



Clean Energy for All  
Harrisonburg

# The 50 by 25 Call

The climate crisis is the defining issue of our time. It affects all of us, and it affects the most vulnerable populations first and worst. The United Nations General Secretary Antonio Guterres states, “If we do not change course by 2020 we risk missing the point where we can avoid runaway climate change, with disastrous consequences for people and all the natural systems that sustain us.” We cannot afford to miss this opportunity in Harrisonburg.

**The 50 by 25 campaign is a call** for the city to take action on climate change, increase renewable energy, and make home energy costs affordable through energy efficiency programs.

## **The 50 by 25 campaign has three goals for the Harrisonburg City Council:**

1. Direct our electric utility to provide 50% solar and wind energy for our electric grid by 2025 and 100% by 2030.
2. Improve energy efficiency by 25% in municipal and school buildings by 2025 reducing long-term energy costs.
3. Create programs that incentivize weatherization and efficiency to reduce energy costs for city residents. By making homes more energy-efficient, we make housing more affordable.

In addition, the 50/25 campaign is designed to promote a cultural shift that encourages individual creative actions to reduce greenhouse gas emissions and overall consumption and increase community participation and empowerment. These actions may include reducing meat consumption, bicycle commuting, growing a home garden, flying less, buying locally, reducing purchase and use of plastic packaging, etc.

**We seek your input and support** on this campaign to take quick and bold action on climate change in Harrisonburg, with the potential to effect change at the state level. To be successful, the campaign needs support from all community members, including individuals and business owners, city officials, civic organizations, non-profits, and faith groups. By working together we can make Harrisonburg a more healthy, and prosperous Friendly City - increase solar and wind energy in our electric grid, support energy efficiency for homes, increase affordable housing and create new blue-collar jobs.