Government Relations
University

East Central Branch

April 19, 2022
Presenter: Elisabeth ‘Lizzie’ Dorman
Sr. Manager
Grassroots Programs and State Advocacy

Agenda

- Welcome
- Icebreaker
- Key Terms
- Government Relations and Infrastructure Initiatives
- Policy Development
- Facts and Figures
- Federal Advocacy
- State Government
- Relations and Licensure
- ASCE Grassroots and Grasstops Programs
- Getting Involved
- Meeting with Legislators
- Florida Legislature
- Next Steps
- Q&A
Ice Breaker

- When did you champion for something effectively?
- Why do you think you were successful?
Key Terms
Advocacy

Any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

Government Relations

The process of trying to influence the government to make changes to the law to suit the needs of a particular group

Lobbying

Activities that are intended to influence a specific piece of legislation.
Advocacy as Spectrum

- Education
- Research
- Coalition & Relationship Building
- Media Outreach & P.R.
- Organizing
- Lobbying
501(c)(3) organizations are permitted to lobby
- Okay to advocate for issue or legislation or regulatory action

Prohibited from political activity
- Not okay to give money to candidates, endorse candidates

ASCE national can provide guidance

ASCE Can & Does Lobby!
- **Coalition**
  - The people and/or organizations working together for a common goal.

- **Grassroots**
  - “Boots on the ground”
  - A group of individuals collectively advocating for a common cause

- **Grasstips**
  - Individuals who have critical relationships with decision-makers and can skillfully influence public policy (like Advocacy Captains)
Coalition Building

- Transportation Construction Coalition
- Americans for Transportation Mobility
- Water Infrastructure Network
- Committee on Federal Procurement of A/E Services (COFPAES)
- Beyond the Runway Coalition
- STEM Education Coalition
- Coalition for National Science Funding
- BuildStrong Coalition
- Hazards Alliance
- Earthquake/Wind Coalitions

- Eno Center for Transportation
- Building America’s Future
- Governing Institute
- Value of Water Coalition
- Waterways Council
- Congressional Management Foundation
- U.S. Capitol Historical Society
- American Society of Association Executives
- National Conference of State Legislatures
- Council of State Governments
Government Relations & Infrastructure Initiatives
**Mission:**
To serve the public and the engineering profession by:

- **Advocating for the Society's strategic goal** of enhancing infrastructure and environmental stewardship to protect the public health and safety and improve the quality of life.
- Encouraging the use of **innovative, resilient and sustainable practices**.
- Promoting the **understanding and participation of ASCE members** in public policy.
- Developing **pro-active public policy positions** on civil engineering issues.
- **Educating public policymakers** about the impacts of legislative and regulatory proposals on public health and safety, the economy and the profession.

**Profession is well respected by policymakers**
- Known for *Infrastructure Report Card*

**ASCE Can and Does lobby!**
- Advocating for issues, legislation, or regulatory action
- Giving money to candidates or endorsing candidates
Meet Your Team
ASCE Staff Support

- Direct Lobbying on Capitol Hill
- Inside the Beltway Expertise and Insight
- Preparing for One-on-One Meetings with Elected Officials
- Legislative Alerts
- Press Outreach
- Talking points, Testimony, Research
- Social Media and Blogs
Policy Development
Are We For It or Against It?

172 policy statements

Approved by Board of Direction

Provide guidance on public policy

Give permission to act on public policy

Reviewed on 3-year cycle

Survey of members determines top priority issues at state level

Board approves priority issues

To promote the goals of the American Society of Civil Engineers, the Board of Direction has adopted official Policy Statements on major technical, professional and educational issues of interest to the civil engineering community and the nation.

Listed here are the complete texts of the Society’s 150 current policy documents. These statements reflect the Board of Direction actions through October 3, 2014.

Download ASCE’s policy tool.

For more information about ASCE Policy Documents and the Policy Development Program, contact Martin High, Senior Manager, Government Relations.

