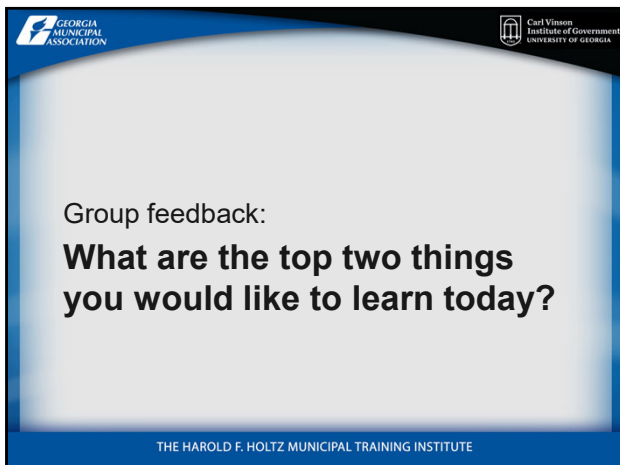




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3

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Federal Advocacy: Why is it important?

- Federal issues impact cities
- Break through Beltway thinking – put a local face on issues
- Continuous exchange of ideas and local examples
- Strengthen relationships to guide decision making

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Trust in Government

2021 Gallup report: Americans continue the decade-long trend of being more trusting of their local government (66%) than of their state government (57%)

How much trust and confidence do you have in the [local/state] government where you live when it comes to handling [local/state] problems -- a great deal, a fair amount, not very much or none at all?

% A great deal/fair amount

— Local government — State government

Year	Local government	State government
1997	69	68
1998	77	71
1999	80	77
2000	89	85
2001	88	85
2002	88	53
2003	88	53
2004	88	53
2005	88	53
2006	88	53
2007	88	53
2008	88	53
2009	72	51
2010	69	51
2011	74	65
2012	74	65
2013	70	58
2014	70	58
2015	70	58
2016	72	63
2017	72	63
2018	71	60
2019	66	57
2020	66	57
2021	66	57

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Trust in Government

2021 Pew report: Public trust in federal government remains low.

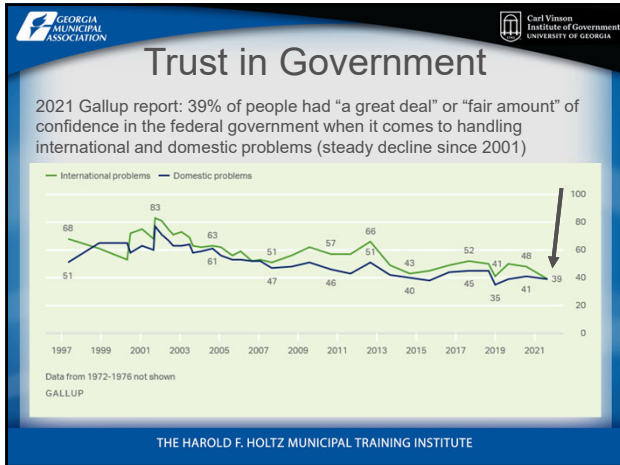
About 1 in 4 U.S. adults say they trust the federal government to do what is right just about always/most of the time.

% who say they trust the government to do what is right just about always/most of the time

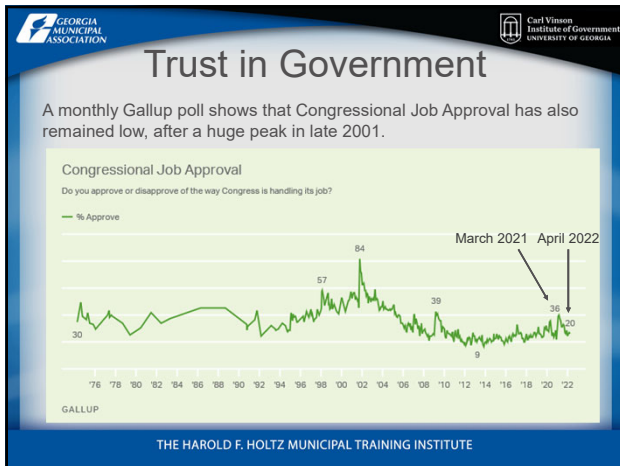
Year	Trust (%)
1960	73
1961	77
1962	77
1963	77
1964	77
1965	77
1966	77
1967	77
1968	77
1969	77
1970	77
1971	77
1972	77
1973	77
1974	77
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2009	77
2010	77
2011	77
2012	77
2013	77
2014	77
2015	77
2016	77
2017	77
2018	77
2019	77
2020	77
2021	24

