celebrated some meaningful victories. One new full-time staff position was added, expanding the capacity of the chapter. Plus, the creation of a youth network and expansion of our internship programs brought new energy and perspectives to the Chapter's campaigns. Following are just a few of the highlights from 2016.

Transportation

The transportation sector is now the largest source of carbon dioxide emissions, making it a significant contributor to climate change. The John Muir Chapter is focused on moving our state toward cleaner transportation alternatives. This means questioning unnecessary and costly highway projects and advocating for efficient and affordable public transportation.



Raising the Equity Issues within the Transportation Budget

In preparation for the next state budget debate, which began in fall of 2016, the John Muir Chapter began educating and rallying the support of citizens from across the state. In 2016, ten public forums were held (Madison, Milwaukee, Hartland, Eau Claire, Waukesha, Wausau, Appleton, Kenosha, La Crosse, West Bend) to facilitate the exchange of stories and ideas. Many of the forums also launched newly formed coalitions to work on local transportation issues throughout the state. The forums culminated in a transportation summit in Milwaukee featuring Sierra Club President Aaron Mair as the keynote speaker, workshops and trainings to help local teams fight for better funding for transportation options. In addition, a Transportation and Equity report was compiled which analyzes the equity implications of our current transportation system in 10 Wisconsin cities. The report is due to be released in 2017. The chapter's 2016 transportation campaign was funded by two foundation grants and Sierra Club's Green Transportation and Healthy Communities campaign.



Questioning Highway Projects

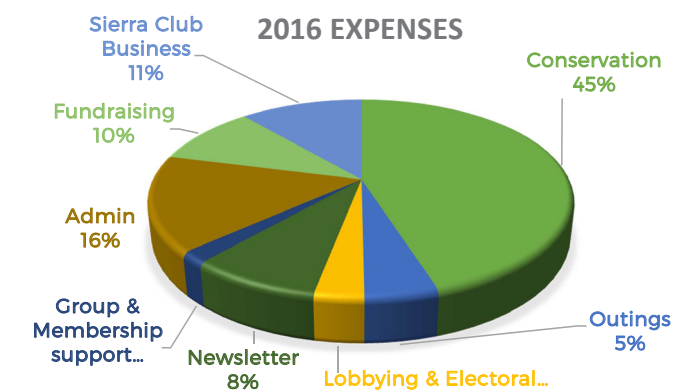
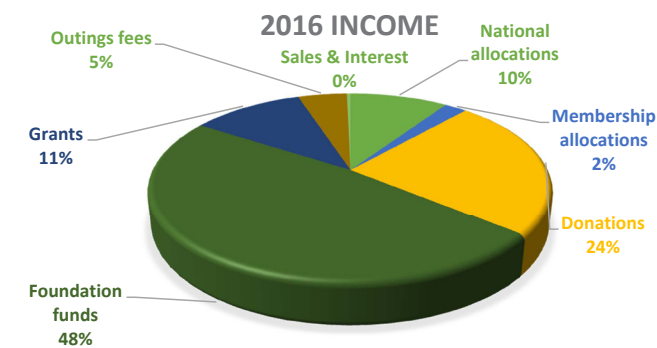
To ensure a powerful, effective and coordinated campaign, the John Muir Chapter formed a coalition to question highway projects that are unnecessary and costly, especially in areas that need better transportation options for non-driving residents. The John Muir Chapter worked with the Coalition for More Responsible Transportation (CMRT) to collect over 5,000 comments to send to the Department of Transportation to oppose the widening of I-94 in Milwaukee. The project would cost close to \$1 billion and not address the access issues within Milwaukee. The Chapter also worked to get support for a bus-rapid-transit system in Milwaukee. In fall of 2016, the Chapter began organizing a similar coalition to question the expansion of the Beltline in Madison, which could similarly cost billions of dollars without improving access to jobs and services for neighborhoods where access is already limited.

Financial Snapshot

Funding sources for the chapter include allocations from national Sierra Club, outings fees, individual donations and grants. Grants and funds from the chapter's foundation account were used to cover many of the chapter's conservation expenses as well as some newsletter and administrative costs.

Individual donors are the second largest source of income for the chapter and are vital to the fiscal health of the chapter. Why are these funds so important? Non-tax deductible gifts are unrestricted and allow the chapter to be nimble and responsive to the immediate needs of our state. As we've seen in recent years this flexibility is needed in order to respond quickly to bad legislation and policy.

The Sierra Club-John Muir Chapter ended 2016 on sound financial footing and enters 2017 with a projected budget of \$334,000. However, additional support would allow the Chapter to expand on our current work and maintain our financial reserves at a healthy level.



