

ASLA Q2 Advocacy Websummit



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ASLA Q2 Advocacy Websummit

Agenda

- **Advocacy Day 2016 Wrap-up** – Roxanne Blackwell
- **Advocacy Day Social Media Wrap-up** – Cheyenne Williams
- **Hosting Tours with Elected Officials** – Elizabeth Hebron
- **A Legislative Staffers Guide for Hosting Successful Tours** – Matt Stegman
- **Best & Worst Project Tours!** – Matt, Elizabeth, Roxanne & Mark Cason
- **Q & A Session**



ASLA Advocacy Day 2016
May 19, 2016



The Congressional Meeting

National Park Service Centennial Challenge

Centennial Challenge: Calls on Congress to pass legislation allowing the Federal government to match private contributions dollar for dollar, up to \$100 million each year in mandatory funds for ten years. Challenges individuals, foundations, and the private sector to help support the parks by contributing \$100 million annually for ten years for signature projects and programs. Addresses the NPS maintenance backlog.

The Ask: Urge Congress to Support the NPS Centennial Challenge



Designing Resilient Streets



“The Ask”

Oppose any legislation or amendments to limit vegetation management on transportation projects.

May I keep in touch with you on this issue?

Would you and your staff be available for a site tour of a project in the district?

The Follow Up

- Fill out ASLA Legislative Feedback Forms
- Send Thank You letters to congressional offices via e-mail
- Invite policy makers and their staff for a site tour in the district and/or state
- Keep in touch and continue to be a resource to your policy makers
- Report any special requests or questions on federal legislation from congressional meetings to ASLA Government Affairs for follow up



Advocacy Day & Social Media



Members of Congress connect with constituents on social media

- Follow ASLA Government Affairs at ASLA_Advocacy on Twitter
- Tweet Pictures and Updates from your congressional meetings
 - Use the official ASLA Advocacy Hashtag: **#iAdvocate**

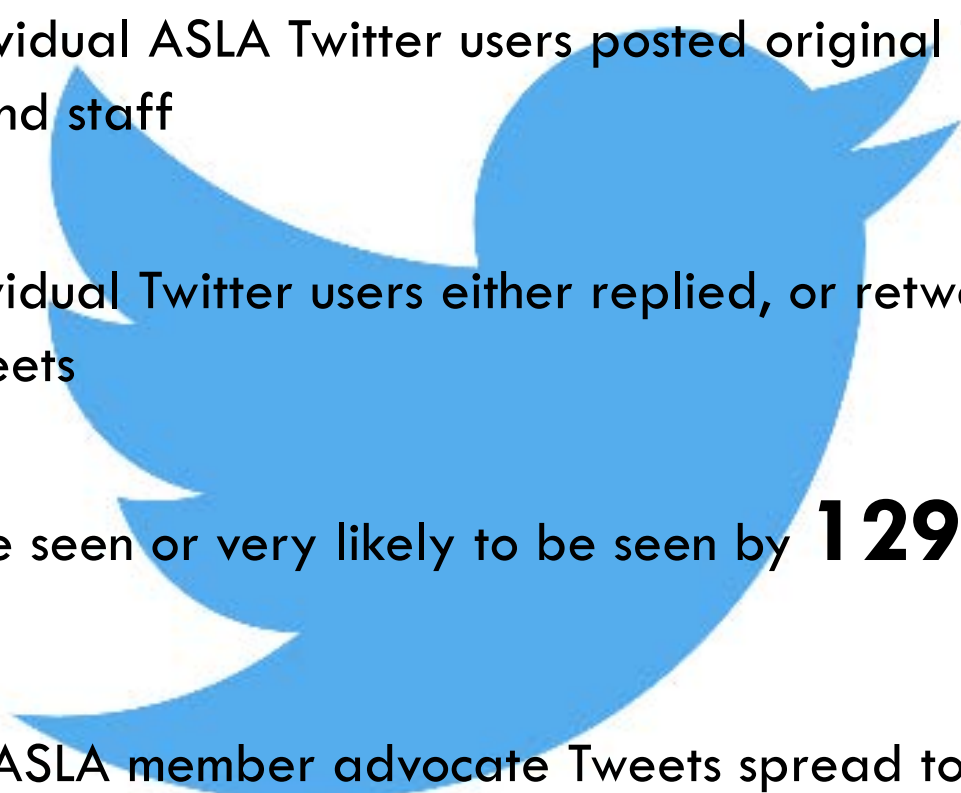
Why We Tweet!



