

# *Joining the Fight: Smart Growth Advocates & Federal Policy*

New Partners for Smart Growth  
Conference

February 5, 2010

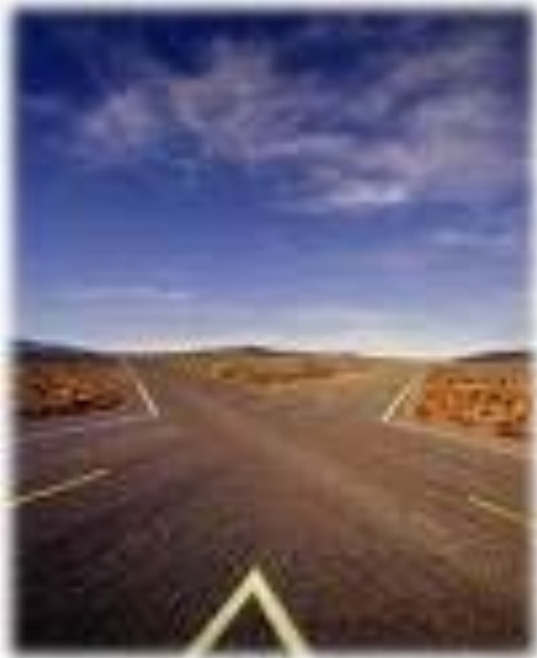
Seattle, WA



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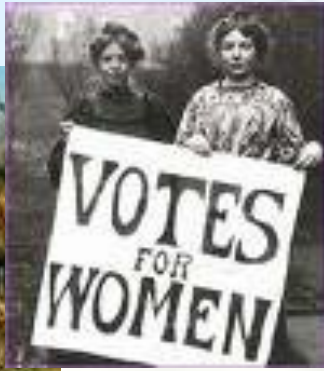
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# A Smart Growth Advocacy at the Crossroads



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# Grassroots Movements in America – a long history





Sometimes Poetic, Inspirational



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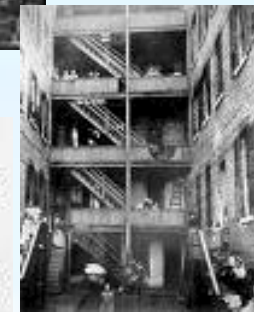
Sometimes not

# Roots in Progressivism

- Policy Focused
- Believe in Good Government
- Channeling Market Forces for Social Benefit
- Public Health, Safety & Prosperity Rooted in Place



OPENING OF  
HULL-HOUSE  
PLAY GROUND  
Fifth Street, Four Blocks  
Saturday, May 1st, 1897,  
AT 3 O'CLOCK, P. M.  
"This day is meant for those who  
work and struggle all day long.  
Come old and young with spirit and  
To witness both the opening day!"  
MUSIC BY THE BRASS BAND  
...Chicago's Own - My My Day.  
ALL KINDS OF RACES



# Roots in Environmentalism

- Land Use & Growth Management Part of Original Environmental Acts
- Sen. Henry 'Scoop' Jackson & National Land Use
- Narrow Defeat; Unlike Air & Water



# 'Tea Party' Populism



- It's Not Just Volume
- Deep, Creative Engagement
- Resonant Narrative

# Change vs. Resistance



- Fear
- Self-Interest + Lack of Self-Interest in Potential Allies
- Uncertain Application to Core Values
- Size and role of Government

# How do we overcome?

- 4 Keys
  - Organize
  - Engage
    - Inform
  - Story Tell

And, a Fifth  
– Use New Tools



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# Organize

- Think Local
- Think (and Act) Like a Campaign
- Use Social Network &  
Communication Tools
- Use Existing Networks & Groups
- Empower People
- Find Leaders and Champions



# Engage

- Who? ... Electeds, Staff, 'Influentials', Allies, Active Citizens ... and the People Connected to you
- How?
  - Town Halls
  - House Parties & Social Gatherings (Document!)
  - Public Events
  - Debates
  - Civic Group Meetings
  - District Meetings & Recess Activities
  - Issue Campaigns
  - Persistence & Follow up



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# Inform

- Information Resource (esp for staff)
- Policy Papers, Research
- Blogs, Email Lists, Newsletters, Websites
- Site Visits
- Contact Elected Officials
  - Personal, Local, Specific
- Regular Outreach to Key Audiences with Targeted Information

# Telling a Story

- It's a narrative
  - Simple & Memorable
  - Compelling
  - Characters
  - Resonant with Values, Interests of Audience