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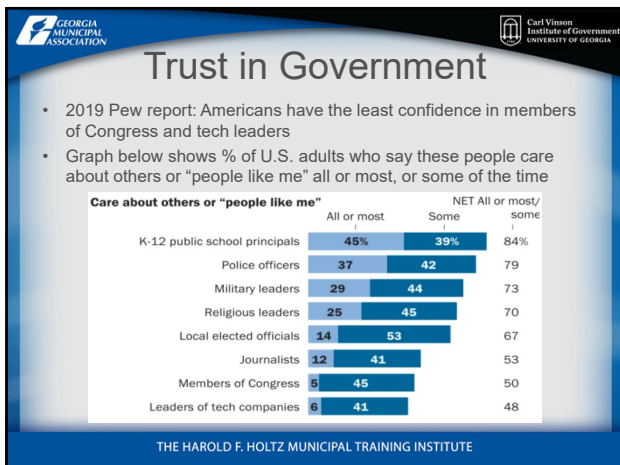
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9



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Trust in Government

- 2021 Gallup poll: % of respondents with “great deal/fair amount” of trust in
 - Federal government
 - Executive branch: 44% (2020: 43%)
 - Judicial branch: 54% (2020: 67%)
 - Legislative branch: 37% (2020: 33%)
 - State government: 57% (2020: 60%)
 - Local government: 66% (2020: 71%)

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Congress: An Overview

- 117th Congress, 2nd Session
- 434 members in U.S. House of Representatives
 - Majority Democrats (224)
 - Minority Republicans (210)
 - Vacancies (7)
- 100 U.S. Senators
 - Majority Party: Democrats (48 seats)
 - Minority Party: Republicans (50 seats)
 - 2 Independent (caucus with Dems)

Source: Congressional Research Service 5/25/22

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Congress: An Overview

- House average age 58.4 years
- Senate average age 64.3 years
- 96% have a college education
- Dominant professions are public service/ politics, business, and law
- Most members identify as Christians and these affiliate with a Protestant denomination
- Avg. length of service in House = 8.9 years
- Avg. length of service in Senate = 11 years

Source: Congressional Research Service 5/25/22

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Congress: An Overview

- Salary
 - Base salary for House and Senate is \$174,000
 - House speaker gets \$223,500
 - Average pay for congressional staff is \$30,000-50,000
- Senators' Official Personnel and Office Expense Account (SOPOEA) average allowance is \$3,738,775
- House Members' Representational Allowance (MRA) is \$1,509,219 on average (for personnel and other office operations)

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Congress: An Overview

Growing racial and ethnic diversity in Congress

- 23% of voting members in Congress are racial or ethnic minorities
- Of minority members of Congress, 83% are Democrats and 17% Republicans

Number of non-White House and Senate members by race/ethnicity

Congress	Black	Hispanic	Asian American	Native American
107th (2001)	36	19	7	2
108th (2003)	37	22	6	2
109th (2005)	41	25	7	1
110th (2007)	41	26	8	1
111th (2009)	39	26	7	1
112th (2011)	42	29	10	1
113th (2013)	42	31	11	2
114th (2015)	46	32	11	2
115th (2017)	50	39	15	2
116th (2019)	56	43	17	4
117th (2021)	59	46	17	6

March 2021

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Congress: An Overview

U.S. House of Representatives by Race/Ethnicity (as of May 2022)

Race/Ethnicity	Percentage
White alone, non-Hispanic	71%
African American	13%
Hispanic American	10%
Asian American	5%
Native American or Hawaiian	1%

U.S. as a whole

Race alone or in combination with other race(s) –

- African American 14%
- Hispanic American 18%
- Asian American 7%
- Native American or Hawaiian 2%
- White 75%

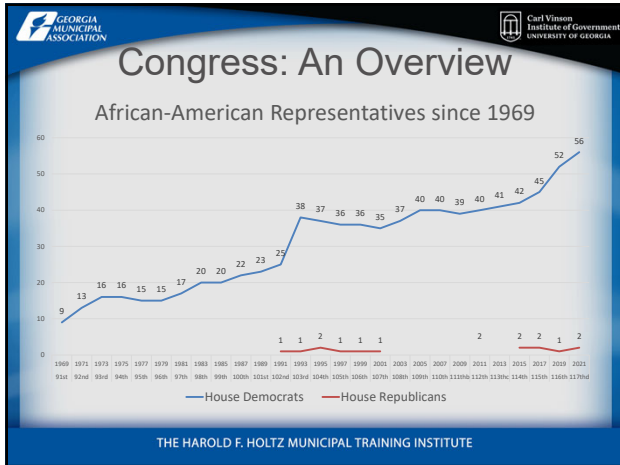
White alone, non-Hispanic 60%

A small fraction of representatives are of multiple races, and they are double-counted in the pie chart.