COASTAL ZONES, OFF SHORE AND WATERWAYS

- Policy Statement 162 - Coastal Development
- Policy Statement 210 - Improvements and Maintenance of Ports
- Policy Statement 286 - Water-Absorptive Capacity of Ocean and Coastal Waters
- Policy Statement 330 - Coastal Data Collection Program
- Policy Statement 430 - Coordination of Beach Erosion Control with Channel Maintenance
- Policy Statement 498 - Coastal Wetlands
- Policy Statement 507 - Reducing and Maintaining America’s Beaches
- Policy Statement 533 - Offshore Facilities Development

DAMS, FLOOD CONTROL AND LEVEES

- Policy Statement 280 - Responsibility for Dam Safety
- Policy Statement 421 - Floodplain Management
- Policy Statement 470 - Dam Repair and Rehabilitation
- Policy Statement 511 - National Levee Safety Program
- Policy Statement 529 - Levee Certification
- Policy Statement 545 - Flood Risk Management

DISASTER MITIGATION AND RESPONSE

- Policy Statement 294 - Cooperation with Government for Failure Investigation
- Policy Statement 300 - Media Interaction Following Catastrophic Failures or Natural Disasters
# 2021 Report Card for America’s Infrastructure

<table>
<thead>
<tr>
<th>Category</th>
<th>Grade</th>
<th>Change</th>
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<tbody>
<tr>
<td>AVIATION</td>
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<td>DAMS</td>
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<td>DRINKING WATER</td>
<td>C-</td>
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<tr>
<td>ENERGY</td>
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<tr>
<td>HAZARDOUS WASTE</td>
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<td>INLAND WATERWAYS</td>
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<td>LEVEES</td>
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<td>PARKS AND RECREATION</td>
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<td>SOLID WASTE</td>
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<td>TRANSIT</td>
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<tr>
<td>WASTEWATER</td>
<td>D+</td>
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**America’s Cumulative Infrastructure Grade**

- **A**: Exceptional
- **B**: Good
- **C**: Mediocre
- **D**: Poor
- **F**: Failing
ASCE’s Impact through the Report Card
Report Cards are advocacy tools.
- ASCE’s Report Card Program informs lawmakers and the public of the current condition of America’s infrastructure.

Report Cards are not white papers, asset management tools, or technical papers.
- Lawmakers need information that is concise, easy to consume, and actionable.

Report Cards are intended for audiences with very little or no background in infrastructure.
Our report finds that the over the next 20 years, the average American household will spend $3,300 a year due to infrastructure deficiencies. This lost disposable income comes from the disruptions of inadequate infrastructure like sitting in traffic, hitting a pothole, power outages, and water main breaks.
Federal Advocacy
2022 Federal Priority Issues

- Clean Water, Drinking Water, Wastewater
- Resilience & Sustainability
- Cybersecurity
- STEM Education & Support (K-12)
- Natural Hazards Mitigation
- Transportation Infrastructure
- Qualifications-Based Selection
- Water Resources Infrastructure
- Infrastructure Investment to Stimulate the Economy
- Justice, Equity, Diversity, and Inclusion in Education, Workforce, Planning and Development
Principles for Infrastructure Investment

**Long-term benefits:** Investment must provide substantial, long-term benefits to the public and the economy.

**Life span:** The cost of a project over its entire life span – including designing, building, operating, & maintaining the infrastructure – must be taken into account.

**Sustainable:** Projects should be built sustainably and resiliently.

**Levels of funding:** Federal investment should leverage state, local, and private investment, not replace these other critical sources of infrastructure funding.
State Government Relations & Licensure
2022 State Priority Issues

- Continuing Education & Licensing
- Cybersecurity
- Infrastructure Investment to Stimulate the Economy
- Justice, Equity, Diversity, and Inclusion in Education, Workforce, Planning and Development
- Natural Hazards Impact Mitigation
- Qualifications-Based Selection for engineering services
- Resilience and Sustainability
- Science, Technology, Engineering and Math education & support (K-12)
- State Support for Civil Engineering Higher Education
- Transportation Infrastructure Investment
- Water Resources Infrastructure
The debate over the role of government in regulating occupations and professions has recently come to the forefront.