# Hierarchies of Influence

Relevant – Active - Influential

w/ Relationship

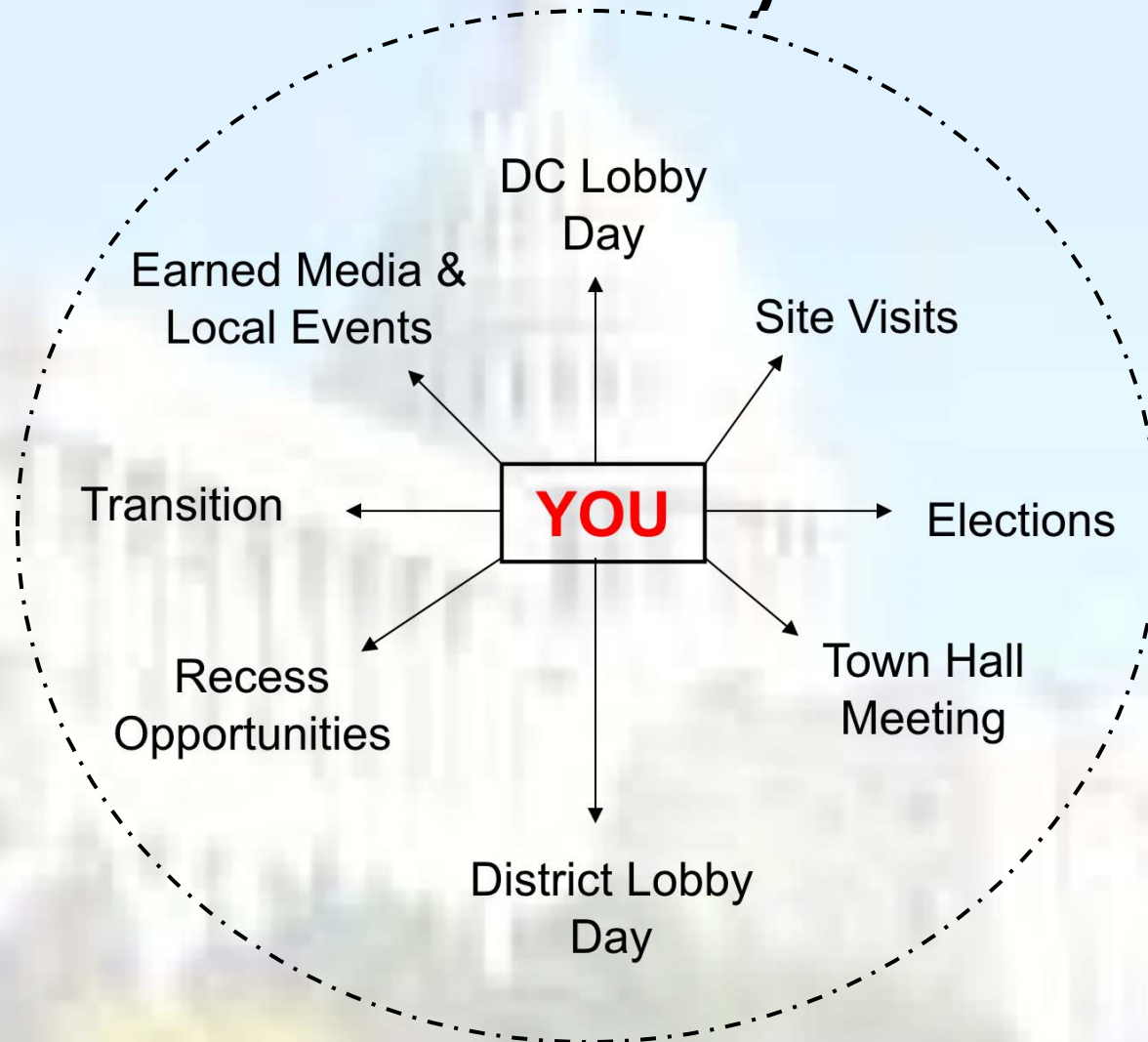
Engaged & Influential

Relevant & Networked

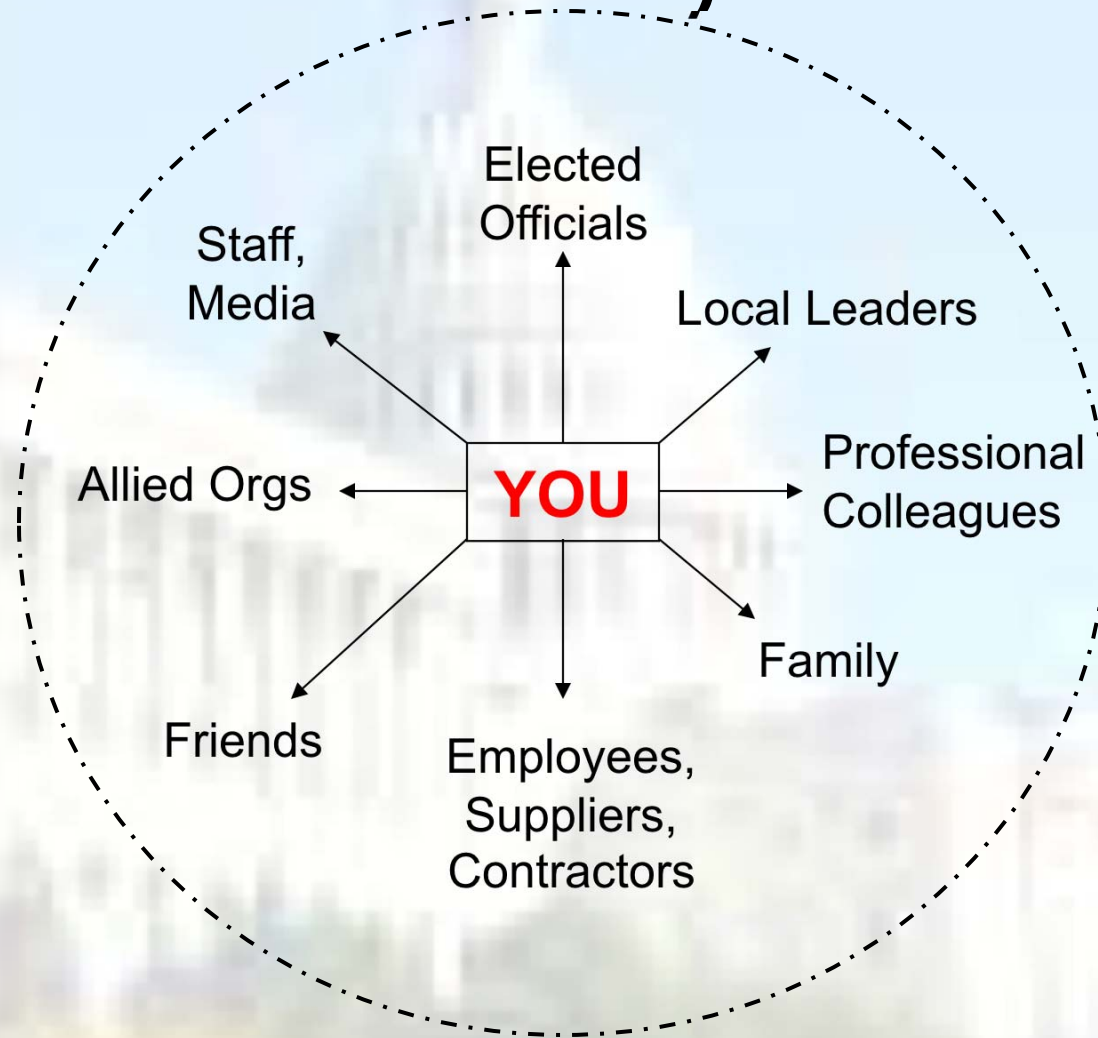
Relevancy Test: **LIVE – WORK - SERVE**

~~Not Relevant: Non-constituent, No District Connection, Not a Voter~~

# Advocacy 365



# Advocacy 360°



# Successful Advocacy Meetings: Key Questions

- **WHO**

- Know Why Your Voice Matters
- Know Your Representative

- **WHAT**

- What is Your Ask
- What is the Context

- **WHY**

- What's the District / State Impact
- Why is it Important to You



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# Successful Advocacy Meetings: Anatomy of a Meeting

- Why are you relevant?
- Can you frame the message?
- **Make the ask!**
- Personal story
- Reiterate the ask
- Thanks and ask about follow up

# 10 Tips for Successful Advocacy Meetings

- Do Your Homework
- Stay "On Message"
- Go Local & Personalize the Issue
- **Make a Clear, Actionable Request**
- Cultivate Staff
- Don't Be Rude, Partisan or Use Threats
- Be Understanding of Logistics
- Don't Get Too Comfortable
- Follow-up



# 5 Conversations Legislators Want to Have

- What the Local Statistics Are
- How Programs Work in the District and How Your Request Would Affect the District
- Real Life Stories that Illuminate Statistics
- How You (or your Coalition) Reach Voters in the District
- What Specific Action Would Make You Happy



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# Anatomy of an Issue Campaign

Goal/Objective

Message

Plan

Coalition  
Building

Grassroots

Resources

Information

Advocacy

## Smart Growth & Sustainability in the FY2011 Budget

HUD Sustainability: \$150 m  
HUD Catalytic Grants: \$150 m  
Choice Neighborhoods: \$250 m  
HUD Capacity Building: \$60 m  
CDBG Formula: \$3.9 b  
DOT Livability: \$527 m  
National Infrastructure Innovation Finance Fund: \$4 b  
High Speed Rail: \$1 b  
EPA Healthy Communities: \$32m  
EPA Sustainable Communities: \$10.9 m  
Healthy Food Financing: \$35 m @ USDA; \$400 m total  
Urban Forestry: \$32 m

- Growth in a Challenging Context
- \$1.1 Billion for Sustainability, Livability Programs
- \$6.5 Billion for New Approaches to Infrastructure Investment

# For More Information ...

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