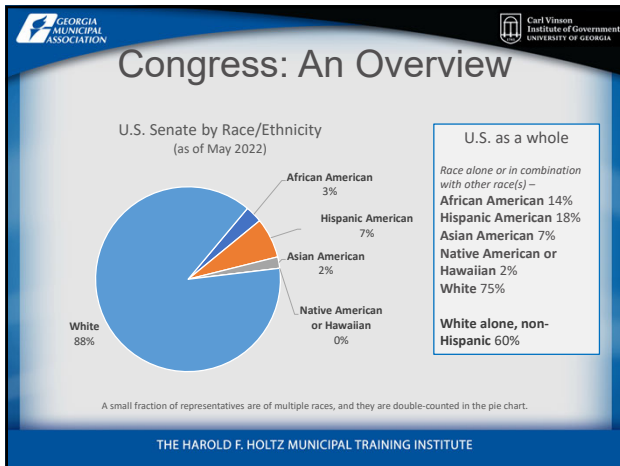
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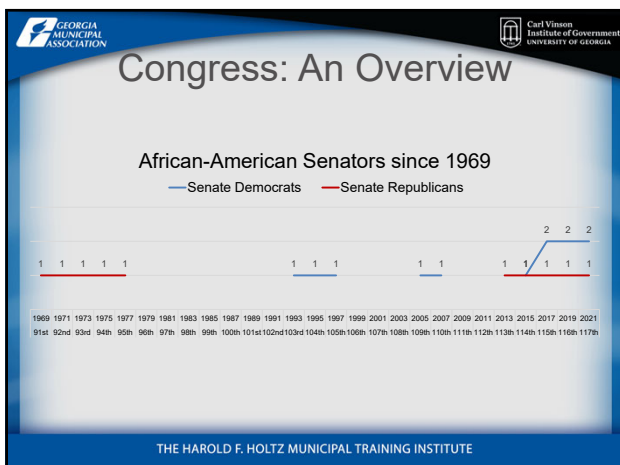
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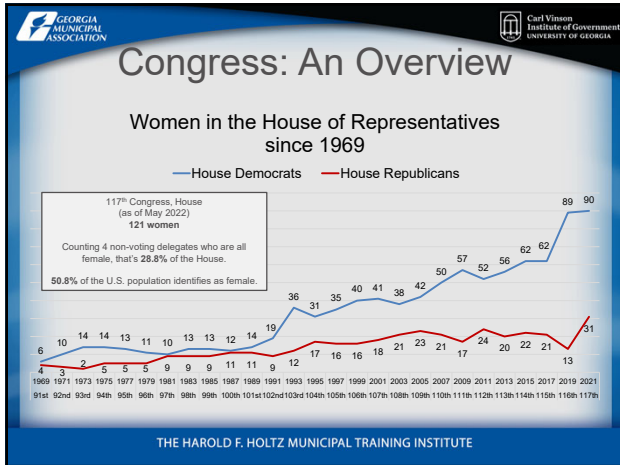
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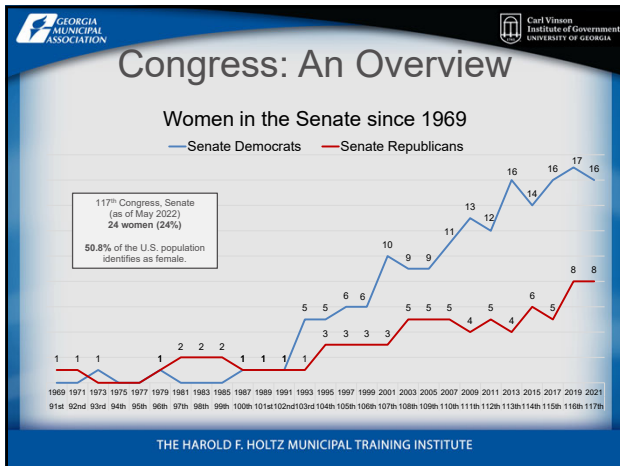
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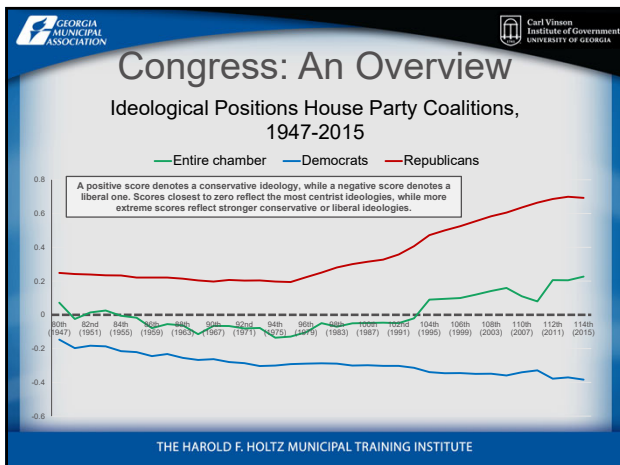
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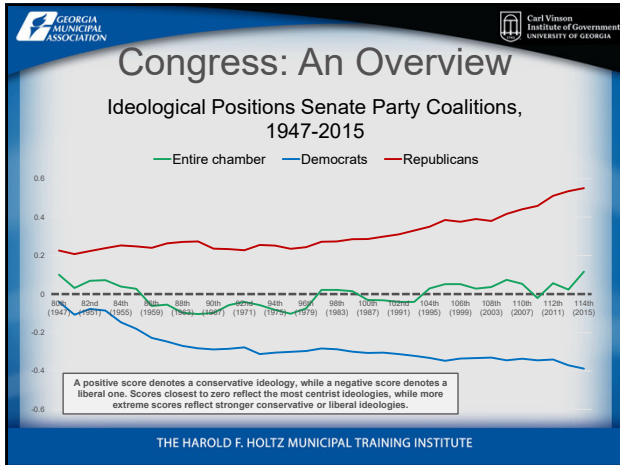
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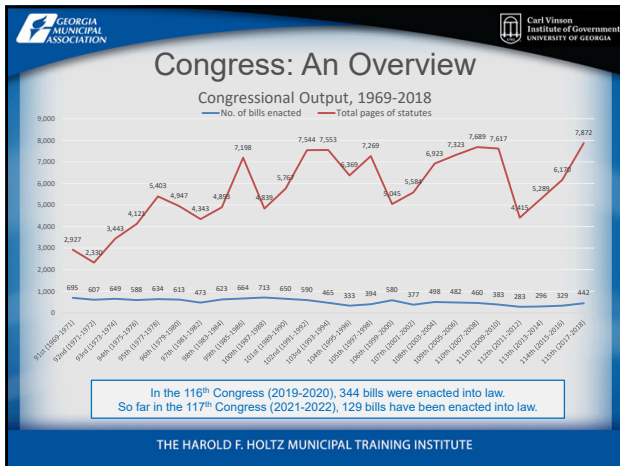
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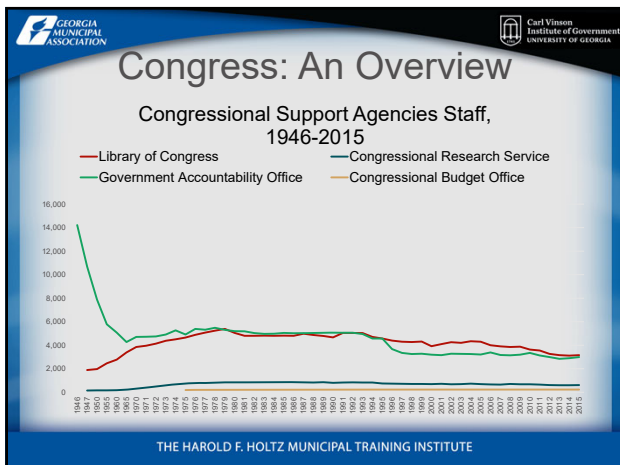
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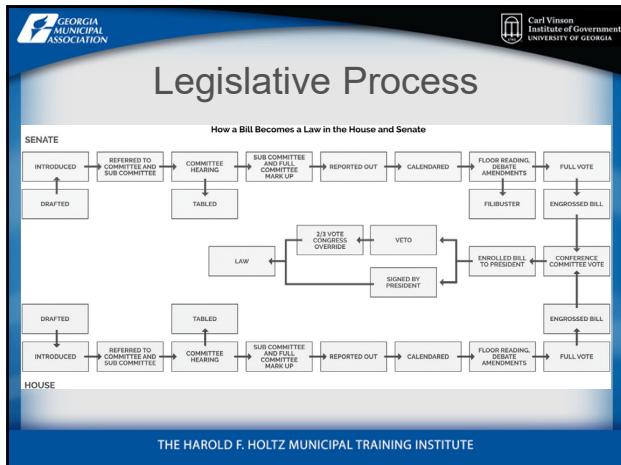
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Georgia's Senators