“Professional” and “occupational” licensure being discussed in a similar manner.

Organized effort to introduce model state legislation around the country to undermine licensure.
<table>
<thead>
<tr>
<th>Types of Threats</th>
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<tr>
<td><strong>“Consumer Choice” bills</strong></td>
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<tr>
<td>Allows for practice without a license if disclosed to public</td>
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<tr>
<td><strong>Eliminates specific occupational licenses</strong></td>
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<tr>
<td><strong>Requires the review and analysis of licensure requirements</strong></td>
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<tr>
<td>With recommendations to remove any “unnecessary“ requirements</td>
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<tr>
<td><strong>Eliminates the PE licensing board (or cuts funding)</strong></td>
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<tr>
<td><strong>Increases state oversight of occupational regulatory boards</strong></td>
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<tr>
<td><strong>Executive orders requiring review of licensure requirements</strong></td>
</tr>
<tr>
<td>With recommendations to remove any “unnecessary” requirements</td>
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</table>
ARPL:
- Founding member of Alliance for Responsible Professional Licensure
- New coalition educates policymakers on the critical nature of licensure
- Members include societies for design professionals and their licensing boards

Professional Licensure Coalition (PLC)
- Monitors Federal Legislative & Regulatory activities relating to licensing

Design Professionals Licensure Coalition
- Stakeholders from Engineering and Architecture Societies meet to share information relating to threats in the state

Professional Certification Coalition (PCC)
- Monitors activity in the states relating to non-profit certification programs
ASCE’s Grassroots and Grasstops Programs
Local Engagement is Critical

Sections/Branches lead the effort
- Large membership and Governing Structure presents challenges and opportunities for advocacy
- Very few Sections/Branches have any staff or lobbyists

ASCE relies on volunteers to advocate
- State Government Relations & Grassroots Committee
- Key Contacts
- Advocacy Captains

Society Staff can provide
- Expertise & Guidance
- Tools & Resources
Key Contact Program

Open to all ASCE members
Visit www.asce.org/keycontacts or email govwash@asce.org

Develop relationships with elected officials by:
Writing email messages and/or making phone calls
Making “back home” visits

Outstanding Civil Engineer Advocate of the Year Award
Individual and Team Award
Nominations due January 2023

2023 Fly-in: Mid-March
Application: Deadline Early December 2022
Notifications of acceptance send mid-December 2022
2022 Legislative Fly In

225 ASCE Members from 48 states, the District of Columbia, and Puerto Rico

231 Congressional meetings

Prominent speakers included:

• Dr. Geraldine Richmond, Undersecretary of Science and Innovation at U.S. Department of Energy
• Senator Rob Portman (R-OH)
• Representative Josh Gottheimer (D-NJ)
• Errol Barnett, Transportation Correspondent, CBS News
• State Transportation secretaries from LA, NH, and GA
Advocacy Captains Program

88 Captains from 45 states plus District of Columbia and Puerto Rico
Getting Involved
Government Relations Protocol

Government Relations Protocol when representing ASCE

If you receive a call regarding an ASCE government relations issue from a policymaker that has not been referred by the ASCE Government Relations Department, contact the department.

Uncoordinated contact with policymakers may result in incomplete, inappropriate or inaccurate information being disseminated.

Contacts with policymakers must be coordinated with ASCE GR Department.

Examples: Comments on rulemaking, requests to speak at events, requests for information from policy makers and regulators.

