



Power

Session 5 Leader SALTA



EHC Power Equation

$$\begin{array}{c} \text{Resources + Actions} \\ \\ = \\ \\ \text{Power} \end{array}$$

ACTIONS

**The STRATEGIC use of
resources to influence
people**

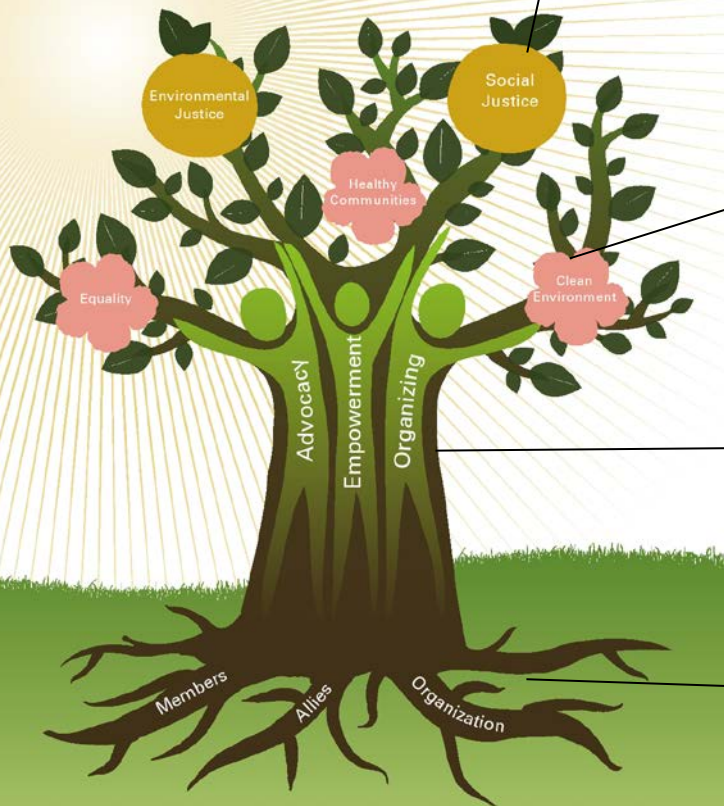
EHC Leader Definition



ENVIRONMENTAL HEALTH COALITION

SOCIAL CHANGE FOR JUSTICE MODEL

SALTA
COMMUNITY
LEADERSHIP
TRAINING PROGRAM



Who's got the Power? **YOU DO!!!** WHAT IS YOUR **POWER** PROFILE?

*Read the Resources and Action questions **on each line** and put a **CHECK** in each box where you can answer **YES** to the question.
If you cannot answer yes to the **ACTION** questions, check those that you will try to do this year.*

	Resources	Yes	Action	Yes	No, I didn't but I could this year!
People/ Relationships	Do you know your child's teacher or parents of students at your child's school?		Have you ever asked them to participate in an EHC event or to sign an EHC petition or postcard?		
	Do you know your next door neighbor?		Have you ever asked them to participate in an EHC event or to sign an EHC petition or postcard?		
	Do you know ...		Have you ...		
Information	Do people you know seek advice from you?		Have you ever shared information you have learned at EHC with your family, friends, neighbors?		
	Do you know ...		Have you shared ...		
Money	Can you afford to make donations of any size to an organization or political candidate you care about?		Have you made a contribution of time or money to an organization or candidate that shares your values this year?		
	Do you know ...		Have you ever asked ...		
Time	Do you have time to donate to groups, organizations, candidates that you believe in?		Do you attend EHC CAT or community meetings?		
	Do you have time ...		Have you ever called people ...		
TOTALS	ADD ALL CHECK MARKS				
	TOTAL RESOURCES	<div style="border: 2px solid black; width: 30px; height: 30px;"></div>	ACTIONS	<div style="border: 2px solid black; width: 30px; height: 30px;"></div>	<div style="border: 2px solid black; width: 60px; height: 30px;"></div>
	Resources + Actions Taken = Your Personal Power Number			<div style="border: 2px solid black; width: 30px; height: 30px;"></div>	
	Your Personal Power Number + Action to be taken next year = Your Potential Power			<div style="border: 2px solid black; width: 30px; height: 30px;"></div>	

Total the number of yes answers in the boxes. These are your **RESOURCES** and you're **ACTIONS** totals. Now, add both columns and you get your **POTENTIAL POWER**—the increase in power you could build this year.