- Senator Raphael Warnock**
 - Elected in 2021 to his first term
 - First Black Senator from Georgia
 - First Black Democrat to represent a southern state in the Senate
 - Serves on
 - Agriculture, Nutrition & Forestry
 - Banking, Housing & Urban Affairs
 - Commerce, Science & Transportation
 - Joint Economic Committee
 - Special Committee on Aging



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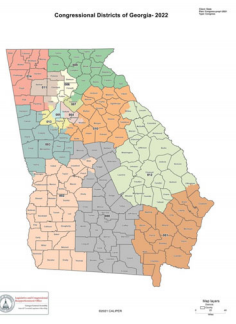
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Georgia's Representatives

- GA-01 Hon. Buddy Carter
- GA-02 Hon. Sanford Bishop
- GA-03 Hon. Drew Ferguson
- GA-04 Hon. Hank Johnson
- GA-05 Hon. Nikema Williams
- GA-06 Hon. Lucy McBath
- GA-07 Hon. Carolyn Bourdeaux
- GA-08 Hon. Austin Scott
- GA-09 Hon. Andrew Clyde
- GA-10 Hon. Jody Hice
- GA-11 Hon. Barry Loudermilk
- GA-12 Hon. Rick Allen
- GA-13 Hon. David Scott
- GA-14 Hon. Marjorie Taylor Greene



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Feedback:

Who has met with your Congress member?