Reach out to govwash@asce.org or 202-789-7845
ASCE | Issues & Advocacy

Engagement Pyramid

**Individual Members**

- Subscribe to and read *This Week in Washington*.
- Follow Government Relations’ social media channels.
- Subscribe to the Save America’s Infrastructure blog.
- Sign up to become a Key Contact.
- Send a pre-written email to your legislators.
- Participate in one free Key Contact quarterly webinar/issue briefing.
- Join a Key Contact legislative briefing conference call.
- Attend a state-wide fly-in.
- Host a “Back Home Visit”
- Attend the annual Legislative Fly-in.
- Become an Advocacy Captain.
- Join a national ASCE committee.

**Region/Section/Branch**

- Link to Key Contact Sign-Up form and State Legislative Tracking Page.
- Incorporate Government Relations & Advocacy updates into Region, Section or Branch Meetings.
- Establish a Government Relations Committee.
- Host a Government Relations or Public Relations University.
- Monitor activity of the State Licensure Board and track legislation.
- Send a “Key Alert” on a piece of legislation or regulatory issue.
- Develop (or update) a State Report Card.
- Host a State Legislative Day.
- Host a Legislator at a Meeting
- Host a Legislator at a “site visit”.
- Provide expert testimony.
- Join/Form a coalition.
Meeting with Legislators
Why are Civil Engineers Critical to the Process?

- Advocate for strategic policies that protect public health and safety and improve quality of life
- Encourage the use of innovative and sustainable practices
- Educate policymakers on the impacts of legislative and regulatory proposals to public health and safety, the economy, and the profession
US federalism establishes three levels of government with executive, legislative, and judicial branches.

### Overview of the levels of government

<table>
<thead>
<tr>
<th>Level of government</th>
<th>Executive</th>
<th>Legislative body</th>
<th>Judicial body</th>
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</thead>
<tbody>
<tr>
<td>Federal government (United States)</td>
<td>President</td>
<td>Congress: House of Representatives Senate</td>
<td>Supreme Court and federal courts</td>
</tr>
<tr>
<td>State government (50 states)</td>
<td>Governor</td>
<td>State Legislature: State representatives State senators</td>
<td>State Supreme Court</td>
</tr>
<tr>
<td>Local government (counties and municipalities)</td>
<td>Mayor</td>
<td>City Council</td>
<td>State-appointed judges</td>
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</table>
How do the levels of government work together?

Federal mandates
Federal mandates are requirements placed upon state or local governments that those entities must implement; the mandates can be fully funded, partially funded, or unfunded.

Legislation
Under the Supremacy Clause in the Constitution, federal law is the supreme law of the land; federal law must be followed in cases where state and federal law is in conflict.

Federal grants
Federal grants are money given to states that provide about 31% of state budgets. These grants are intended to help finance necessary programs in states and municipalities.


Slide last updated on: March 26, 2019
How a Bill Becomes a Law

Representative
- Introduces bill in the House

House committee/subcommittee
- Bill is debated and amended
- Simple majority needed to proceed

House floor
- Bill is debated and amended
- Speaker must allow a floor vote
- Simple majority needed to pass

Final votes/conference committee
- If both chambers pass an identical bill, the bill is sent directly to the president
- If each chamber passes a similar bill with some differences, a conference committee is formed to reach compromise and combine the bills

Senator
- Introduces bill in the Senate

Senate committee/subcommittee
- Bill is debated and amended
- Simple majority needed to proceed

Senate floor
- Bill is debated and amended
- 3/5 majority needed to end debate
- Simple majority needed to pass

President
- The president can sign bills that have been passed by both chambers into law
- The president can reject a bill with a veto; Congress can override a veto by passing the bill in each chamber with a 2/3 majority

