

MOMS  
clean air  
FORCE

moms  
&  
mayors



## MAKING CHANGE AT THE LOCAL LEVEL

Our Moms & Mayors program connects caregivers with mayors and other local government officials around the country to protect children's health from air pollution and global warming while building resilient communities.

By equipping volunteers with the information they need to advocate for solutions, the program empowers people to act in their cities and towns, where we're seeing progress on clean air initiatives and innovative climate solutions, from reflective roofs and rain gardens to solar farms.



## WHAT WE'RE WORKING ON

### Smart Surfaces

Smart surfaces are technologies that help reduce urban heat, flooding, and pollution.

### "Advanced Recycling"

"Advanced recycling" is actually burning plastic that creates harmful pollution and toxic ash.

### AI Data Centers

Fossil-fuel-powered data centers threaten public health, worsen climate change, and raise energy costs.

### Clean Energy

Clean energy provides electricity without the harmful air pollution produced by fossil fuels.

Flip over to learn more about these issues

## IMPROVING THE HEALTH OF OUR COMMUNITIES

We stand shoulder to shoulder with local leaders, supporting them, urging them to do more, and celebrating their work to improve the air we breathe and the health of our communities.



The mission of Moms Clean Air Force is to protect children from air pollution and climate change. Join Moms in your state to help us bring clean air and climate solutions to your neighborhood and protect all our families from harmful pollution. [www.momscleanairforce.org](http://www.momscleanairforce.org)

JOIN THE FORCE



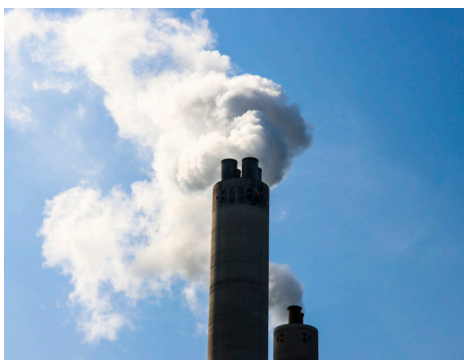


## Smart Surfaces

Smart surfaces are technologies such as reflective roofs and pavements, green roofs, solar panels, rain gardens, and even trees. These types of surfaces allow our cities to decrease urban heat, save money, reduce flooding and mold risk, and strengthen livability, resilience, and equity.

Cities have historically invested in dark, impervious surfaces because they lacked the tools to quantify and understand the benefits of smart surfaces. But this is starting to change. Atlanta, for example, now requires new construction to use reflective cool roof materials and estimates this will reduce the city's overall temperature by 2.5°F with 80% coverage. Phoenix developed a “shade plan” to bring in tens of thousands of trees to protect residents from climate-fueled extreme heat.

Moms, in partnership with the Smart Surfaces Coalition, are meeting with local officials about the benefits of choosing better and smarter surfaces in our communities.



## “Advanced Recycling,” a.k.a. Burning Plastic

So-called “advanced recycling” is greenwashing at its worst—and it is surely not a real solution to the plastic pollution crisis. “Advanced recycling” is neither advanced nor recycling. It’s actually an age-old method of burning plastic, creating harmful air pollution and toxic ash.

In recent years, the plastics industry has been trying to aggressively expand large-scale plastics incineration operations and open new sites across the country. Moms Clean Air Force is working to educate mayors and other local officials about this harmful practice and to stop the buildout of these dangerous facilities to protect our children’s health—because we’ve seen change happen when local leaders are well informed. In Youngstown, Ohio, for example, one “advanced recycling” facility has been stalled for years by a local moratorium.



## AI Data Centers

Families are increasingly concerned about the rapid expansion of fossil-fuel-powered data centers nationwide. Data centers powered by coal, methane gas, and diesel release air pollution that threatens public health and contributes to our warming climate, making extreme weather worse. On top of this, the surge in electricity demand for data centers is driving expensive infrastructure upgrades that utilities often pass on to families through higher electric bills.

Moms Clean Air Force is urging our mayors and local officials to protect children and families from data center pollution, expanded fossil fuel use, and rising electricity costs. New data centers should be powered by renewable energy, follow strong local air protections, and bear the full cost of their electricity demand.



## Clean Energy

Even under Trump-era policies, solar remains the fastest-growing energy source in the United States, and this growth is expected to continue in the years ahead. As a cleaner and more abundant resource, solar energy provides electricity without the harmful air pollution produced by fossil fuel energy. It’s better for our health and for our climate.

Moms are meeting with local leaders to remind them of all the benefits of solar energy, from healthier children, lower energy costs, and more resilient neighborhoods to stronger economies and meaningful progress on climate and sustainability goals. We’re champions for solar installations on public buildings, like schools in Pennsylvania and firehouses in New Hampshire.

When localities lead by example, they demonstrate that clean energy is not only achievable, but a smart investment in the community.

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