

Transition Streets Outreach Guide:

Spreading the word and inviting your neighbors to participate



Live better together, one street at a time.

Ready to bring Transition Streets to your neighborhood? This guide will help you get started!

What is Transition Streets?

Transition Streets is a community-based project to help individual households save energy and water right here and now. Transition Streets participants meet with their neighbors for seven sessions over a period of several months to build a sense of community on their street and learn fun and easy ways to practice sustainable habits.

Who should participate?

Anyone who is looking to 1) learn fun and easy earth-friendly habits 2) save money on their energy and water bills and 3) build a sense of community by regularly meeting up with neighbors.

How do I get started?

1. Explore the Transition Streets website or listen to a recording of this [“Stories from Transition Streets”](#) teleseminar to develop a basic understanding of the project.
2. Make a list of possible individuals or friends in your neighborhood or community who might be interested in participating in Transition Streets. If you’re having trouble coming up with at least 6 people, we’ve got some resources for you on the next page.
3. Write down a list of reasons that you want to participate in this program and why it’s important to you. When you invite people to join your Transition Streets group –whether via

word of mouth, a letter, email, or flier—you might want to include some of these reasons to encourage them to participate.

4. Set up a time and invite your selected group of friends and neighbors (up to 8 from at least 6 households) to your home or a convenient location.
5. Download the Transition Streets curriculum from the www.transitionstreets.org. Review the curriculum before your first meeting.
6. During the meeting, talk about why you want to participate in the program, and why it's important.
7. Preview the curriculum and watch a short video on www.transitionstreets.org to get a better sense of the project. Review the guidelines and program specifics. Come to a decision as a group about a good time to start Transition Streets.
8. When you're ready (if desired), come up with a name for your Transition Streets group. Ex: 4th Street, Ives Park Neighborhood, etc.
9. Share it! What ways can you continue raise awareness about the program? Submit a press release to a local news organization about your group's participation in the program, start a Facebook page for your area, tell your friends and family.

Get local - find neighbors

If you're having trouble coming up with at least six people to participate in your Transition Streets group, here are some additional ideas and resources to help you:

- To invite your neighbors, try going door to door and either talking to them in person or leaving a flier or letter with more information about Transition Streets (see Appendix A)
- You can also try out nextdoor.com, a private online social network for neighbors. And check out Nextdoor's ["Best Practices for Growing Your Neighborhood."](#)
- Explore other networks and strategies for reaching out:
 - What local events, organizations, or businesses might be good resources for sharing information about the program?
 - Is there a Transition group in your area?
 - Are there organizations or businesses focused on energy conservation, climate change, local agriculture, farmer's markets, permaculture, sustainability, etc?
 - Might your utility company add contact information to their newsletter or bill?
 - Are there any upcoming community events where you can pass out fliers?
 - Connect with local government agencies and/or neighborhood associations
 - Use social media to generate interest and promote the program

Get local - Media Outreach

The more households participate in Transition Streets, the more energy and water we can save, the lower our carbon footprint, and the greater our collective impact. Local media coverage of your Transition Streets group will help build momentum for Transition Streets in your community and across the US.

Tips for engaging local media:

1. Start a spreadsheet with email addresses for local TV stations, radio stations, newspapers, weeklies (see below for resources to help you get started). Save this as part of your local resource list.
2. Prepare and regularly send press releases (see appendix B) to your local TV, radio, and newspaper resources. Tuesdays are best as this is when staff are looking for content.
3. Share the published press releases online with other local organizations via Facebook and/or Twitter. Most major news outlets have a Twitter account and Facebook page.
4. Think of creative, timely, and relevant ways to incorporate the Transition Streets practices or news into press releases. For example, San Diego has had success getting local media coverage because of the severe drought, and many Transition Streets practices give families a defense against their changing climate.
5. Try to attend or present at events where media coverage is likely to occur.

Sample Transition Streets Media Coverage

San Diego KPBS television segment “An Alternative to Water Police in San Diego’s Mid-City”: <http://www.kpbs.org/news/2015/may/04/mid-city-alternative-water-police/>

San Diego local radio interview with Jamie Edmonds (conservative talk show – listen to first half of the program): <http://www.kogo.com/media/podcast-community-service-programming-Communityconnection/transition-san-diegodr-bonny-forrest-26084980/>

For tips on communicating with a conservative audience, check out this interview [*“How to Discuss Transition with Conservatives & Republicans”*](#) between Rob Hopkins & Chris Prellitz of Transition Laguna Beach, CA

Contra Costa Times article [*“Albany Panel Looks at Steps to Address Climate Change.”*](#)

Daily News article [*“Newburyport Chosen for Sustainable Living Pilot Program”*](#)

Resources for creating a local media list:

NEWSPAPERS

<http://www.50states.com/news/>

RADIO

<http://radio-locator.com/>

LOCAL NEWS

<http://www.nbc.com/local-stations>

<http://www.cbsnews.com/news/cbs-tv-news-stations-and-affiliates/>

<http://site.abc.go.com/site/localstations.html>

<http://www.npr.org/stations/>

Press Release Template

FOR IMMEDIATE RELEASE: Neighbors Come Together to Save Water, Energy and Money ###

A local **<insert city name>** sustainability group is preparing to roll out a seven-session group program where neighbors come together to learn fun and easy ways to reduce energy and water use, save money on bills, and build stronger neighborhoods.

Transition Streets is a project of the Transition movement, a world-wide, vibrant, grassroots movement that seeks to build community resilience in the face of such challenges as climate change, resource depletion and economic instability.

Transition Streets was piloted in 12 communities across the US in spring 2015, and has now been updated for 2019. It is now available to the public at www.transitionstreets.org.

One **<insert city name>** pilot participant expressed that the program was more than studying workbooks and saving money. It really helped the group build a sense of community. “We got excited about sharing ideas and helping each other. We loved seeing other people’s houses, sharing food, and playing together.” *(use a quote from a local participant or select a testimonial from www.transitionstreets.org)*

Transition Streets is also one of several community partners involved in the Energize Charlottesville project: Charlottesville is one of 50 communities that have been selected to compete for the Georgetown University Energy Prize, a national \$5 million competition to rethink the way American communities use energy. Let’s do it! www.energizecharlottesville.org *(modify this paragraph to include relevant information for your area).*

Email <insert general transition streets email address for your area> if you're interested in learning more about getting involved in Transition Streets.

Many thanks to Heather Phillips of [Small Acts Count](#) for creating this outreach guide!