EHC Member Definition



Membership Levels

Leaders

Board of Directors
CAT

Core Members

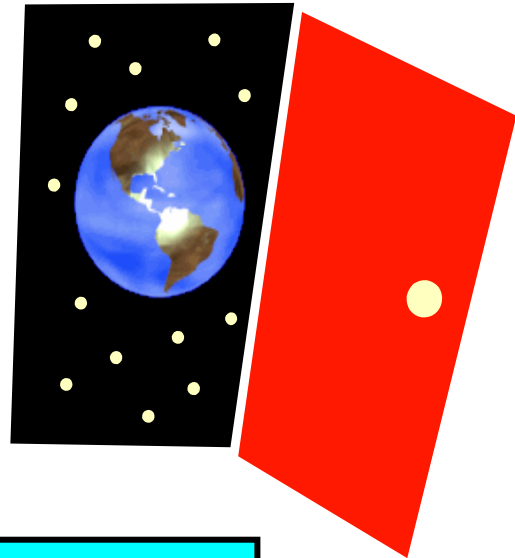
Attend most Campaign or EHC events

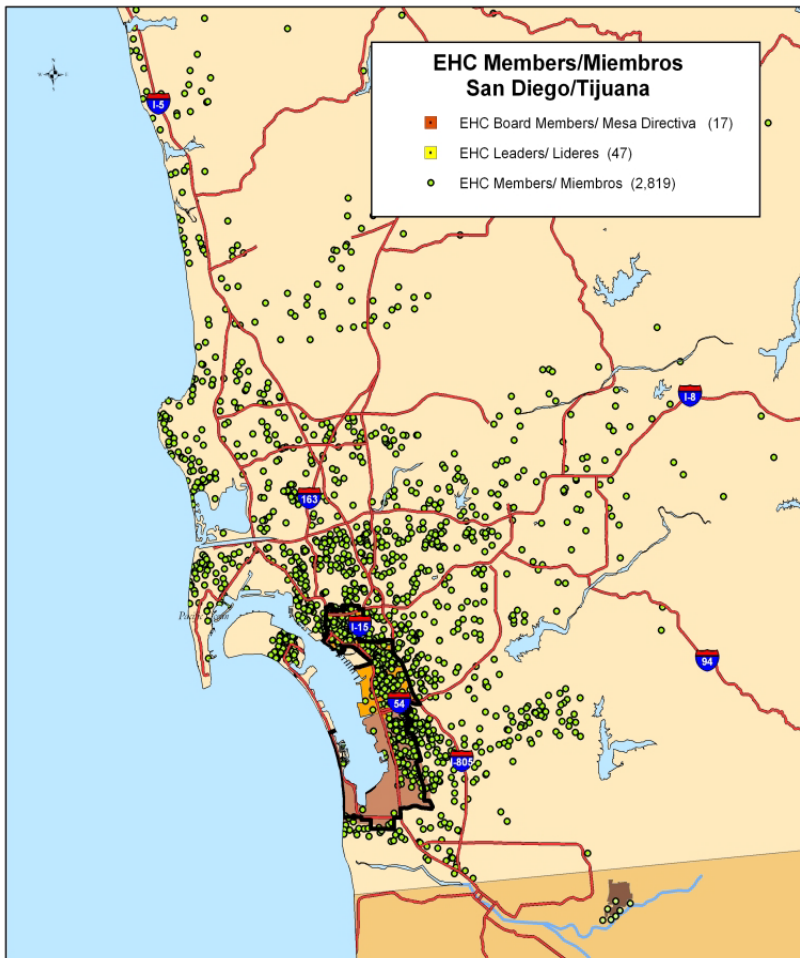
Supporting Member

Attends some events, supports EHC campaigns / Position

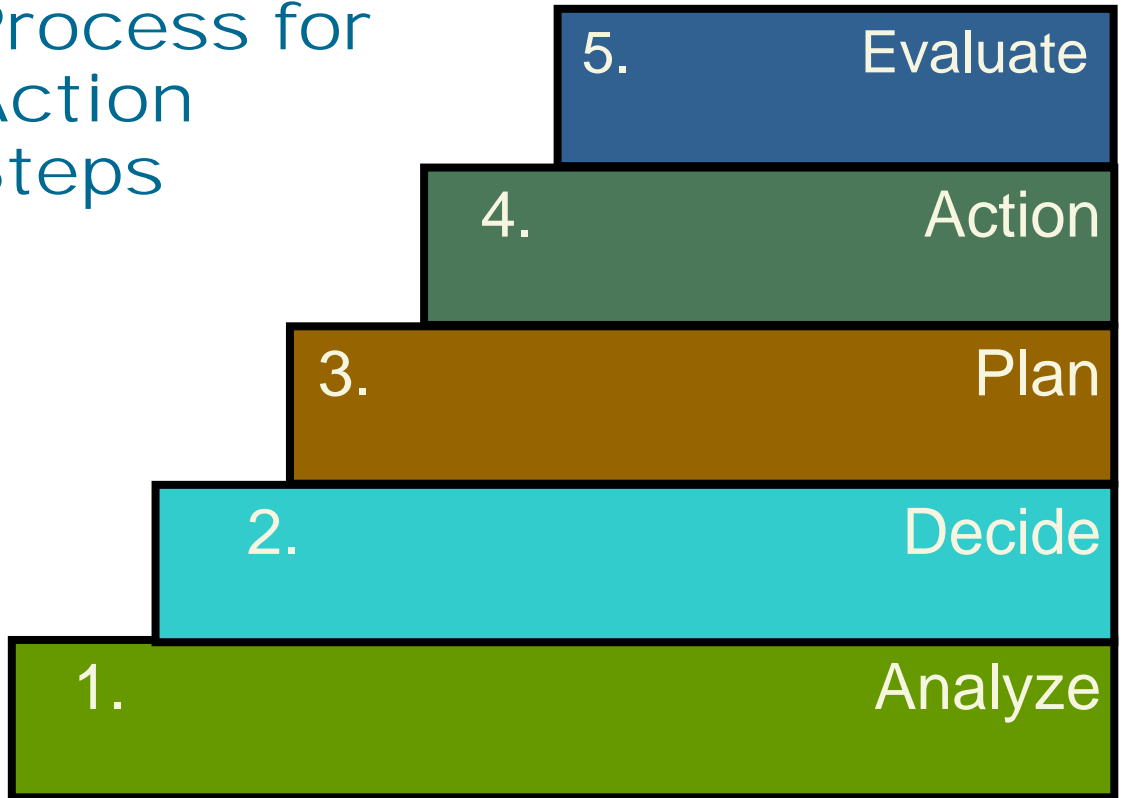
Potential Member

Has expressed support for EHC Effort

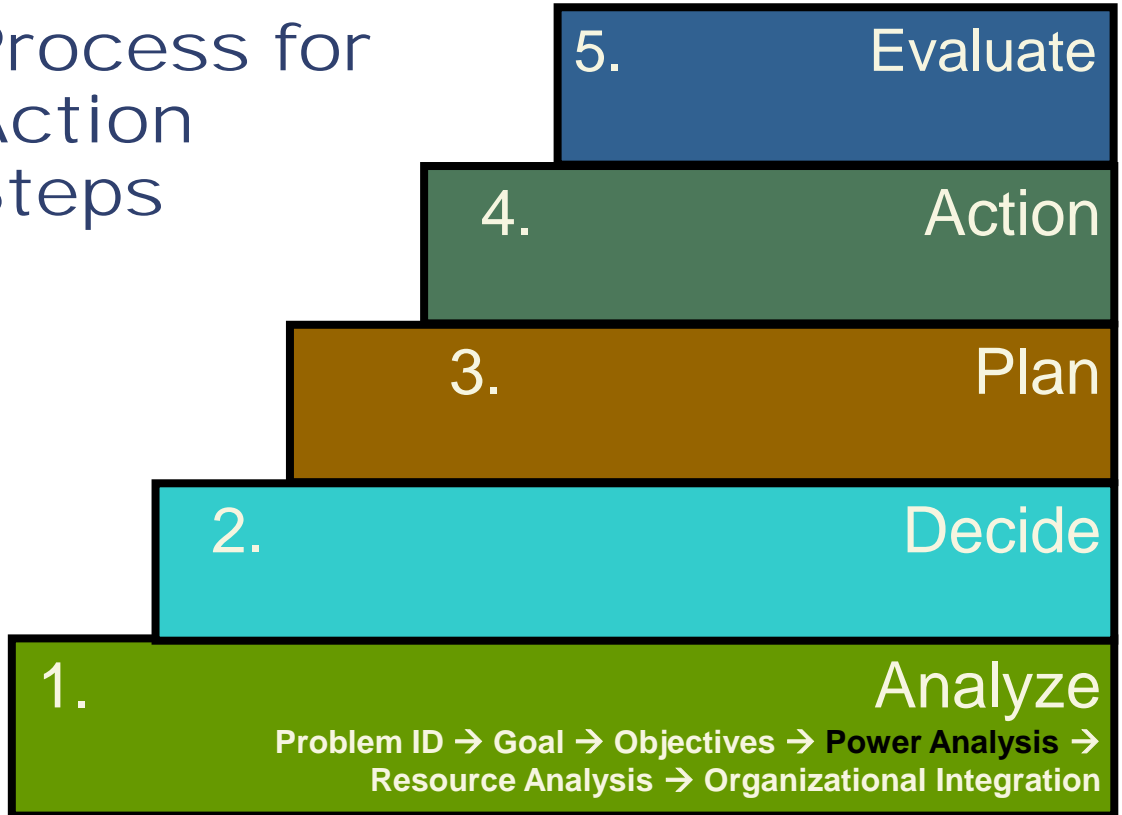




Process for Action Steps



Process for Action Steps




Power Analysis / Análisis De Poder

GOALS / META:

OBJECTIVE / OBJETIVO:

ULTIMATE DECISION MAKER / ÓRGANO DECISORIO DEFINITIVO:

LEVELS OF POWER / NIVELES DE PODER

Individual Decision Makers / Decisor Parcial							
Major Influence & Resources / Influencia y Recursos Mayores							
Minor Influence & Resources / Influencia y Recursos Menores							
No Influence or Resources / Sin Influencia ni Recursos							
	Die-Hard / Dedicado	Active Support / Apoyo Activo	Inclined Towards / Tendencias	Neutral	Inclined Against / Tendencias en contra	Active Opposition / Oposicion Activa	Die-Hard / Dedicado

