

2015 Virginia Section Legislative Training

ASCE | ISSUES
& ADVOCACY

Key Topics for Today's Discussion

- Virginia's Report Card Findings
 - How to use the Report Card
- Advocating for ASCE
 - Tips and Resources
- Building Relationships with Elected Officials

2015 Report Card for Virginia's Infrastructure

2015 REPORT CARD

***** for *****

VIRGINIA'S INFRASTRUCTURE

A = Exceptional
B = Good
C = Mediocre
D = Poor
F = Failing

Each category was evaluated on the basis of capacity, condition, funding, future need, operation and maintenance, public safety, innovation and resilience

Bridges	C
Dams	C
Drinking Water	C
Public Parks and Recreation	C+
Rail and Transit	C-
Roads	D
Schools	C-
Solid Waste	B-
Stormwater	C-
Wastewater	D+

VIRGINIA'S
INFRASTRUCTURE G.P.A.

C-

3 Recommendations to Raise the Grades

1. Increase Leadership in Infrastructure Renewal
 - Virginia's infrastructure is a responsibility of our leaders, and bold leadership and a vision for how strategic infrastructure investment can help local communities are needed to reverse the current status quo.
2. Promote Sustainability and Resilience
 - Today's infrastructure must meet the community's needs in the best and worst of times and also protect and improve environmental quality.
3. Develop Comprehensive Strategies
 - Virginia should prioritize and execute infrastructure planning according to well-conceived plans that focus on the health and goals of the system.

What do Report Cards Accomplish?



