LOBBYING 3.0

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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?