LEVELS OF SUPPORT / NIVELES DE APOYO

Goal for Allies



EHC Against Expansion



MMC – Related Issues

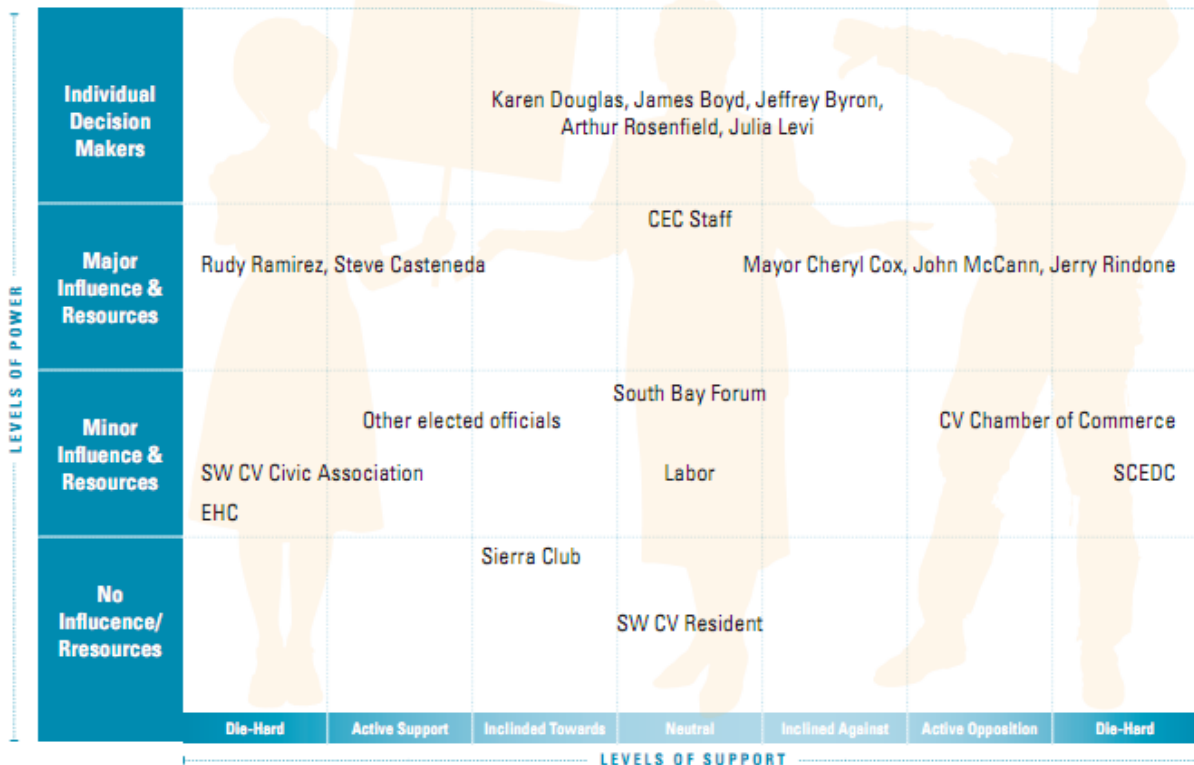


Power Analysis

GOALS: Protect health of Southwest Chula Vista Residents

OBJECTIVE: Denial of the MMC Energy Plant Application for Expansion

ULTIMATE DECISION MAKER: California Energy Commission

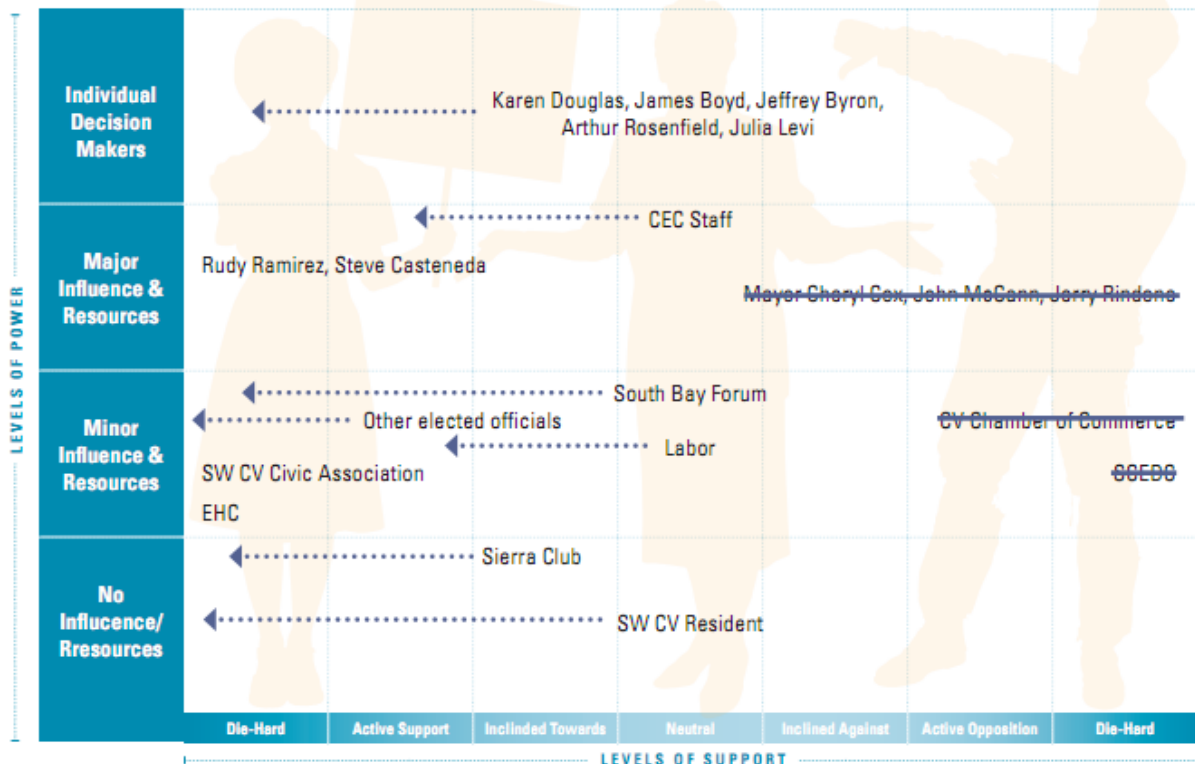


Power Analysis

GOALS: Protect health of Southwest Chula Vista Residents

OBJECTIVE: Denial of the MMC Energy Plant Application for Expansion

ULTIMATE DECISION MAKER: California Energy Commission



Opportunities for shifting power

- CEC required to hold public hearings
- Chula Vista City Council meetings
- Presentations to other organizations
- Media strategy
- Meeting with other elected officials
- Hiring experts to evaluate technical issues



Outcome: MMC Permit DENIED!

- **CEC agreed with two of our main points:**
 - Expansion would violate Chula Vista's General Plan and Zoning
 - There was insufficient evidence of the need for the expansion and they were chastised for not considering energy efficiency as an alternative to more energy generation
 - **BOYD EXPRESSLY THANKED THE RESIDENTS FOR THEIR STRONG PARTICIPATION!**



Evaluation