

LOBBYING 3.0

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LANSING, MI

MARCH 19-20

 michigan municipal league

CAPCON
2019

GETTING INVOLVED WITHIN MML

- MML Legislative Committees
 - Transportation and Infrastructure and Technology
 - Land Use and Economic Development
 - Municipal Administration and Permitting
 - Municipal Finance
 - Municipal Services and Elections
 - Energy and Environment
- Inside 208 Blog and newsletters
- Action alerts and events



What is Advocacy?



ADVOCACY TOOLS

- Money
- Grassroots Engagement
- Messaging/Story
- Partners
- Relationship
- Research



REACTIVE vs DEFENSIVE vs PROACTIVE

- Reactive Advocacy

- Language inserted into bill at last minute
 - No committee review
- Evaluate impact
- Communicate with members, legislators, Governor, and media
- Develop multiple strategies for response
- Potential court challenge
- Potential legislative fixes

REACTIVE vs DEFENSIVE vs PROACTIVE

- Defensive Advocacy
 - Weighing Compromise vs Opposition
 - Research problem and impact
 - Member outreach and engagement
 - Cultivate partnerships
 - Communication and public relations strategies
 - Meetings, meetings and more meetings
 - Be prepared! Know your landing spots.

REACTIVE vs DEFENSIVE vs PROACTIVE

- Proactive Advocacy
 - Identify the problem
 - Broad member engagement
 - Stay on message – keep it simple
 - Develop platforms to deliver message
 - Create space for the debate
 - Be in it for the long haul
 - Provide solutions, don't simply complain
 - Find partners

LEGISLATIVE ADVOCACY

- Expert and written testimony
 - Provide practical understanding of the impact on local communities
- Feedback directly to League staff
- Contact your legislators
- Examples: Short-Term Rentals, Fire Protection Grants, Speed Limits

POLICY DEVELOPMENT

- Participate in a legislative workgroup
- Providing feedback to staff involved in workgroup
- Examples:
 - Assessing Reform
 - Fireworks
 - Small Cells
 - SaveMICity



DON'T FORGET TO REACH OUT TO LEGISLATORS

- Phone calls
- Emails
- Coffee hours
- Invite to local events



Questions?