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<thead>
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<th><strong>Key Legislative Dates</strong></th>
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<tr>
<td><strong>Current Status:</strong></td>
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<tr>
<td><strong>Regular Session:</strong></td>
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<tr>
<td><strong>Special Session:</strong></td>
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<tr>
<td><strong>Carry-over:</strong></td>
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<tr>
<td><strong>Governor:</strong></td>
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<tr>
<td><strong>House Control:</strong></td>
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<tr>
<td><strong>Senate Control:</strong></td>
</tr>
</tbody>
</table>
### Senate
- Agriculture - Chair Sen. Darryl Ervin Rouson (D)
- Appropriations – Chair Sen. Kelli Stargel (R)
- Commerce and Tourism - Chair Sen. Ed Hooper (R)
- Education - Chair Sen. Joe Gruters (R)
- Environment and Natural Resources - Chair Sen. Jason Brodeur (R)
- Finance and Tax - Chair Sen. Ana Maria Rodriguez (R)
- Transportation - Chair Sen. Gayle Harrell (R)
- Joint Legislative Budget Commission – Co-Chair Sen. Kelli Stargel (R)

### House
- Appropriations – Chair Rep. Jay Trumbull (R)
- Commerce – Chair Rep. Blaise Ingoglia (R)
- Education & Employment – Chair Rep. Chris Latvala (R)
- Judiciary – Chair Rep. Erin Grall (R)
- State Affairs, Environment, Agriculture & Flooding Subcommittee - Chair Rep. James Buchanan (R)
- Ways and Means – Chair Rep. Bobby Payne (R)
- Joint Legislative Budget Commission – Co-Chair Rep. Jay Trumbull (R)
196 House representatives and 46 senators in the 117th Congress have state government experience

*Including 1 Independent and 1 New Progressive Party Member
Source: National Conference of State Legislatures
Members value staying in touch with constituents…

• Constituent conversations guide policymaking

• Reelection hinges on their ability to serve the constituents who vote them into office

• Members trust their staff to help them listen to constituents, so advocates should not be surprised if they meet with staff in lieu of a member

…and find personal communications persuasive…

• Individual letters and e-mails can have greater influence on member decision-making than form letters

• Advocates should focus on sending more personal messages to their member of Congress to capture their individual voice or perspective

…but visitors with first-hand knowledge of policy impacts are most compelling

Influence of advocacy strategies directed at a Member’s/Senator’s Washington office

*Asked of Chiefs of Staff, Comms. Directors, Legislative Directors/Assistants

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>In-person issue visits</td>
<td>94%</td>
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<tr>
<td>Contact from constituents’ reps</td>
<td>94%</td>
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<tr>
<td>Individualized email messages</td>
<td>92%</td>
</tr>
<tr>
<td>Individualized postal letters</td>
<td>88%</td>
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<tr>
<td>Local editorial referencing issue pending</td>
<td>87%</td>
</tr>
<tr>
<td>Comments during a telephone town hall</td>
<td>87%</td>
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Preparing for Your Meeting

#1: Be on time
Arrive no more than 5 minutes before the meeting – Hill offices are too small to accommodate lingering people, and members are rarely available to meet earlier. Inform the scheduler if you are going to be late in case another meeting time must be arranged.

#2: Be flexible
Prepare to meet with either the member or the member’s staff; treat both with equal respect. If the member arrives in the middle of your meeting, continue as usual; the member will ask questions if needed.

#3: Stay on topic
Raise only the issue you scheduled to discuss with the member and/or the member’s staff to keep the meeting focused and persuasive.

#4: Keep politics out of it
Do not discuss elections or campaign support in your meeting; it intimates that the member is “for sale.” Respect the member’s political views and relationships outside of the issue at hand.

#5: Leave information behind
Leave behind a 1-2 page briefing with data points on the issue discussed with the member’s office; the document should serve as a helpful resource for staff as the issue moves through Congress.

Anatomy of a Meeting

Pre-Meeting Huddle
- Arrive 10-15 minutes before
- Review talking points and message; last reminder of who is supposed to do what

Introductions
- Briefly introduce yourself in terms of your profession, connection to the district, and how many members you represent

Make Your Request
- Stay on message! Make a clear request to the legislator; ask for a commitment and then listen carefully to the response.

