

A group of people are participating in a protest or demonstration on a city street. In the foreground, a woman on the left holds a sign that says "McSally CLEAN DREAM Act NOW!". Next to her, a man holds a sign that says "DON'T BE A RUBBER STAMP". To his right, another man holds a sign that says "PROTECT THE DREAMERS" with an American flag graphic at the bottom. In the background, other signs are visible, including one with "#WeDeserveBetter" and another with "@RepMcSally".

Local Issue Advocacy

Traci Wile / OFA Community Engagement Director

Elizabeth Erickson / OFA Training Director



Join the training at 8:30 p.m. ET / 7:30 p.m. CT

"A good compromise, a good piece of legislation, is like a good sentence; or a good piece of music. Everybody can recognize it. They say, 'Huh. It works. It makes sense.'"

BARACK OBAMA



Policy landscape

Goal for this session

- 1 **Describe** common practices in identifying policy around your local issue campaign
- 2 **Apply** best practices in researching policy
- 3 **Feel** a sense of community with the group

Tonight's agenda

Welcome

Content analysis

Skill analysis

Synthesis

Closing



Guided worksheet

Learning Journey

Our learning journey

- Week 1:** Introductions; advocacy overview
- Week 2:** Workshop
- Week 3:** Foundations of coalition building
- Week 4:** Workshop
- Week 5:** **Identifying policy**

Our learning journey

- | | |
|-----------------|----------------------------------|
| Week 6: | Workshop |
| Week 7: | Writing your campaign plan |
| Week 8: | Workshop |
| Week 9: | Running into barriers |
| Week 10: | Closing synthesis and next steps |

How we envision policy



MOVIECLIPS.COM

**What policy work
usually looks like**



A note on this point ...

Tonight's agenda

Welcome

Content analysis

Skill analysis

Synthesis

Closing

Policy landscape:

What has happened, what is happening, and what people are talking about around your issue

CONTENT ANALYSIS:

Analyzing writing on legislation

Analyzing writing on policy

- City government website
- State government website
- Newspaper articles (bonus—look up who is cited!)
- Online articles (bonus—look up who is cited!)

CONTENT ANALYSIS:

People resources

People resources

- Organizing study circles
- Identifying what your coalition has found and investigated
- City council meetings—look at the agenda, review previous agendas, go to an upcoming city council meeting
- Role of experts

CONTENT ANALYSIS:

Proposals

Proposals

- Identify proposals that other groups have passed through city government—look at their language, edit for your own use

Resolution 124

RESOLUTION 124 **City of St. Louis Sustainability Plan**

WHEREAS, the City of St. Louis Sustainability Office recently released a Climate Adaptation Plan for the City that details the strategies to achieve an 80 percent reduction in citywide greenhouse gas emissions by 2050; and

WHEREAS, clean energy sources such as wind are now more affordable than fossil fuel sources throughout much of our state; and energy efficiency measures that drive down energy demand are the most cost effective means to reduce fossil fuel consumption; and

WHEREAS, high energy costs pose an economic burden to low income families as well as many small businesses within the City; and

WHEREAS, the City of St. Louis has some of the highest adolescent asthma rates in the country and is considered one of the top 20 smoggiest cities in the country; childhood asthma is the number one cause of emergency room visits for school age children within the City; and

WHEREAS, clean energy is one of the fastest growing employment sectors and creates opportunities for good local jobs within the city; and

WHEREAS, cities across the nation have made commitments to transition to 100 percent clean energy and St. Louis strives to remain a leader among its peer cities.

NOW THEREFORE IT BE RESOLVED by the Board of Aldermen of the City of St. Louis authorizes the City's Sustainability Plan and calls for the City to commit to transition to 100 percent clean energy in the form of wind and solar and energy efficiency measures within the electricity sector by 2035. The Board of Aldermen requests that the City develops a plan by December 2018 to meet the clean energy goal through a transparent and inclusive stakeholder process which includes community members as well as representatives from organizations representing labor, faith, social justice, environmental justice, frontline communities and those most impacted by our current energy systems, public health and the environment, economic development, utility sector, clean energy sector,

Key takeaways

- 1 Strategic research around your issue matters.
- 2 Use one another; use experts.
- 3 Don't spend time crafting your own legislation if you don't have to.

Brainstorm!

Content analysis

Spend 3 minutes brainstorming what you need to do with legislation on your issue. You can use suggestions on the right to help guide you!

- 1 Research writing on legislation
- 2 Research experts on the content
- 3 Find legislation passed in other cities
- 4 Attend a city council meeting
- 5 Organize a study circle

Group share

Tonight's agenda

Welcome

Content analysis

Skill analysis

Synthesis

Closing

Skill analysis

**How to read
between the
lines**

**How to read
the press**

**How to
verify your
information**

Reflection

Skill analysis

What skill do you want to grow in as you research legislation and talk to others?

What is your timeline?

- 1 How to read between the lines
- 2 How to read the press
- 3 How to verify your information

Group share

Tonight's agenda

Welcome

Content analysis

Skill analysis

Synthesis

Closing



A tapestry of connections

15 minutes

Group feedback &
application

Keep in mind:

1. Content analysis
2. Skill analysis
3. Proposals

- **Volunteer shares their issue**, why they care about it, and what they have done to understand the legislation around their issue
- **Group feedback:** What could they do next? Given what we learned today, what could they do to understand the policy landscape more deeply?

Tonight's agenda

Welcome

Content analysis

Skill analysis

Synthesis

Closing

Debrief

What are you taking away from tonight's call?

What would be helpful for the next call?

Logistics



Survey



Homework- Sent in email



A recording of this call will be available later this week; recap sent out Thursday



Email and tweet!

Homework

Next session

Thank you for joining today's webinar.

Please fill out the survey below and give us
your feedback on today's training.

<http://bit.ly/LegislationLIA>