- U.S. & State Senators, Representatives, Governors and Local Elected Officials use Social Media!
- Congressional staff feel social media has improved relationships between constituents and Congress.
- Thirty or fewer similar comments on a social media post are enough to get an office's attention, but they need to be posted quickly or they may not be seen.
- Social media posts by constituents can influence undecided Senators and Representatives.

Advocacy Day Social Media Results!

On May 19th, nearly 200 ASLA member advocates participated in congressional meetings. The Twitter results:

- **130** individual ASLA Twitter users posted original Tweets to their legislator and staff
 - **528** individual Twitter users either replied, or retweeted those 130 original Tweets
 - Tweets were seen or very likely to be seen by **129,055** Twitter timelines
 - Ultimately, ASLA member advocate Tweets spread to over **2,931,419** timelines (this number includes timelines of individual Twitter users who may not have actually seen ASLA member Tweets)
- 

Advocacy Day Social Media Results!



Felipe DeNarvaez @swtdesigner · May 19
Thank You @RepAnnWagner & Rachel Wagley @ASLA_Advocacy
#Advocate #andarch @SWTLivingDesign @3dantkd



👍 Sprout (Jennifer) and 7 others liked



Joy Kuebler @JoyKuebler · May 19
@ASLA_Advocacy loving hearing that @SenSchumer office supporting local neighborhood urban parks as well as National Parks! #iadvocate

👉 4 ❤️ 13 ⋮

👍 Nette Compton and 10 others follow

ellen c stewart @ellenkstew · May 19
@ASLA_Advocacy @ASLAMN #iAdvocate He listened without interrupting and he is pro IVM and NPS - didnt say no!



👉 1 ❤️ 4 ⋮



cheri ruane @cheriruane · May 19
This is @SenWarren 's reaction to Landscape Architecture #iAdvocate
@ASLA_Advocacy @BSLAOffice



👉 3 ❤️ 13 ⋮

Advocacy Day Social Media Results!



ASLA Advocacy

@ASLA_Advocacy

TY ASLA Member Advocates! We could not have had such a successful AdvocacyDay w/out your work&dedication! [#iAdvocate](#)



