

The Basics of Local League Advocacy

Goals for This Presentation

League process & language

- LWV Roots of Advocacy
- Resources
- Basics of Advocacy

Taking action locally

- Applications



League Advocacy

- Roots of League action
- Advocacy, action, lobbying:
what's the difference?



Study → Position → Action

- Different ways to adopt positions
- Positions at all levels may apply
- Keep everyone informed

Action by Leagues

Who can Act?

- Geography counts!
- Speaking with One Voice
- Leagues can use LWVC and LWVUS positions





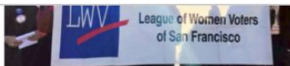
Learn

Take a deep dive into California's legislative process, advocacy training presentations, and a wide array of resources to help develop expertise on substantive policy issues.



Advocate

All the tools you need to drive impact as a California League advocate including the Legislative Analyst Checklist, reporting form, and sample annotated bills.



Positions for Action



[LWVC Advocacy Positions for Action](#)



A spreadsheet of National and California State League Positions with common overlapping positions noted.

LWVC LEAGUE OF WOMEN VOTERS® OF CALIFORNIA			
LWVC Advocacy Positions for Action Noting Overlaps			
Area	LWVC & LWVUS Positions	Common Overlap	Position Guides
ALL	LWVC Principles	Open Government	bit.ly/LWVCPositions
G	Apportionment (National)	Apply to redistricting (state)	bit.ly/LWVUSPositionGuide
G	California State Constitution (State)	Apply to every analysis of a SCA or ACA; SLF	bit.ly/LWVCPositions
G	Campaign Financing (National)	MIP National; MIP State	bit.ly/LWVUSPositionGuide
G	Citizen's Right to Know/Citizen Participation (National)	Apply to bills that involve transparency; Intergovernmental Relationships (National)	bit.ly/LWVUSPositionGuide
G	Election Systems (State)		bit.ly/LWVCPositions
G	Individual Liberties (National)	Apply to bills involving civil liberties. Could be used for Criminal Justice.	bit.ly/LWVUSPositionGuide
G	Initiative and Referendum (State)		bit.ly/LWVCPositions
G	Intergovernmental Relationships (State)	Basis for Open Government ; Supports Citizen's Right to Know (State); SLF; touches on Growth Management Action Policy	bit.ly/LWVCPositions

[LWVC Action Policies and Positions](#)

An overview of the many LWVC action policies - policies that have been adopted after extensive study and review of existing state and national positions.

[LWVUS Impact on Issues 2020-2022](#)

In addition to the official statements of position for each program area, this guide briefly traces significant past actions and achievements and indicates links among positions at the national level.

REDISTRICTING

Adopted 1988; Amended 2007

POSITION IN BRIEF: Support a state redistricting process and standards that promote fair and effective representation in the state legislature and in the house of representatives with maximum opportunity for public scrutiny.

Support an independent commission as the preferred redistricting body.

1. The redistricting process, regardless of who has responsibility for redistricting, should include:
 - a. specific timelines for the steps leading to adoption of the redistricting plan
 - b. public hearings on the plan proposed for adoption
 - c. an automatic nonjudicial backup procedure in the event of deadlock
 - d. a requirement that any redistricting plan drawn by the legislature be adopted by more than a simple majority vote.
2. The standards on which a redistricting plan is based, regardless of who has responsibility for redistricting,
 - a. should include:
 - 1) substantially equal population
 - 2) geographic contiguity
 - 3) protection from diluting the voting strength of a racial or linguistic minority
 - b. should not allow:
 - 1) the goal of protecting incumbents
 - 2) preferential treatment of one political party
 - c. to the extent possible, standards should also include:
 - 1) respect for boundaries of cities and counties
 - 2) preservation and protection of "communities of interest."
3. Responsibility for redistricting preferably should be vested in an independent special commission, with membership that includes citizens at large, representatives of public interest groups, and minority group interests.
4. A legislative remedy should be provided so that all persons are represented by a state senator for whom they have had an opportunity to vote

Vertical Position

Apply Positions

- Start with the obvious
- Check all levels
- Consult if any questions
- Use of Principles
- Written analysis

Legislative Analysis



The goal of a bill analysis is to provide a recommendation to the Legislation Committee, along with the information necessary for them to make a decision about potential support for or opposition to a particular bill. The analysis is also the basis of letters and statements about the bill, descriptions in the LWVC News, and other action materials.

If the analysis is of a ballot measure, then the Legislation Committee makes its recommendation to the LWVC board for a final decision on the position on the measure.

The Basics

[Speaking with One Voice: LWVC Advocacy Policy Explainer](#)



Learn how the responsibility for advocacy is divided and shared across the different levels of League: local, regional, state, and national. By following these guidelines, we can effectively coordinate our advocacy efforts to ensure we have the strongest impact.



Advocacy Resource Directory

This detailed database links to state government agencies, advocacy groups, researchers, and news outlets. It provides access to in-depth information to help develop a broad understanding of particular advocacy areas. It's also useful as you research issues in specific bills.

Resource Directory


Find sources for substantive information across many policy areas in California.

Resource Directory Suggestions

Have resources you would like to share? Fill out this form.

LWVC Coalition Advice and Policies

Advice on how local Leagues can join, build, and work in a coalition for advocacy and voter service work.

