

Role Profile for Sierra Club/Natural Resources Defense Council

Part 1: Individual/Organization Profile

- Sierra Club/ Natural Resources Defense Council
 - Lobbying expenses over the past 3 years, Sierra Club
 - 2023→ 740 k
 - 2024 →790 k
 - 2025→ 430 k
 - Lobbying expenses over the past 3 years, NRDC
 - 2023→ 895.37 k
 - 2024→668.87 k
 - 2025→ 1.5 M
 - General positions on economic, social, and environmental issues
 - Economic positions
 - NRDC:
 - ☐ Emphasis on green banks, designed to finance clean energy companies and projects
 - ☐ Credit enhancements are a form of security for investors against loss prevention
 - ☐ Want to ensure climate risks assessments are included for banks through reviews by banking regulatory agencies
 - ☐ Against crypto companies' use of energy, want more regulation
 - Sierra club
 - ☐ Sustainable finance campaign
 - Want to change reliance and funds for fossil fuels to more clean energy (banks, etc.)
 - Shift funding from investors to energy sector significantly to combat power of fossil fuel sector
 - Ex. Less funds to drilling projects
 - ☐ Redirect public pensions to invest in climate
 - ☐ Stop greenwashing from wall street, more transparency of finances and investments
 - Social positions
 - NRDC and Sierra club
 - ☐ Better policies for racial minorities and all minorities
 - Impacted disproportionately by the climate crisis
 - ☐ Both explain the interconnectedness of social and environmental issues which impact and are impacted by each other
 - ☐ More accessible communities
 - ☐ More green jobs
 - Environmental positions
 - NRDC
 - ☐ Emphasis towards increasing clean energy and moving away from fossil fuels
 - ☐ Legal action against public health issues
 - Ex. Water protection

- ☐ Better climate policies and more transportation options that use clean energy
 - Expand electric vehicle charging sector
 - Ex. California's Advanced Clean Trucks rule
 - ☐ Better home energy sources for water and heating systems
 - ☐ Increase procurement standards (BuyClean)
 - ☐ Change emission rate limits for plants
 - Work with the US Federal Energy Regulatory Commission
 - ☐ Work for a agriculture system shift from chemicals and increase use of healthy soil
 - Emphasis on regenerative farming and eliminating food waste
- Sierra club
 - ☐ Clean energy increase (ex. Solar and wind)
 - ☐ Closing pipelines that contribute to pollution, more green transportation
 - ☐ Beyond Coal Campaign
 - Meant to close coal plants
 - ☐ Conservation efforts of land
 - Bureau of Land Management and US Forest Service associates
 - Increase national monument designations
 - Less drilling and more protections for land and animals
 - Protecting forests and increase protections of public lands so they are not sold off
 - ☐ Close and lessen oil development
- Identify constituents
 - Areas closer to public lands such as those residing in the sierras, northern California, etc.
 - Conservationists
 - Statewide (and national, global) organization, relevance in most districts
 - Ex. Relating to the valley, agriculture is a key issue in both lobby organizations
 - ☐ Seek to lessen pesticides and conserve water
 - Bay Area → providing greater access to clean energy transportation for all
 - Most relevance
 - Central Valley, San Joaquin Area
 - Sierra Nevada
 - Los Angeles Area
 - Santa Cruz county

Part 2: Constituent Profile

- Economics
 - Prominent industries
 - Agriculture
 - Transportation

- Clean energy
 - Manufacturing
 - Labor
 - Retail
 - Healthcare
- Unemployment rate, income levels, poverty rate, etc.
 - Central Valley, San Joaquin
 - 6.4%-10.2%
 - Sierra Nevada
 - 4.7%
 - Los Angeles Area
 - 5.2%
 - Santa Cruz
 - 5.3%
- Demographics
 - Population, and population breakdowns by race, ethnicity, age, income, etc.
 - Population
 - San Joaquin → 823,815
 - Fresno County → 1,035,456
 - Sierra Nevada → 3098
 - Los Angeles → 9,694,934
 - Santa Cruz → 270,861
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 - Race
 - San Joaquin
 - 23% white, 43% Hispanic, 22% Asian, 8% Black
 - Fresno
 - 24% white, 55% Latino, 13% Asian, 6% Black, 6% Native
 - Sierra county
 - 79% white, 2% Native, 12% Latino, 1% Asian
 - LA County
 - 24.6% white, 8% Black, 5% American and Alaska Native, 16% Asian
 - 49% Latino
 - Santa Cruz County
 - 53% white, 35.8% Latino, 3% Native, 5% Asian, 2% Black
 - Average household Income
 - San Joaquin
 - \$92,179
 - Fresno
 - \$74,201
 - Sierra
 - \$63,355
 - LA
 - \$90,11
 - Santa Cruz
 - \$111,100
 - Urban/rural breakdown
 - Sierra → 99% rural
 - Fresno → 89% urban
 - LA → 96% urban
 - San Joaquin → 92.2% urban
 - Santa Cruz → 86.7% urban, 13.3% rural
- Politics
 - Partisan voter registration
 - Sierra

- 24% democrat, 47% republican
- San Joaquin
 - 40% democrat, 29% republican
- La
 - 51% democrat, 18% republican
- Fresno
 - 37% democrat, 32% republican
- Santa Cruz
 - 58.45% democrat, 14.46% republican
- % voted Democrat/Republican in 2020, 2016, 2012
 - San Joaquin
 - 2016→ 54% democrat
 - 2020→ 55.9% democrat
 - 2024→ 48.9% republican
 - Fresno
 - 2016→ 52.9% democrat
 - 2020→ 52.9% democrat
 - 2024→ 50.9% republican
 - Sierra
 - 2016→ 57.3% republican
 - 2020→ 59.1% republican
 - 2024→ 60.8% republican
 - LA
 - 2016→ 71.8% democrat
 - 2020→ 71% democrat
 - 2024→ 64.8% democrat
 - Santa Cruz
 - 2016→ 73.9% democrat
 - 2020→ 78.9% democrat
 - 2024→ 75.3% democrat
- 3 specific issues that are important to your constituents
 - Conservation of land and of national landmarks
 - This includes of animals, forests, etc. and protecting these resources
 - Incorporating and increasing clean energy and ensuring it is affordable in households, businesses, etc.
 - This includes in important sectors like agriculture in which water and energy is key.
 - Creating more legislation to combat the impacts of climate change
 - Ex. Extreme heat in areas like LA could be helped with the increase of more trees to create shade which in turn helps the environment
 - Rely less on use of fossil fuels in sectors like transportation
 - Conserving water and less drilling
- Constituents' general positions on economic, social, and environmental issues
 - Generally, constituents are more open to efforts that increase green energy as long as it is affordable and accessible
 - Want better air quality and want to protect land
 - Investing in better transportation