What was the issue?

What was the outcome?

What worked or didn't work?

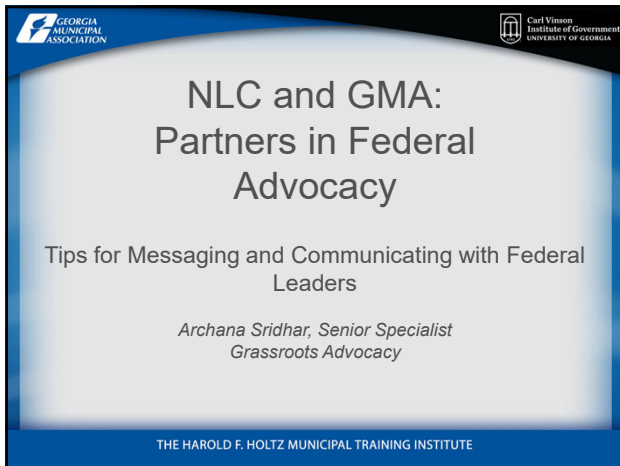



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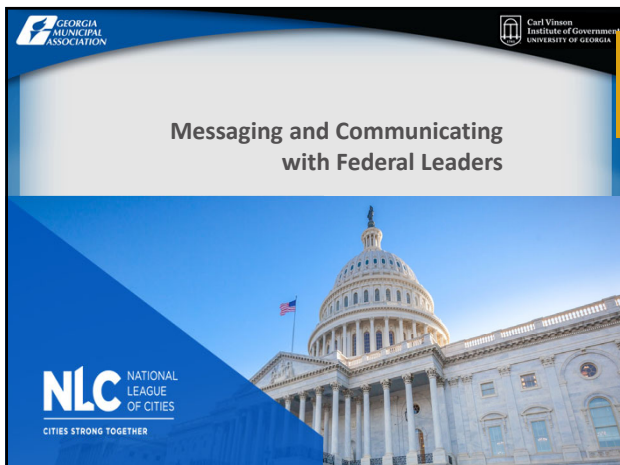
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Overview

- Tips for Messaging and Communicating with Federal Leaders
 - Why is Effective Communication Important?
 - Building a Strong Message & Communicating It Effectively
- Advocacy Resources for Cities
- Q&A

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Why it Matters – By the Numbers

- 200-1,000% increase in mail/email volume to most congressional offices over past decade
- 0% increase in congressional staffing levels
- Increasing levels of turnover on the Hill, decreasing levels of experience
- 14,600 measures introduced by 116th Congress – only 353 signed into law

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Why it Matters – By the Numbers Pandemic

70-100 calls per hour

600% increase in emails, calls and letters

80% of emails are individual emails

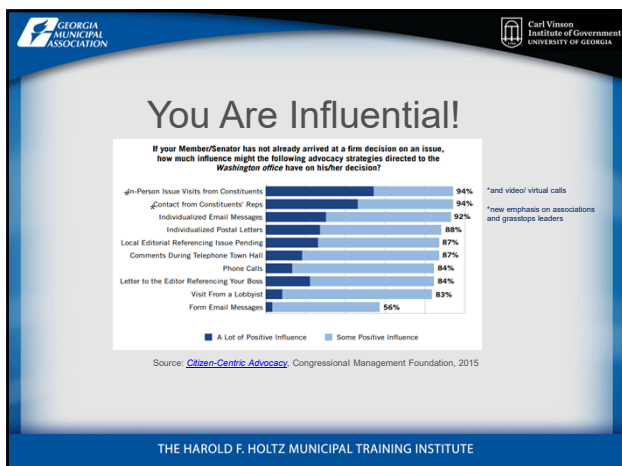
150 - 300 emails a day read on the phone

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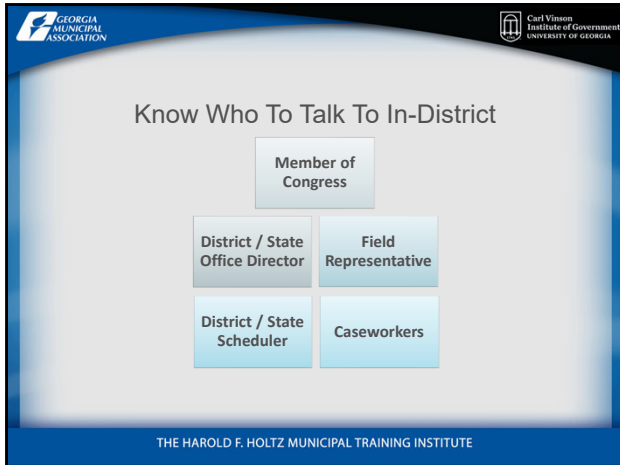
You Are Influential!