2016 Campaign expenditures

Water	\$13,924.76
General Issues	\$26,096.99
Transportation	\$38,325.25
Tar Sands	\$43,294.11
Clean Energy	\$14,946.76
Community Shares	\$3,269.71
Native Forest & Wildlife	\$250.00

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Annual Budget & Cash Balance						
	2012	2013	2014	2015	2016	2017
Expense Budget	\$235,650	\$241,092	\$249,321	\$267,579	\$324,974	\$334,597
C4 Year end cash balance	\$140,089	\$149,230	\$182,534	\$160,460	\$176,810	
C3 Year end cash balance	\$146,988	\$158,319	\$143,644	\$171,116	\$125,135	

Tar Sands in Wisconsin



Tar sands are a major accelerator of climate change and threat to our waters. Producing a barrel of tar sands generates 22% more carbon dioxide emissions than traditional oil, yet oil companies wish to triple the production of tar sands oil. The maze of pipelines running under Wisconsin waterways and the Great Lakes also pose a threat to our waters. The technology to effectively clean up a spill of the sludge-like tar sands doesn't exist and the safety record of the pipeline companies is abysmal. Enbridge, the company that owns many of the pipelines running through Wisconsin, has recorded over 800 spills since 1999.

The John Muir Chapter was the first environmental group in Wisconsin to make fighting tar sands expansions a priority. Since then a vigorous campaign has taken root. The chapter was instrumental in forming the Wisconsin Safe Energy (WiSE) Alliance, allowing for collaboration between environmental groups and citizens along the pipeline.

While tar sands fights across the nation have gathered national media attention (Keystone XL and the Dakota Access Pipeline) awareness of and opposition to the pipelines in our own backyards has been growing. Here is a snapshot of some of the outreach that has occurred:

- *Enbridge over Troubled Waters* was released in January 2016 by Sierra Club and allies, reporting on Enbridge's troubled history in Wisconsin and other Midwest states.
- The "2016 Tar Sands Tour" a collaborative effort between the John Muir Chapter, MN 350 and 350 Madison visited 7 UW campuses in spring, educating and engaging students.
- A public presentation by Jane Kleeb, who founded Bold Nebraska, the movement that launched the successful Keystone XL fight, drew 150 people.
- A resolution to oppose the pipeline was introduced to the Conservation Congress. It passed the committee

with unanimous support and is awaiting approval for inclusion in the 2017 statewide questionnaire.

- Over 500 people attended public forums and land owner meetings that the Chapter organized up and down the pipeline during the summer and early fall.
- The John Muir Chapter created the infrastructure for the Wisconsin Easement Action Team (WEAT), a legal support network for land owners who want a united opposition to Enbridge as negotiations begin. The team launched in September.
- St. Croix river mapping is underway to explore the potential impacts of a pipeline spill in the St. Croix River.
- Throughout the year volunteers have been spreading the word, from a 2,000 piece literature drop by 24 volunteers in Jefferson County to tabling and parade floats in Columbia County to 400 safety packets being compiled and hand-delivered.

The John Muir Chapter's tar sands campaign is funded in part by grants from Patagonia, The Tide's Foundation and private donors. However, the cost of this important campaign currently exceeds the available funding. The campaign has great momentum and is on a winning track, but additional funding is needed to ensure that we can maintain a robust campaign without depleting the chapter's financial reserves.

Water

Wisconsin is fortunate to be a water-rich state; however our water resources are neither limitless nor invulnerable. In recent years there have been multiple efforts to undermine water protections. In 2016 the chapter spoke out against multiple bills whose potential for damage to our precious water resources was of a magnitude that was unprecedented in the modern environmental era. Sadly the Wisconsin Department of Natural Resources is not currently doing its job to protect Wisconsin citizens from contaminated water. In response, the Chapter collected thousands of signatures on a petition to the US EPA asking them to take over protecting Wisconsin's waters. To that end, the Chapter, with several allies, organized a listening session in Wisconsin with the EPA Regional Administrator.

The team also launched outreach and education efforts including an Our Water, Our Communities forum co-hosted by the UW-Oshkosh Student Environmental Action Coalition and social media campaign #WaterWednesday. The Chapter provided testimony in opposition to the city of Waukesha's request to divert water from Lake Michigan and organized our brethren Chapters around the Great Lakes to generate over 10,000 comments against the Waukesha Diversion.

The water campaign is currently funded using income from the Community Shares Workplace Giving Campaign. However, additional funding from grants and private donors will be needed to grow this campaign.



Wisconsin Youth Network

Wisconsin Youth Network (WiYN) is a new program that launched in 2016 to connect young activists around the state with Sierra Club campaigns. These individuals are the future of our organization and our state. The chapter identified potential leaders for almost every four-year campus in the UW system. A statewide meeting was held each semester to identify priority issues and to develop strategy and tactics that these young adults can take to make a difference. The network is currently focused on clean energy and tar sands. Examples of their work and contributions to our campaigns can be found in our report on those campaigns above. In addition, the network was able to send some students to Powershift and SPROG leadership trainings during the summer. Their passion for the environment, sustainability and social justice dramatically help the John Muir Chapter carry out its work.

