Advocacy for Regional Development Organizations September 12, 2017



# What is Advocacy?

- The act of pleading for, supporting, or recommending; active espousal (Dictionary.com)
- Inform and educate local, state, and federal policymakers on issues
- Share and defend stance on particular issue

REGIONAL STRATEGIES, PARTNERSHIPS, SOLUTIONS, NADO, ORG

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# Why Advocate?

- Political climate changes amid fast-paced world
- Varying threats may derail funding, policies your organization relies upon
- Policymakers juggle lots of priorities; amplify your organization's voice
- Knowledge is power; responding with accurate information strengthens position



## Does it Work?

- Yes, if handled well
- Measured through informed policymaking, achieving specific policy goals
- Associations
  - 90,908 501(c)(6) trade or professional associations, and 1,238,201 were classified as 501(c)(3) charities, foundations or religious organizations
  - Government officials use inform/research/policy development



### How Advocacy Works....

### Start with the basics

- 1. What is my issue?
- 2. Prepare
- 3. Deliver
- 4. Follow-up

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## What Is My Issue?

 Prioritize - determine the one issue you'd like to discuss

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- Stay the course resist temptation to hit several items
- Does this align with regional or Board of Directors interests?

## Prepare

- Set up the meeting
- Who should be invited?
- When is the right time?
- Where should meeting be?
- Meeting materials
- Meeting prep

### Prepare

- Research member of Congress
- What are their interests?
- Does their interests align with my issue?
- How can I reconcile this?

### Prepare

- Issue framing
- Another way of saying problem definition
- Successful issue frame will set further policy outcomes
  - Ex: Express public problems; how planning can address multiple issues

## Deliver

- Gather the stakeholders
- Introductions
- Set tone
- Ask what they know of issue
- Summarize or pass to next speaker

### NADO

## Deliver

- Explain
- People involved
- Why issue is important
- Impact
- Data
- Story
- Introduce/explain solution

# Deliver

- Ask...for their vote/support
- Supportive: show appreciation and ask for help with others
- Not supportive or indecisive: ask what more is needed to clarify or continue conversation

# Follow-up

- Debrief/discuss how it went with participants (shortly after in person, call, or email)
- Send thank you notes
- Forward requested/offered information
- Touch base when issue is up for consideration (vote, policy discussions)

### MISTY CASTO, EXECUTIVE DIRECTOR BUCKEYE HILLS REGIONAL COUNCIL (OH)



### **Advocacy in Regional Development**

Misty Casto, Executive Director, Buckeye Hills Regional Council





Community & Economic Development Aging & Disability Sponsor a Senior Transportation Planning About Us Contact Members Home Advocacy Long-Term Care Ombudsman Mapping & Data Population Health Media