"Americans view local elected officials much more favorably than members of Congress."

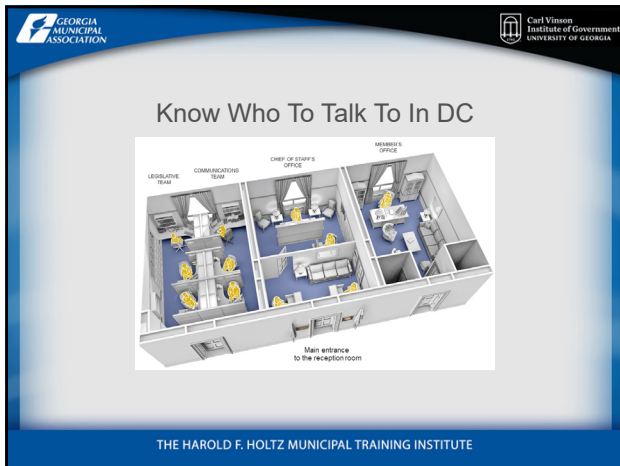
Source: Pew Research Center, September 2019

- 2 former local elected officials serving in the Cabinet
- 136 former local elected officials serving in Congress

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Message Development

SMARTIE Goals

- Specific
- Measurable
- Attainable
- Relevant
- Timely
- Inclusive
- Equitable

SPIT Technique

- Specific
- Personal
- Informal
- Timely

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NLC Advocacy Resources

- NLC/GMA fact sheets, briefers, articles, reports, and templates to effectively communicate with your legislators
- Take Action Page listing current issue campaigns
- Federal Advocacy bi-weekly newsletter that offers a digest of urgent actions, federal updates, best practices, and events/webinars

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Elevator Pitch Steps

- The "Three W's"
 - WHO are you?
 - Introduce yourself – what are your credentials?
 - WHAT do you want?
 - Make your ask – use your SPIT message and keep it simple!
 - WHY does it matter to your legislator?
- Exchange contact information and keep the door open
- REMEMBER: Always be courteous, no matter what happens. Empathy goes a long way.
- Follow up: further calls/meetings, local events, media tactics, community or coalition engagement, etc.

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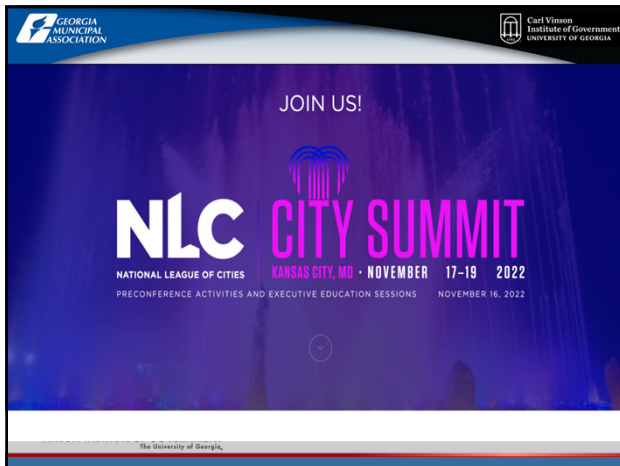
graph TD
    A((Mobilize Allies)) --> B((Ask))
    B --> C((Gauge Hurdles))
    C --> D((Reiterate with Local Impact))
    D --> E((Gauge Feedback))
    E --> A
          
