



My Generation Campaign

The Sierra Club's My Generation Campaign is fighting for an equitable transition to a fully electrified economy powered by 100% clean, renewable energy. Volunteer leaders, especially young people, drive our community mobilization across the state. We demand local clean energy solutions that improve air quality, create good jobs, and prepare communities to thrive despite climate change. Replacing fossil fuels with 100% clean energy provides an opportunity to build a stronger and more equitable California, where 100% clean, renewable energy means that all communities benefit from a fair economy, can breathe healthy air and live in a clean, healthy environment.

Our Campaign

Ten years ago, the Sierra Club was a leader in kicking coal out of California. Today, that experience informs our leadership in ending California's reliance on gas (often referred to as methane or natural gas). Our dependence on gas stands in the way of a healthier, safer future for all Californians. Gas harms our health by worsening air pollution and accelerating climate change. Cleaner, safer, and cheaper alternatives are now available. The scientific and economic reasons have never been clearer, and the need for justice has never been more urgent. We need to get off gas!

The My Generation Campaign advocates for solutions to phase out gas in California that include replacing gas hookups in buildings with electric power, putting electric trucks and buses on the road, and retiring gas-fired power plants. Environmental justice values focus our work targeting the gas industry, and guide our support for a new generation of volunteer activists whose voices we seek to amplify.

- **Power Building:** We need big changes, and so we need a broad base of volunteer leaders to help the Sierra Club support a powerful movement for climate justice. Our team of organizers, communicators, advocates, and volunteers helps the Sierra Club engage 400,000 members and supporters in California and is fostering the next generation of environmental leaders.



VOLUNTEER ACTIVISTS SHOW THEIR DISAPPROVAL OF COASTAL GAS PLANTS IN CALIFORNIA.



SIERRA CLUB AND CENTER FOR COMMUNITY ACTION AND ENVIRONMENTAL JUSTICE WITH VOLUNTEER ACTIVISTS ON A TOXIC TOUR IN THE INLAND EMPIRE.

- **Clean Energy:** As we work to electrify sources of pollution like trucks and buildings, we must ensure the electricity replacing fossil fuels is clean. Standing in our way are more than one hundred proposed or existing gas-fired power plants. We are working to retire gas plants and replace them with clean and renewable energy. We seek to increase local clean energy through Community Choice Energy programs, and accelerate the transition to 100% clean energy
- **Building Appliance Electrification:** California burns more fossil fuels in our homes than in all our power plants combined. We cannot meet our climate goals without getting gas out of our buildings. This means replacing old and inefficient gas appliances like hot water heaters with newer, more efficient electric appliances. Ensuring cost-effective access for low-income communities is a priority, as is securing new building codes that phase out polluting appliances and expand funding for efficient electric appliances.
- **Transportation Electrification:** Diesel pollution from trucks and other heavy duty vehicles contributes to air pollution and climate change. At the same time, the gas industry is prioritizing a shift to gas-powered trucks, trying to lock in decades of new fossil fuel burning vehicles. The solution? Transitioning to zero-emission electric trucks and buses. We are preparing California for electric trucks by advocating for infrastructure upgrades like electric vehicle charging facilities at ports and warehouses, and encouraging

state and local monetary incentives for electrification, with environmental justice communities as priority investment areas.

Recent Progress

We've already seen success in advancing regulations that shift utility investments from dirty to clean energy, and guide long-term utility planning for the benefit of our climate and our communities.

- **100% Clean Energy:** From San Diego to Los Angeles and the entire state of California, Sierra Club members and staff have spent years building and winning support to shift the state off fossil fuels like coal and gas.
- **100% Electric Buses:** Starting with Los Angeles and then moving statewide, the Sierra Club helped deliver victories that will phase out polluting transit buses and replace them with electric buses.
- **Expanding Energy Storage:** In 2014 the Sierra Club succeeded in winning the first ever energy storage mandate nationwide, a key early win in our campaign to block new gas plants.
- **Electrifying Homes:** For years, the Sierra Club advocated for pro-electrification building codes before the California Energy Commission (CEC). As a result, the CEC developed and approved the most ambitious clean energy building code in the country, which included requiring rooftop or community solar for all new homes. With this win the Sierra Club was able to create a new and much-needed pathway for all-electric construction.
- **Halting the Gas Rush:** From blocking the rush to build new gas plants statewide to defeating a \$600 million gas pipeline proposed by San Diego Gas & Electric, the Sierra Club has halted the expansion of gas infrastructure in California.

Get Involved

Help us transform California's energy future. To make a donation, get involved, or sign up for our monthly newsletter, please contact Campaign Director Evan Gillespie (evan.gillespie@sierraclub.org).

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