


# Advocacy and ITE

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# Associations and Advocacy

“Never doubt that a small group of dedicated people can make a difference – indeed, it’s the only thing that ever has”  
-Margaret Mead



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# Engagement Poll

Have you ever engaged with an elected official on a transportation issue?



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### Why ITE Members Should be Advocates

Professional Knowledge & Credibility

"The purpose of the Institute shall be to enable transportation and traffic engineers, transportation planners, and other professionals with knowledge and competence in transportation and traffic engineering to contribute individually and collectively toward meeting human needs for mobility and safety... "

If you don't...who will?



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### 4 Things you Must Know

- The rules
- Your issue
- Who's involved
- What to do



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## Understanding Lobbying and Advocacy

Lobbying always involves advocacy; advocacy does not include lobbying.



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## Understanding Lobbying and Advocacy

Does your audience make the laws or simply follow the rules to enforce them?

From a federal perspective, if the audience makes laws and you (or your local organization) are attempting to change legislation by encouraging these lawmakers to vote a certain way, then its lobbying.



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## Understanding Lobbying and Advocacy

Does the organization want these individuals to vote a certain way on proposed legislation or simply be aware of issues?

Promoting a point of view and providing public education aren't considered lobbying activities—even if you are speaking with a public official.



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## Issue Management

- Identify the issue
- Study the issue history
- Gather pros and cons
- Gather statistics/data
- Identify targets
- District specific/professional anecdotes



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## ITE Advocacy Resources

- Advocacy Network 
- Government Affairs & Advocacy Website  
<http://www.ite.org/advocacy> 
- Policies 
- [Technical Library](#)



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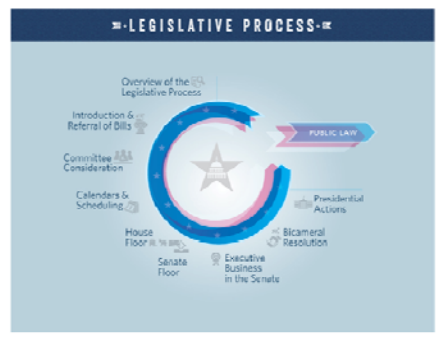
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## Congressional Engagement



<https://www.congress.gov/legislative-process>



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## State-Level Engagement

“All politics is local”

- Different state and local laws on lobbying and advocacy
- Similar legislative process
- Cultural differences
- Opportunity for relationship building



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## 4 Things you Must Know

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## Options for Engagement

Activity	Best For	Pros	Cons
<b>District Lobby Day</b>	Organizations with a specific legislative ask. Organizations willing to take the time to set up meetings with policymakers. Relationship building efforts to connect policy issues to local outcomes	No travel costs for advocates. District meetings help make connections between federal or state policy issues and local concerns	Can be difficult to achieve a high-level of involvement. Can be difficult to get feedback on meetings.
<b>Virtual Lobby Day</b>	Use in concert with other lobby day approaches	No travel costs for advocates	Some advocates may choose to participate virtually instead of in-person.



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Activity	Best For	Pros	Cons
<b>Site Visits</b>	Organizations that have members with facilities, projects or programs that a legislator or staff person can visit	No travel for costs with advocates. District meetings help make connections between federal or state policy issues and local concerns	Can be difficult to achieve a high-level of involvement Can be difficult to get feedback on meetings
<b>Town hall Meetings</b>	Organizations seeking to build relationships with policymakers	No travel costs for advocates. Town hall meetings are like to be lightly attended, giving advocates good opportunities to meet with legislators	Can be difficult to coordinate can be difficult to get feedback




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Activity	Best For	Pros	Cons
<b>Social Media</b>	Relationship building and awareness efforts	Offers opportunities to engage younger, more "tech-savvy" members	Can be difficult to track return on investment
<b>Public Statements and Testimony</b>	Demonstrating expertise in a policy issue	Gives an organization and its members credibility on policy issues	Need to identify expert advocates. Need to train advocates in delivering testimony and responding to questions.
<b>Phone Communications</b>	Short-term, specific asks (i.e., voting 'yes' or 'no' on legislation)	Phone calls are considered to be more effective than many other forms of communication in influencing policymakers	Need to train advocates with phone scripts and resources




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Activity	Best For	Pros	Cons
<b>Form, Petition and Postcard Campaigns</b>	Organizations seeking to engage newer or less active. Should be used only in concert with more personalized approaches	Offers advocates something "quick and easy" to do. Generally easy to administer	Not effective
<b>Personalized Written Communications</b>	Short and long-term specific legislative asks (i.e., votes and co-sponsorships)	Personalized communications are considered to be more effective than many other forms of communication in influencing policymakers	Can be difficult to get advocates to personalize their communications

Excerpt from a presentation by From Advocacy Guru, Stephanie Vance  
[www.advocacyguru.com](http://www.advocacyguru.com) . Author of The Influence Game [www.theinfluencegame.com](http://www.theinfluencegame.com)




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## Best Practices



- Be prepared
- Don't get divided
- Get others involved
- Stay informed
- Be a reliable source
- Recognize legislators



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## Advocate & Engage



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