

NOTES from SpeakUp Conference

Prepared 7/16/16

By Bruce Herrington

Wednesday 7/13/16

4:15 Seminar

ELEMENTS OF A STRONG LEGISLATIVE PLAN: BUILDING CAMPAIGNS TO WIN

1. Interaction with elected representative is important.
2. From Alexandra Murdoch of Chesapeake Bay Foundation. Consider stringing events / stories into a "hyper-local" storyline. Tell the story from the proponents' point of view. Relationships are built from shared experiences, commonalities.
3. From Ashley Cates, Executive Director of AIA Tennessee. What is the message to the AIA members? Communicate what AIA's value is to members and to non-members. Have members state the topics they are interested in. Give members a task. Reach out to legislator; consider attending a legislative committee meeting. At end of legislative session, communicate to the members the fights we have had, including successes and defeats.
4. Regarding PACs. In managing a PAC ...
 - A. Create opportunities for feedback.
 - B. When planning legislative priorities for a session, ask members what THEIR priorities are, then prioritize those. Even if the campaign does not succeed, member satisfaction will / should increase.
 - C. Educate the membership.
 - D. At the end of the session, communicate the component's activities during the legislative session ... successes and losses ... to the membership. Ask for more volunteer architects to step up.
 - E. Travel to all components in the state and communicate the advocacy initiatives.
 - F. IF YOU BUILD IT THEY WILL COME.
5. ALSO ...
 - A. Build relationships that are fun, cool, interesting.
 - B. Know the amount of power / influence you have.
 - C. Develop your strategy and stick to it.
 - D. Don't try to do it all alone.
 - E. To the extent possible, work with allies and partners. Work toward a common goal, together!!
 - F. "Prior planning prevents poor performance."
 - G. Hold each other (allies, partners, coalition members) accountable
 - H. Connect with new representatives ... do it early and well. Go to a fundraiser, give to the representative ... they are "broke". Get to know them.
 - I. Invite them to your office or to a jobsite. They will "imprint" your image in their minds, they will remember you.
 - J. If you are ever frustrated and considering not to pursue the issue ... consider what might happen if you are not at the table. Look at who has been carved out of the conversation, or carved up.

Thursday 7/14/16

(Morning ... BH and Rob Walker met with Congressional rep's)

1:15pm

LEGISLATIVE CAMPAIGN TARGETING AND POWER MAPPING

Andrew Goldberg, Joe Simonetta, Christina Simon

1. Identify the issue. What is the problem? Why does it need to be fixed?
2. Identify the solution. What is it?

NOTES from SpeakUp Conference

Prepared by Bruce Herrington

July 13-15, 2016

Page 2 of 2

3. Evaluate the policy environment. Who has the power to put your solution into action? How much (how many votes) do you need to win? Who influences the people you need to influence?

(Notes for the above seminar are limited because I realized that most of the information was provided in the binder of info provided to all SpeakUp participants.)

3:30pm

LOCAL ADVOCACY ... PEOPLE POWER: HARNESSING THE GRASSROOTS

Aka

LOCAL ADVOCACY: COMMUNITY ENGAGEMENT AND COALITION BUILDING

1. Joel Mills
 - A. All beneficial advocacy is at the local level.
 - B. Today's issues include global urbanization, housing crisis. For solutions, we need to "think outside the building."
 - C. All politics is local.
 - D. 90 percent of success in local issues is just showing up.
 - E. The narrow interests v. The public interests
 - F. Why it matters. Mayor Tim Caine of Richmond.
 - G. Public relations v. Public participation. PR seeks buy-in. P2 seeks involvement.
 - H. Architects have been on the forefront of convening the public for these issues/topics.
 - I. What can one person do? Example: Jason Roberts, Dallas, TX; "Better Block" and rapid transit.
 - J. Opportunities for public engagement.
 - 1) Example 1: Fremont Troll, Seattle. The troll has become the mascot of the Fremont neighborhood.
 - 2) Ex. 2: The high line, NYC. Now Scotland wants a park similar to the High Line.
 - 3) Ex. 3: Broadmoor, New Orleans. Green dots on the NOLA map, recommending residents not repopulate the neighborhood.
 - K. Lessons learned / common challenges. There is a myth that most people won't come to a meeting. On the contrary, people will attend as soon as they know the meeting will be meaningful, valuable.
 - 1) Indianapolis. SDAT. The public process changed the mayor's mind.
 - 2) B'ham RUDAT used as an example in one of the seminars.
 - 3) Tampa. Tampa SDAT. Has led to almost \$2B in announced developments.
 - L. Call to Action.
(BH has powerpoint presentation.)
2. Jennifer Bevan-Dangel, Executive Director of Common Cause Maryland
 - A. Coalitions ... building a team.
 - B. Relationships. With legislators, with community members, with coalition members.
 - C. Stamina. Your own stamina. How much time can you afford to spend out of the office? How do you build relationships that will last for 5 years?
 - D. When building a team, consider: are you building it for the long haul, for a single campaign, for a single session?

(Notes from presentation of 9ish Friday morning were hand written. Topic was regarding presentations.)

(End.)