```

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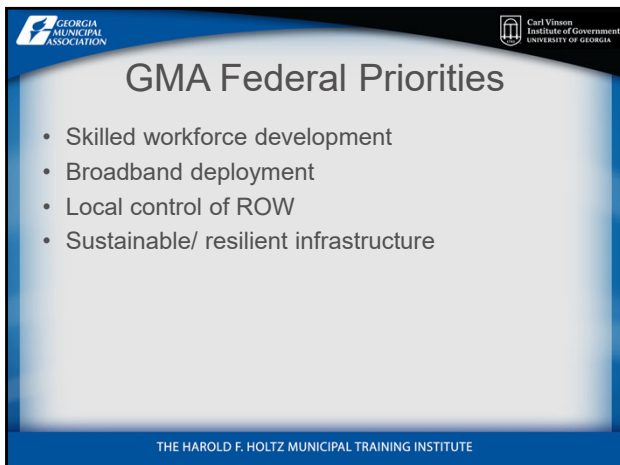
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Group Activity

Practice Your Elevator Speech

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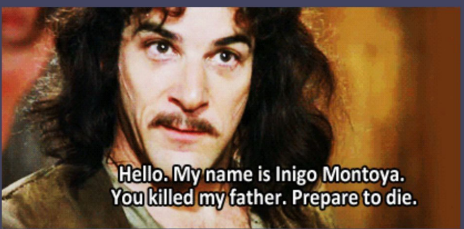
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Remember Inigo Montoya:

1.

Polite greeting

2.

Name

3.

Relevant personal link

4.

Manage expectations

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Break Time!

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Get to know the District staff!

MEET THE EXPERTS

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Office of U.S. Senator Raphael Warnock

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Deputy State Director
Senator Raphael Warnock
Kristin_Fulford@warnock.senate.gov
(o) 404-615-3414

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FLORIDA MUNICIPAL ASSOCIATION

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Office of U.S. Senator Raphael Warnock

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Office of Congressman Buddy Carter

Brooke Childers
District Director
Rep. Buddy Carter
U.S. House of Representatives
Brooke.childers@mail.house.gov
(o) 912-352-0101

A portrait photograph of Brooke Childers, a woman with curly brown hair, smiling. She is wearing a black top. The background is green foliage.

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Group Activity

Tell Your Story

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Georgia Municipal Association



Georgia Municipal Association
2022 Top Federal Priorities
AMPA State and Local Fiscal Brief

AMPA has been working with the Georgia Municipal Association to discuss the top 100 priorities of AMPA's 2022 conference in 2022, regardless of whether the members/faculty use the forum to address a series of statewide issues such as public health, economic impacts, and government services.

Introduction/Introduction
 GMA's ongoing exploration of legislation that addresses the Georgia Municipal Association to improve the state of public policy (GMA's efforts), and which demonstrates their authority to build relationships, identify opportunities for GMA, and develop a national agenda to demonstrate their ability to use new technologies to flourish while preserving traditional local government authority.

Building Sustainable and Resilient Infrastructure
 GMA's ongoing efforts to research and develop national policies and strategies that address climate change, disaster recovery, and infrastructure development and planning. The current state of infrastructure is a critical topic for many of our members, and we will have a large impact on our infrastructure, economic, economic development efforts, public safety, and well-being and quality of life. Collaboration between the state government and local government is critical to the success of the infrastructure. When it comes to infrastructure, there are many opportunities to improve the infrastructure, and we will have a large impact on our infrastructure, economic development efforts, public safety, and well-being and quality of life.

Local Government Resilience
 GMA's ongoing efforts to research and develop national policies and strategies that address climate change, disaster recovery, and infrastructure development and planning. The current state of infrastructure is a critical topic for many of our members, and we will have a large impact on our infrastructure, economic, economic development efforts, public safety, and well-being and quality of life. Collaboration between the state government and local government is critical to the success of the infrastructure. When it comes to infrastructure, there are many opportunities to improve the infrastructure, and we will have a large impact on our infrastructure, economic development efforts, public safety, and well-being and quality of life.

For additional information, contact: Director of Municipal Training Institute
info@georgiamunicipal.org
 (770) 440-1111 • (770) 440-1111

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Georgia Municipal Association