RETWEETS
3

LIKES
13

OvS



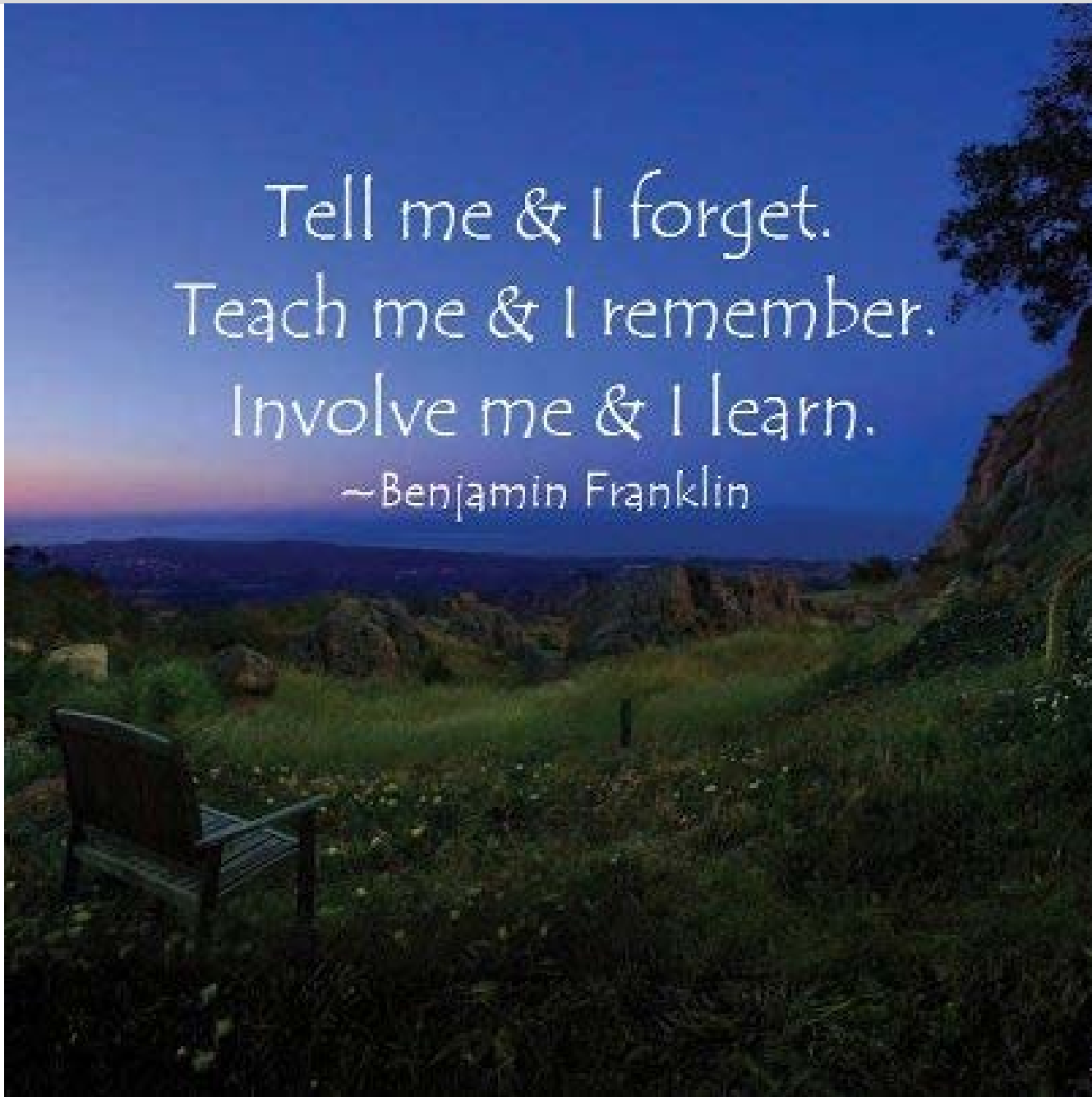
Hosting Tours for Elected Officials: Why?



- Policy Makers learn the fundamentals of landscape architecture and importance of public policies that advance the goals, objectives and mission of the profession.
- Elected officials witness how landscape architects ensure public health, safety & welfare.
- Elected officials experience firsthand how their policy decisions affect your community.
- Policy makers see how landscape architecture projects spur job creation and economic development.

Hosting Tours for Elected Officials: Why?

Tell me & I forget.
Teach me & I remember.
Involve me & I learn.
— Benjamin Franklin



Hosting Tours for Elected Officials: Before the Tour

Create A Checklist!

- ✓ Identify a site tour leader
- ✓ Designate a tour coordinator to manage site tour's logistical tasks
- ✓ Develop a strategy to determine policy issues to highlight
- ✓ Identify project(s) or site(s) to showcase
- ✓ Establish a tour guide to facilitate the site tour
- ✓ Research policy makers to invite
- ✓ Make the invitation & follow-up
- ✓ Develop the schedule & run-of-show
- ✓ Prepare talking points about the site/project and a list of questions for the lawmaker
- ✓ Prepare any take away materials



Hosting Tours for Elected Officials: Selecting the Site(s)



Must Haves:

- Powerfully visual
- Direct connection to a local firm
- Demonstrate:
 - ✓ Community Benefit
 - ✓ Design & Ingenuity
 - ✓ Economic Development
 - ✓ Benefits of specific policies or funding

Hosting Tours for Elected Officials: Invitation

*Please
Join Us*

Invitations need to include:

- Proposed Date & Time
- Name & Location of the site or project
- The “hook”
- Main contact person
- Explanation about landscape architecture
- Community & Economic Benefits
- What they will experience/learn

Divide & Conquer!

- Map Tour Route
 - Include logistical information
- Develop Talking points & Speaking Responsibilities
- Prepare a list of questions to ask the policymaker
- Assemble an information package:
 - Showcases the role of LA
 - Pending legislation
 - How project benefits the community/economic prosperity
- Designate a Chapter member to take notes during the tour
- Create name badges for all participants
- Take photographs to document the experience

Hosting Tours for Elected Officials: During the Tour



Always!

