

Planning for Advocacy Success

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Lobbying Season

- *Year Round*
 - *24/7/365*
- *Developing Relationships*
- *Developing Legislative Program*
- *Data and Information Gathering*
 - *Trends*
 - *Leadership priorities*
 - *Statewide issues*
 - *Local interests*

Relationships

- Approach – Partners/Extension
 - Working together (on the same team)
- Attitude – Positive (wins)
- Hometown legislator/Delegation/Other
- Do you know what they care about?
- Do they know what you care about?

Legislative Priorities

- What is your “local story”
 - City priorities/Vision/Capital Improvement Plan
 - Emergency or Special Need
- Understanding process
 - Member driven
 - Competitive
 - Budget constraints/Limited # of bills filed
 - Political bandwidth
 - Timeline (Deadlines)

Advocacy Preparation

- Priorities
 - Support/Oppose
 - ASK????
- “Local Story”
- One pager
 - Highlights/Benefits
- Supporting documentation
 - Charts/Maps
 - Articles/Editorials
 - Master Plan

What can a lobbyist do?

- ***Policy (Statutes)***
 - ***Local Bill/Claims Bill***
- ***Budget (Appropriations)***
- ***Policy (Agency Rules)***
- ***Budget (Agency Grants)***
- ***Administrative (Agency actions)***
 - ***DOT***
 - ***DEP***
 - ***DEO***
- ***Cabinet***

How to select a lobbyist

- RFP Process
 - Evaluation Team
 - Evaluation Criteria
- Interviews
 - Staff
 - Elected

Criteria

- Qualifications
- Experience
- Knowledge
- Approach
- References
- Coordination
- Fees

Intangibles

- Winning attitude
- Creativity
- Problem solving
- Elected officials
- Local government
- FAIR

Market Rates

- Full service
- Special Projects
 - Claims bill
 - Local bill
- Appropriations
 - Small
 - Large

Developing Scope of Work

- ***Legislative Agenda***
 - *Local issues*
 - *FLC issues*
- ***What are they graded on***
 - *Priorities*

Managing a lobbyist

- Accountability
 - Identify & Define Deliverables
 - Primary Contact or Point person
- Communications & Reporting
 - Coordination
 - Research/Collection of Data and Information