Post-Meeting Huddle
- Huddle with your team and determine follow-up tasks – especially who will send the formal “thank you” to the legislator

Thank You
- Thank them for their time! Offer to follow up with additional information

Give local stories and statistics
- Frame the issue in terms of local stories or statistics that give the leader a reason why they should pay attention and be invested
#1: Does your story feature a constituent or business from the correct district or state?
Introduce the geographic connection and convey appreciation.

#2: Is the issue the story illustrates one that the policymaker is personally interested in?
Summarize his/her connection to the issue in one sentence.

#3: Is the story timely or urgent, i.e., because of an upcoming vote or current trend?
Provide a one-sentence overview of why the story is important now.

#4: Do you know the name of the staffer? Are you familiar with his/her work?
Address him/her personally; add one sentence to demonstrate something else you know or appreciate about his/her recent work.

#5: Is your policy team planning to engage with the legislative staff on the same issue?
Reference any outreach that has already or will be taking place between your counterparts.

#6: Is there a microsite/leave behind with more information?
Provide a one-sentence call-to-action with a description of the kinds of specific information that can be found in the included link or attachment.

1 Minute - “The Elevator Pitch”
- Brief introduction
- Explanation of issue and why legislator should care
- Offer next steps legislator can take – if time allows

5 Minutes – Add Personal Narrative
- Narrative weaving together the constituent’s personal experience and the policy solution under consideration

15 Minutes – Add “Question & Response”
- Invitation for legislator to pose questions and raise concerns
- Active listening by volunteer to identify opportunities to follow up with policymaker
## Build Trust and Be a Resource

### Send a thank you message
- Send a follow-up e-mail several days after meeting with a member
- Be brief, thank the office for their time, and remind the office of the issue at hand
- Leave a link to a reliable source of information on the issue for the office to reference

### Attend events in the district
- Attend town hall meetings or other public events in the district to build a stronger relationship with your representative
- Visit with in-district staff to make connections at home.
- Find opportunities to engage in policy matters in the district and serve as trustworthy resource to earn visibility for your issue

### Stay in touch
- **Do not** over-communicate, but **do** pass along new info about your issue as it is released
- Communicate with your representative in a respectful and informative manner to gain the representative’s respect—for you and your points of view

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### Advocacy fit checklist

- **The story represents problems many constituents face – it’s not too extreme an example.**
  
  “How does your story represent broader problems within your community?”

- **Story is relevant to policymaker and district.**
  
  “How might your neighbors be experiencing similar challenges?”

- **Story connects to policy.**
  
  “What are the broader implications of your story?”
  “What really needs to change in your community?”

### Storytelling delivery checklist

- **The story made me care.**
  
  What is meaningful? Which emotions does the story stir?

- **Language is accessible.**
  
  Remember that staff are not engineers and you will need to use plain language.

- **Story is well-articulated.**
  
  Emphasize their feelings and senses (e.g. “I felt…” and “the water was ice-cold…”).

- **Story is well-paced.**
  
  Prepare a 1-minute, 5-minute, and 15-minute version.

Sources: National Journal Leadership Council research and analysis.
Next Steps
What Can You Do Next?

- Take Action on Key Alerts
- Read *This Week In Washington*
- Host a State Legislative Day
- Engage/Monitor the PE Board
- Select/Nominate an Advocacy Captain
- Incorporate Government Relations into Chapter Meetings
- Link to Your State’s Legislative Tracking Page
The Senate introduced the Gas Prices Relief Act (S.3609) on February 9.

The House introduced companion legislation (H.R. 6787) on February 18.
- The legislation would suspend the current 18.4 cents-per-gallon federal gasoline tax through until January 1, 2023.
- The purpose of this bill is to address concerns about inflation and the rising cost of gasoline.
ASCE strongly opposes this legislation.

The federal fuel tax is a modest and reliable source of revenue.

A “holiday” would mean a $20 billion blow to the Highway Trust Fund.

The gas tax suspension wouldn’t guarantee savings for consumers.

Pausing the gas tax would set an irresponsible precedent.
Questions?