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Building Relationships with Staff

- Staff are the experts
- Link between you and their boss
- Offer to be their resource
- Stop by to check in
- Get to know schedulers

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Building Relationships with Staff

- Be candid with your request
- Become their reliable resource
- Be brief
- Be prepared to answer questions
- Provide facts, be honest
- Address their concerns
- Connect with committee staffers

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GMA Policy Process

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GMA Federal Policy Council

- Builds on existing relationships
- Part of GMA mission to expand advocacy to all levels
- Delivers GMA priorities in DC and in the District



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GMA Federal Policy Council

Chair is GMA 2nd VP
Madison Mayor Fred Perriman



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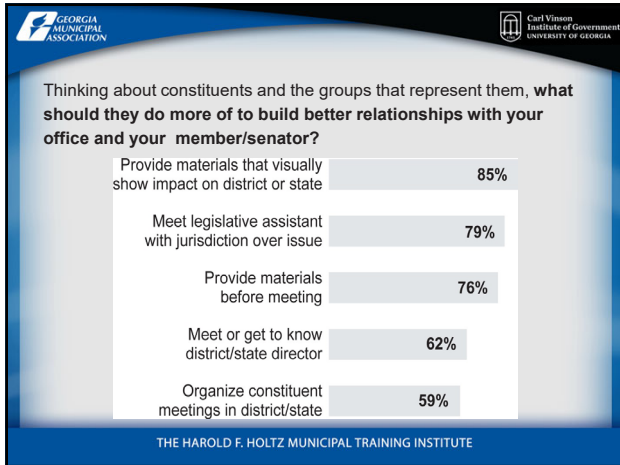
Planning for DC Congressional Visits

- Check House and Senate Calendars
- Votes, hearings may impact scheduled appointments
- Learn their position on your issue before you go (e.g., co-sponsors)
- Be organized, bring local examples
- Include GMA issues and ask GMA for help and talking points

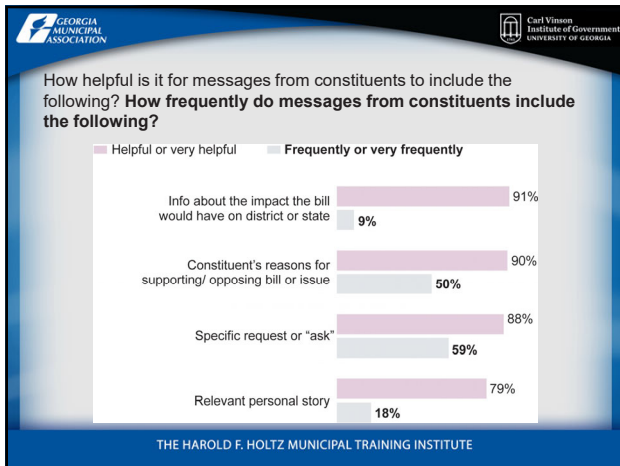


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Other Ways to Get Involved

- Get to know district staff
- Meet members in their district office




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Contacts in U.S. House Offices

Georgia Congressional Delegation, 115th Congress
2nd Session, 2017

Sen. Kelly L. Latta, 405 Russell Senate Office Building, 205-224-8800
District: 1st, District Director: kelly.l.latta@mail.house.gov

Sen. Tom Harkin, 300 Capitol Square, 205-224-8800
District: 1st, District Director: tom.harkin@mail.house.gov

Sen. Al Green, 300 Capitol Square, 205-224-8800
District: 1st, District Director: al.green@mail.house.gov

Sen. John C. Hensley, 300 Capitol Square, 205-224-8800
District: 1st, District Director: john.c.hensley@mail.house.gov

Sen. Tom Harkin, 300 Capitol Square, 205-224-8800
District: 1st, District Director: tom.harkin@mail.house.gov

Sen. Al Green, 300 Capitol Square, 205-224-8800
District: 1st, District Director: al.green@mail.house.gov

Sen. John C. Hensley, 300 Capitol Square, 205-224-8800
District: 1st, District Director: john.c.hensley@mail.house.gov

Sen. Kelly L. Latta, 405 Russell Senate Office Building, 205-224-8800
District: 1st, District Director: kelly.l.latta@mail.house.gov

Sen. Tom Harkin, 300 Capitol Square, 205-224-8800
District: 1st, District Director: tom.harkin@mail.house.gov

Sen. Al Green, 300 Capitol Square, 205-224-8800
District: 1st, District Director: al.green@mail.house.gov

Sen. John C. Hensley, 300 Capitol Square, 205-224-8800
District: 1st, District Director: john.c.hensley@mail.house.gov

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Katie Rostenkowski, Legislative Director, katie.rostenkowski@mail.house.gov; Jessica Pomeroy, District Director, jessica.pomeroy@mail.house.gov

GA-11, Rep. Barry L. Rostenkowski, 2333 Rostenkowski HOB, 202-225-2911
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GA-12, [Rep. Rick Allen, 170 Cannon HOB, 202-225-2823
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2017 Top Federal Priorities

U.S. House of Representatives

2017 Committee

Georgia Congressional Delegation

2017 Congress

The Value of Georgia's Cities

GMA Federal Policy Council



State and Federal Resources for Infrastructure Projects

Map of Georgia Congressional Districts

Local Government by Congressional District

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Beyond Legislation: Ways to Participate

- Be aware of key regulatory issues – another way cities are impacted
- City officials can file formal comments during comment periods
 - Treasury – ARPA SLFRF
 - EPA – WOTUS
- White House IGA weekly calls

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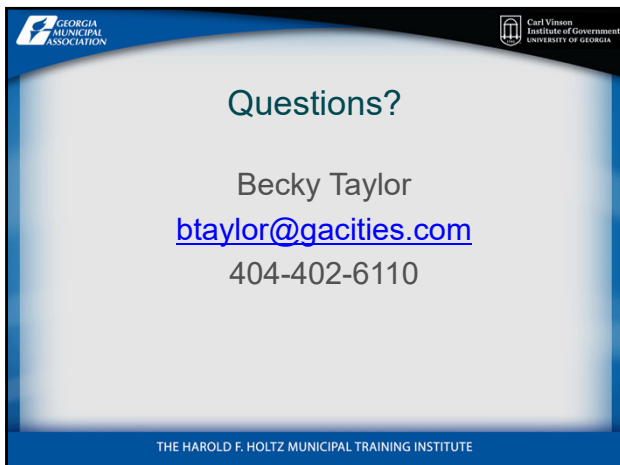
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