Raises ASCE's Profile

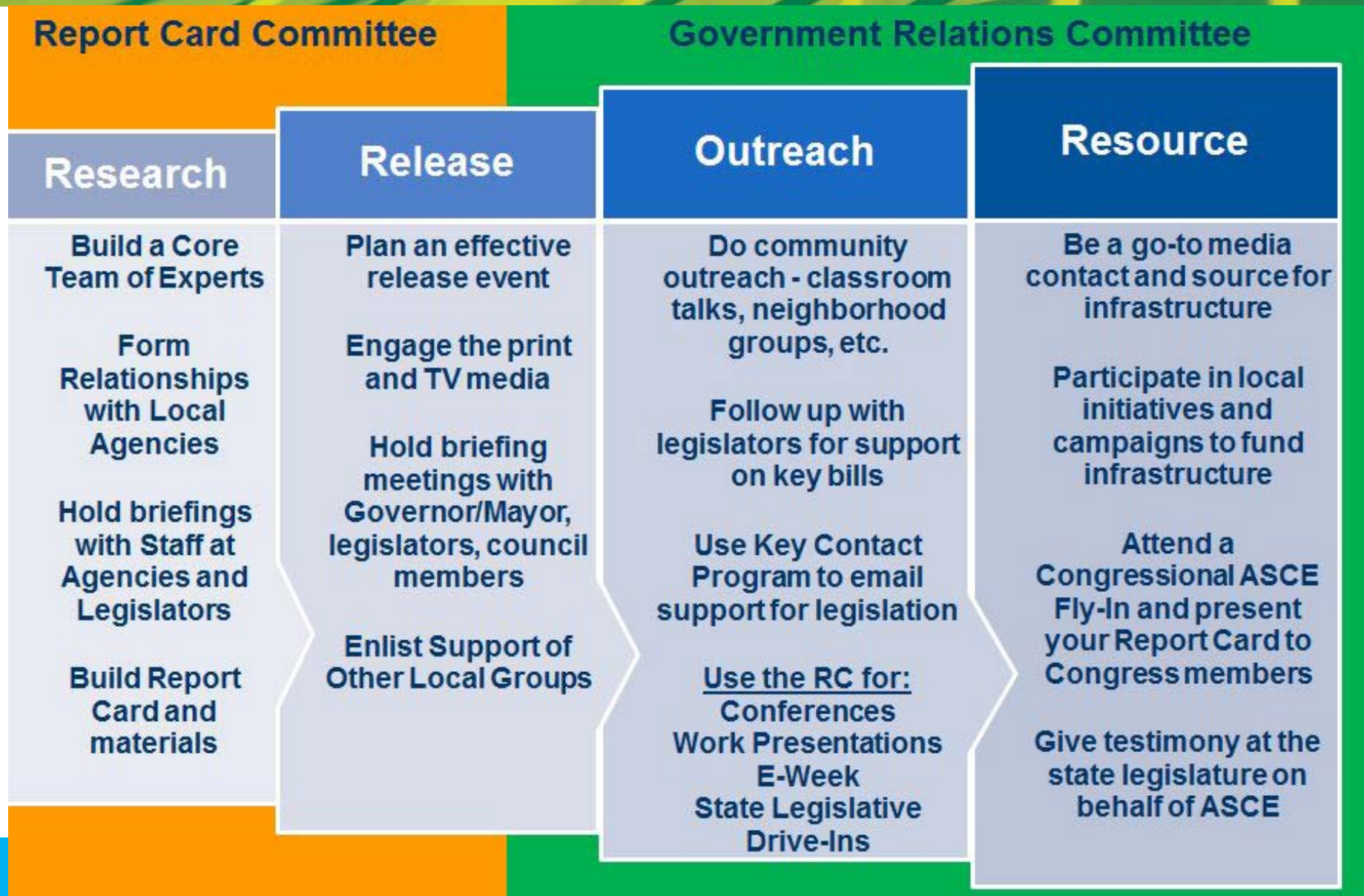


Report Cards Reach an Audience Outside Engineers

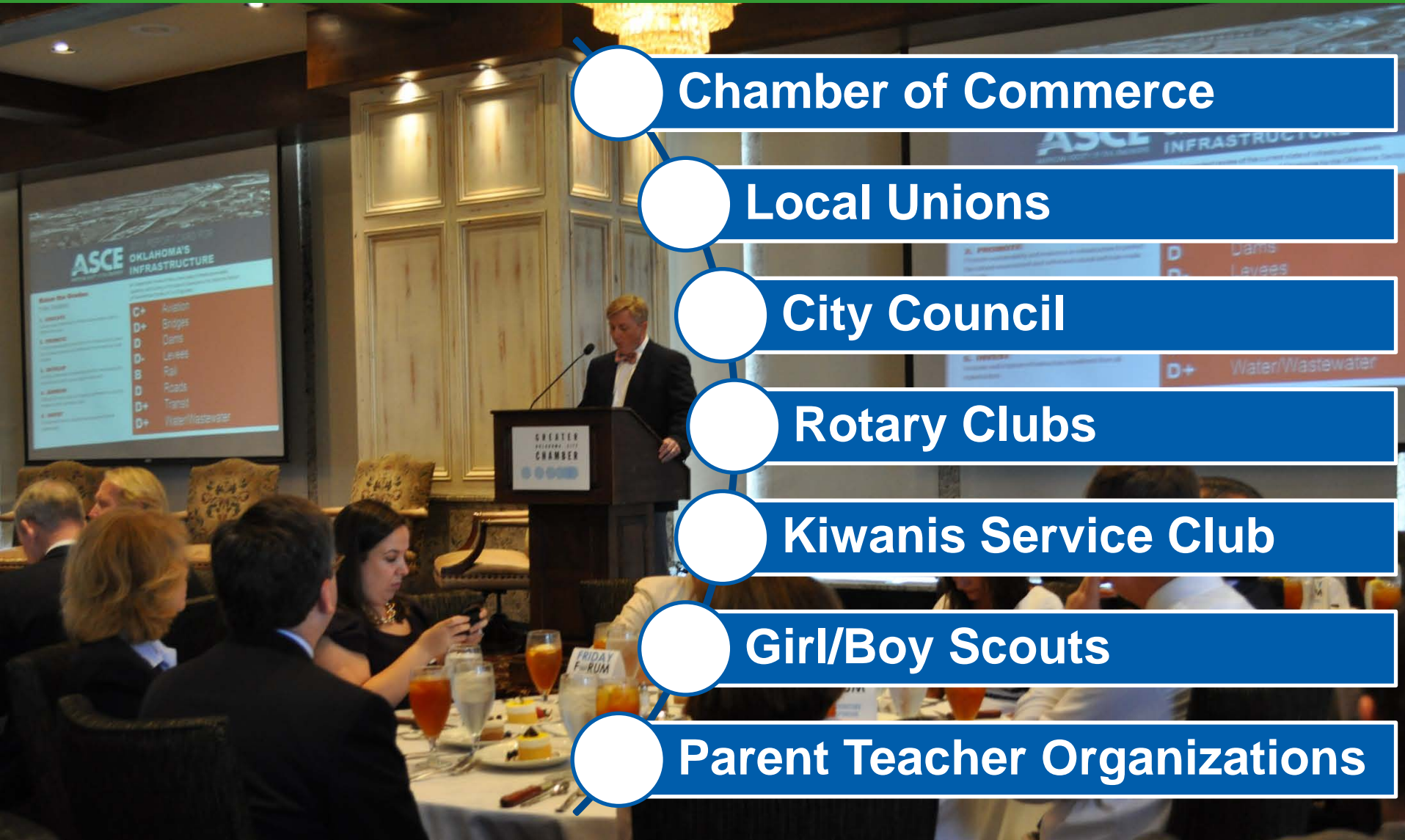


Advocacy Tool

How to Use the Report Card



Possible Audiences for the Report Card



3 Myths about Non-Profit Advocacy

■ 1. ASCE Cannot Lobby

- ASCE (and its Sections and Branches) **are** permitted to lobby for legislation or regulatory action. Non-profits are limited when it comes to election-related activities.

■ 2. Legislators don't really want to talk to us

- ASCE members have unique knowledge based on education and practical experience.

■ 3. We are on our own on issues relative to our field.

- Several organizations represent the umbrella of civil engineers. Sometimes we support each other's issues and other times we agree to disagree.

Visit the ASCE Key Contact webpage for more information on 501(c)(3) advocacy and election-related activities, or contact ASCE Government Relations for guidance.

Relationship-Building Starts Today

Elements of effective legislator relationships:

- Being a source of community / district information to their lawmaker;
- Learning the interests and motivations of elected officials;
- Having a dialogue, vs. exchanging pre-packaged “talking points”; and,
- Being more than a “pen pal” who sends form emails or letters;
- Communicating helpful information as it is known, vs. contacting only when you want their vote

Basics: Learn about your legislator & their priorities

■ Read their biography!

- Note their school hometown, profession etc.
- Note what you have in common!
- Note the Committees on which he or she serves

■ Make Keeping Up with Them Seamless