### WE HAVE A NEW NAME! BUCKEYE HILLS **REGIONAL COUNCIL**

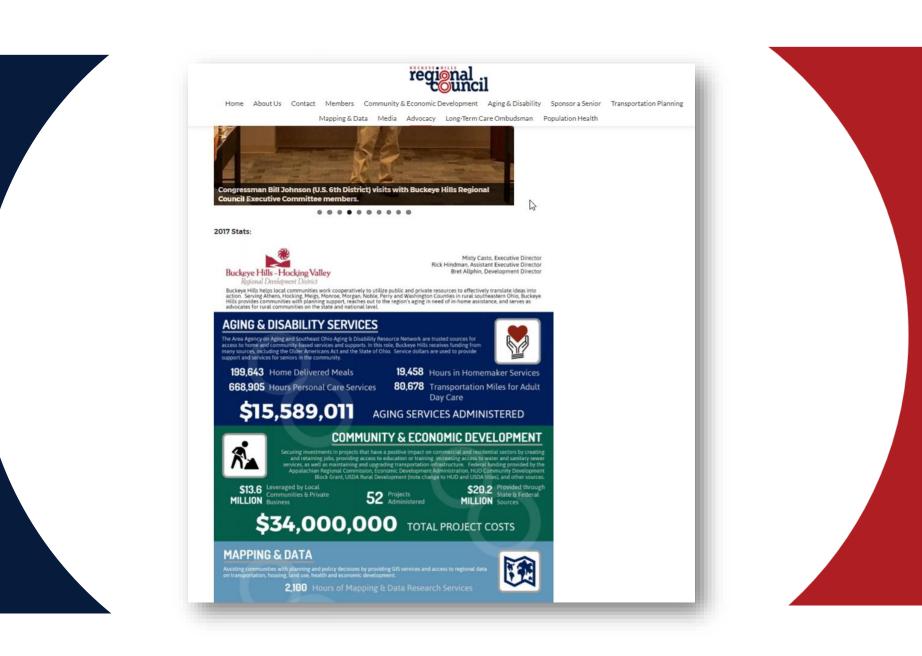
PROGRAMS

NEWS











Misty Casto, Executive Director Rick Hindman, Assistant Executive Director Bret Allphin, Development Director

Buckeye Hills helps local communities work cooperatively to utilize public and private resources to effectively translate ideas into action. Serving Athens, Hocking, Meigs, Monroe, Morgan, Noble, Perry and Washington Counties in rural southeastern Ohio, Buckeye Hills provides communities with planning support, reactives out to the region's aging in need of in-home assistance, and serves as advocates for rural communities on the state and national level.

### AGING & DISABILITY SERVICES

The Area Agency on Aging and Southeast Ohio Aging & Disability Resource Network are trusted sources for access to home and community-based services and supports. In this role, Buckeye Hills receives funding from many sources, including the Older Americans Act and the State of Ohio. Service dollars are used to provide support and services for seniors in the community.

**199.643** Home Delivered Meals



668.905 Hours Personal Care Services



Day Care

### \$15,589,011 AGING SERVICES ADMINISTERED





Securing investments in projects that have a positive impact on commercial and residential sectors by creating and retaining jobs, providing access to education or training, increasing access to water and sanitary sewer services, as well as maintaining and upgrading transportation infrastructure. Federal lunding provided by the Appalachian Regional Commission, Economic Development Administration, HUD Community Development Block Grant, USDA Rural Development (note change to HUD and USDA titles), and other sources.