- Thank the elected officials for their support of LA
- Stick to the script during the tour & maintain focus on policy issues
- Make it local by showcasing the community impact & benefits
- Highlight the economic impact
- Use social media by sharing real-time photos/quotes

Hosting Tours for Elected Officials: After the Tour



- Send a thank-you letter shortly after the site tour.
- Offer to be an expert on landscape architecture issues.
- Keep in touch with the elected official on a periodic basis.
- Share your experience with your colleagues and at other professional venues
- Report back to ASLA Government Affairs!



The Site Tour Guide: A Chapter Resource

GUIDE TO HOSTING TOURS WITH ELECTED OFFICIALS



Hosting Tours for Elected Officials



Matt Stegman

Chief-of-Staff

MD State Delegate Maggie McIntosh

Planning a Successful Legislative Site Visit

TWO TYPES OF SITE VISITS

- Individual legislators & staff
 - More low-key
 - Usually places/subjects of interest in legislator's district
- Committee Site Visits
 - Require more planning

GOALS OF YOUR VISIT

- Build ongoing relationships with legislators and staff members
- Educate policy makers on your issues
- Show off what you do

SETTING UP YOUR VISIT

- FIND THE RIGHT CONTACT PERSON
 - Legislator's contact info (almost) always available online
 - Individual Legislators: call their district office (if they have one)
 - Committees: Call committee's main office
 - Most state/local legislators have small staffs
- TIMING YOUR VISIT
 - Know the legislative calendar – will inform when most visits happen
 - Plan ahead!
 - In Maryland, committees plan site visits beginning in March

SETTING UP YOUR VISIT (CONT'D)

WHEN YOU CALL:

- Identify yourself and (briefly) describe your organization
- (Briefly) explain why you want to meet with legislator and ask to set up a time to meet
 - Let legislator's staff know any calendar restrictions you may have
 - When possible, try to provide several possible meeting times/dates
- If legislator is unavailable, meeting with staff can also build key relationships
- You may be asked to provide request in writing/via email
 - Helps legislative staff keep track of incoming requests
 - Will usually contain more information than a call: who is involved in the visit, potential dates, more about the organization/project, etc.

PREPARING FOR YOUR VISIT

- The more you plan ahead, the better your visit will be
 - Where will your legislator go?
 - Who will she meet?
 - Everyone's time is valuable. Don't rush, but keep itinerary manageable.
- Have a clear and concise message (even if its simply "we're here, good to meet you")
 - What do you do? How can legislators help?
 - Show, don't tell. Personal stories and experiences are highly effective.
- Take time beforehand to strategize
 - Who will cover what material?
 - Prepare to answer questions you anticipate will come up
 - Prepare materials for legislator to take with her for later reference (keep them brief!)
 - If possible, provide materials/bios of people legislator will be meeting in advance

PLANNING THE ITINERARY

- Choose a site that can accommodate visitors
 - Start/end visit some place that allows for communication with the legislator (ex – conference room)
- Visits don't plan themselves!
 - Decide what you want to highlight
 - Decide who legislator will meet (and why)
 - Have a plan for what you want legislator to see and hear
- Keep it brief and interesting
 - Keep official itinerary to no more than 60 minutes, if possible (they'll stay longer if they can)
 - Ask yourself: if I didn't know this subject, what would I want to see?

VISIT DAY

- Be punctual and friendly
- But remember, legislators sometimes run on “elected official time”
- Deliver your message effectively
- Stick to your itinerary to the extent possible
- Identify points for follow up
- It’s OK to say “I don’t know” - questions will come up you don’t expect, offer to follow up
- Communicating with Legislators:
 - Know your legislator
 - You are the expert
 - They’re people, too

AFTER THE VISIT

- Immediately after
 - Send a note recapping the points covered and any follow-up information requested
- Keeping in touch
 - Point of site visits is to establish connections, so stay in touch!
 - Your legislator will remember you if you remember them

QUESTIONS

Matthew Stegman

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Elizabeth's

Best

Worst



Roxanne's

Best

Worst



ACES College of Agricultural, Consumer and Environmental Sciences



General Barry McCaffrey

Mark's

Best

Worst



Tampa
International
Airport



Dont Forget To Follow
Up!



Questions?