- Subscribe to your lawmaker's alerts via email
- Follow your legislator on Twitter or like their page on Facebook

■ Check out the issues on their website

- Do they list any infrastructure issues?
- Are there any bill specifics they're talking about?

Actions That Develop Relationships

- Send a thank you/nice-to-see-you email for your meeting today and consider....
- Ask your legislator if he or she would like you to mention any particular issues or achievements during one of your presentations to a community group, committee, or board of directors to which you belong.
- Inform your lawmaker about other groups in the community that can be helpful to his or her legislative initiatives.
- Invite the legislator to speak at a community or professional group of which you're a member. This gives him or her access to potential voters and constituents. Attend the event and introduce the legislator to group members.

Actions That Develop Relationships

- Invite the legislator to tour your office and informally meet with your employees.
- Ask your legislator to serve as a judge for an award or a contest sponsored by an organization you belong to.
- Send a thank you note when your lawmaker votes with you on a legislative issue you care about, regardless of if it is an issue related to civil engineering. If it's personally important to you, send a note.
- Offer to serve as an informal advisor to the lawmaker about issues in which you have expertise.
- Deliver any financial contributions you make to your legislator in person at a fundraiser event. Mailing contributions is fine, but if you are going to contribute, it's better to take the opportunity to interact with your lawmaker face to face.