\$13.6 Leveraged by Local Communities & Private MILLION Business

52 Projects Administered

\$20.2 Provided through State & Federal MILLION Sources

### **\$34,000,000** TOTAL PROJECT COSTS

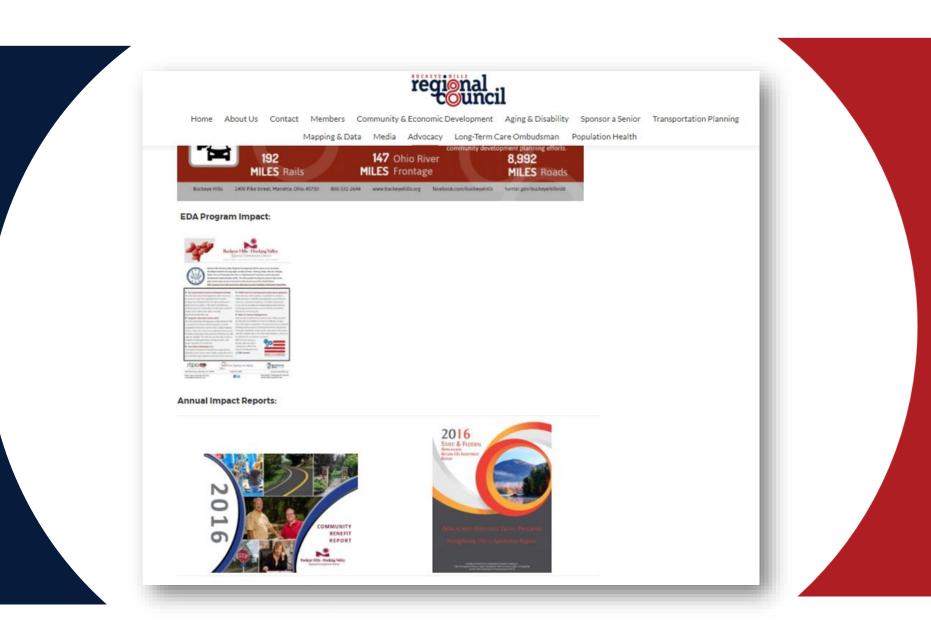
### **MAPPING & DATA**



2,100 Hours of Mapping & Data Research Services









Home About Us Contact Members Community & Economic Development Aging & Disability Sponsor a Senior Transportation Planning

Mapping & Data Media Advocacy Long-Term Care Ombudsman Population Health

### Aging & Disability:

### National Alerts

- In Ohio
  - Is Proposed Expansion of MLTSS Good For Ohio

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- Adult Protective Services
- Senior Community Services Block Grant
- Ohio Housing Trust Fund Testimony

### Community & Economic Development:

### National Alerts

- NADO 2017 Legislative Priorities
- ARC FY 18 Budget Update: September 8, 2017

From Guy Land, Chief of Staff, Office of the Federal Co-Chair. Yesterday the Senate approved legislation that would continue the operations of government, including ARC, through December 8. This continuing resolution was part of a larger package that included disaster assistance and raising the debt ceiling. Agencies will receive funding through December 8 at the annual rate provided in the FY17 appropriations bill. That means that ARC will be funded at an annual rate of \$152 million (including POWER and the special programs for broadband, infrastructure, and workforce and industrial site development) through December 8. The House is slated to consider the measure this afternoon.

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### Media:

Appalachian Regional Commission The Marietta Times

~http://www.mariettatimes.com/news/2017/06/arc-may-be-o-u-t/

~http://www.mariettatimes.com/news/2017/06/arc-grants-designed-to-train-workers/







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Buckeye Hills Regional Council



aging & disability • community & economic development • mapping & data • transportation plan

### **Advocacy in Regional Development**

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### regional Council

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### MATTHEW DOLGE, EXECUTIVE DIRECTOR PIEDMONT TRIAD REGIONAL COUNCIL (NC)



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### RICK HUNSAKER, EXECUTIVE DIRECTOR REGION XII COUNCIL OF GOVERNMENTS (IA)



### Resources

- Use tools and resources to support position
- Toolkits

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- Books & guides
- Case studies
- Governmental reports
- Laws
- Opinion pieces
- Research reports
- Videos
- Websites

# Chart Your Path

- Map out your advocacy
- Several ways to achieve goal:
- Research & analysis
- Informing public
- Advocacy w/ Congress & Administration
- Media relations

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## Coalitions

- Use and build upon existing relationships
- Explore new, mutually-beneficial partnerships
- Find common ground
- Align your issue with current news, discussion
- Manage partnerships

### Coalitions

- Set group membership
- Develop goals
- Respond to public needs
- Plan of action/timeline
- Ex: Seeking gap funding

   bring together new, existing mutual interest;
  - 2) target state & federal stakeholders;
  - 3) stress expected project results



# What's in it for me?

- Communicating issue and it's importance determines where it'll end up
- Outreach crucial to making sure members of Congress are in the know
- Advocacy is continuous

# What's in it for me?

- Doesn't NADO do this?
- How does NADO do this?
- Can I reach out to NADO before, during, and after doing this?
- Don't wait...start process now



### Immediate Issues for Advocacy

- Strong FY2018 numbers for key programs: EDA, CDBG, regional commissions, etc.
- Promote rural planning & infrastructure
- Preserve rural development in Farm Bill
- Support Brownfields reauthorization
- Urge spending for floodplain mapping

### Save the Date

Next Monthly Legislative Calls

 Tuesday, September 26<sup>th</sup> at 2:00 p.m.

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- Tuesday, October 31<sup>st</sup> at 2:00 p.m.
- 2018 Washington Policy Conference: March 19-21



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