Get to Know Your ASCE Resources!



Click on the blue "Take Action" button below, or enter state in the box to get started.

FEATURED ALERT

SUPPORT WATER RESOURCES LEGISLATION



Contact Your Representative Today

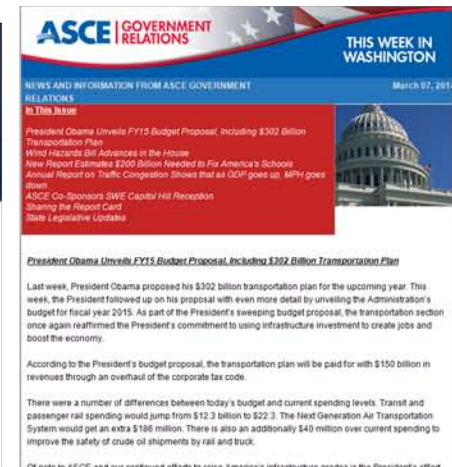
Improvements to locks, dams, levees, and other waterway elements across the country would get a boost from the Water Resources Reform and Development Act, legislation that is scheduled to be considered by the U.S. House of Representatives during the week of October 21.

Action Requested
Please contact your Representative in support of the Water Resources Reform and Development Act (WRRDA, H.R. 3080). The legislation would help address the estimated \$15.8 billion investment gap in our inland waterways and seaport sectors.

Take Action



PR
University




Respond to Key Alerts by email or on the ASCE website at www.asce.org/keycontacts

Click on the blue "Take Action" button below, or enter your zip code or state in the box to get started.

FEATURED ALERT

SUPPORT WATER RESOURCES LEGISLATION



Contact Your Representative Today

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...

Take Action

FIND YOUR OFFICIALS

Search by ZIP code

Zip Code

Search by State

AK

POLICY TOOLS

[Issues and Legislation](#)

[Find Media Contacts](#)

[Capitol Hill Basics](#)



- Legislative Alerts are easy ways to ask ASCE members to contact their representatives.
- ()
- ()
- ()

Use Social Media for Keeping Your Section Informed



- Share news clips on issues

facebook.com/SaveUSAIInfrastructure
@ASCEGovRel

Write an Op-Ed or Letter to the Editor as a Section



Invest in ourselves

- William Haskell - President of ASCE Maine Section



Pennsylvania's infrastructure is lacking

- William Gross - President of ASCE Pittsburgh Section



Nation's infrastructure score barely makes the grade

- Monica Sartain – Committee for America's Infrastructure

Talking to Legislators: What we are here to do...

- Enhance relationships with legislators/ open a dialogue
- Make legislators aware of the Virginia Infrastructure Report Card
- Make legislators aware of the infrastructure and that funds spent on infrastructure is an investment
- Express civil engineering benefits to society
- Serve the civil engineering community
- Have Fun!

What we are NOT here to do...

- Discuss issues not related to civil engineering
- Beat up legislators for the past
- Whine
- Claim we are the only voice on this issue/ talk negatively about other groups

What do we
want our
legislators to
know when they
leave the
reception
tonight?

- Awareness of 2015 Report Card for Virginia's Infrastructure
- ASCE strongly support dam safety
- ASCE applauds the legislature for taking action on transportation funding issues
 - Fixes may be required

Stay Involved with Section GR Activities

- Make contact with your GR lead for the Section/Council
- Be apart of your Section/Council's GR Committee
- Attend legislative day at your state capitol
- Work with Section leaderships and ASCE national to get others involved in a cause
- Consider projects where you could apply for a State Public Affairs Grant (SPAG)
- Participate in a State or Local Report Card effort



- Schedule a meeting at home with your elected official's staff
- Volunteer to help with social media and include GR messages

Lead: Expand the Influence of the Profession

- Testify before the legislature
- Subject experts needed as spokesperson to media and policymakers
- Join an Infrastructure Coalition as a Section or Branch to support a specific issue or even consider creating one



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