 <small>Find this Directory at bit.ly/LWVCResourceDirectory</small>			
Issue Area	Type of Org	Name of Organization (linked)	Description of Resource*
Anti-Poverty	Advocacy	Alliance of Californians for Community Empowerment	State-based nonprofit that was started by former members and staff of the Association of Community Organizations for Reform Now (ACORN).
California & the West	Research	Huntington-USC Institute on California and the West	The Huntington-USC Institute on California and the West (ICW) is a center for scholarly investigation of the history and culture of California and the American West. Through sponsorship of innovative scholarship and research, ICW draws on the resources of the University of Southern California and The Huntington Library to build an innovative and unique collaboration between a research university and a research library.
California Government Directory	Research	The California Online Directory	The California Online Directory is a service provided by the California Department of Technology. The California Online Directory provides access to government information and services for state employees, local government and the general public. The directory services include state employee information, state agency information, and a State Government Organization Chart, as well as a keyword search.
Campaign Finance	Advocacy	California Clean Money Campaign	Non-profit, non-partisan organization building statewide support for public funding of election campaigns.
Campaign Finance	Government	Fair Political Practices Commission	Enforces the Political Reform Act – which regulates campaign financing, conflicts of interest, lobbying, and governmental ethics.
Campaign Finance & Good Government	Advocacy	Evolve California	Evolve is a nonpartisan, 501 c(4) nonprofit founded in 2011. We believe that the most effective way to counter the corrupting power of money in politics is a long-term commitment to ground-up, grassroots organizing.
Child Welfare	Advocacy	Children Now	Nonpartisan, multi-issue research, policy development, and advocacy organization dedicated to promoting children's health and education in CA.
Child Welfare	News	The Chronicle of Social Change	The Chronicle of Social Change is an online news publication dedicated to solution-based news coverage of child welfare, juvenile justice, mental health and educational issues faced by vulnerable children.
Child Welfare	Research	California Evidence Based Clearinghouse	The California Evidence Based Clearinghouse helps to identify and disseminate information regarding evidence-based practices relevant to child welfare.

*Descriptions are culled from Org "About" pages and do not imply LWVC endorsement. Read more at bit.ly/LWVCCoalitionPolicies

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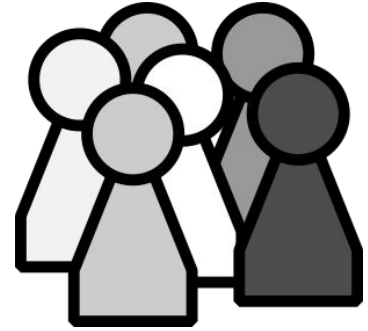


Speaking as an Individual

- **YES:** use League research, statements, etc. as basis for individual action
- **NO:** refer to League membership, in any way leave impression that “speaking for the League”
- Special rules for some board members



Membership!



- Action mobilizes current membership
- Action attracts new members
- Action builds the League brand

Taking Action Locally

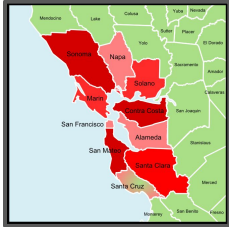
Applications

Levels of Advocacy - Who Can Act?

- **National:** LWVUS
 - **State:** LWVCalifornia
 - **Regional:** League of Women Voters of Bay Area (Inter-league serving 9 counties of Bay Area)
 - **County:** Alameda County Leagues Council (Inter-league comprising 6 East Bay local leagues)
 - **City:** LWV OAKLAND



Bay Area, Alameda County and Oakland Positions



League of Women Voters of the BAY AREA

- **ENVIRONMENT** (NATURAL RESOURCES)
- **HAZARDOUS MATERIALS MANAGEMENT**
- **HOUSING** (SOCIAL POLICY)
- **REGIONAL GOVERNMENT AND PLANNING**
- **TRANSPORTATION** - AIRPORTS AND SURFACE
- **PLUS** subscribed positions



ALAMEDA COUNTY LEAGUE COUNCIL

- **CHILDREN'S MENTAL HEALTH SERVICES** (*Adopted 1979*)
- **ALAMEDA COUNTY BOARD OF EDUCATION**, ALAMEDA COUNTY SUPERINTENDENT OF SCHOOLS, ALAMEDA COUNTY OFFICE OF EDUCATION (*Adopted 2007*)
- **JUVENILE JUSTICE** (*Adopted 1977*)



League of Women Voters of OAKLAND

- **HOUSING** *Position History: Oakland (1992 - revised 2012)*
- **LOCAL GOVERNMENT** *Position History: Oakland (1970, 1993, 2001, 2011)*
- **RANKED CHOICE VOTING** *Position History: Oakland (2003)*
- **EDUCATION** *Position History: Oakland (1971, 1980, 2014, 2019)*
- **WATERFRONT** *Position History: Oakland (1993)*

Use of Positions Re: Local and County Ballot Measures

Oakland 2020

Measure SS to Amend Charter re: Police Commission

Relevant LWVO position:

- [LWVO position on local government referencing “well formed commissions” and “adequate checks and balances between levels of government”](#)

Alameda County 2020

Measure W, County of Alameda Sales and Use Tax Ordinance

Relevant LWV positions:

- [LWVC position on housing and homelessness](#)
- [LWVBA position on housing](#)
- [LWVUS Guide to Public Policy Position \(Page 70 & 74 - Fair Housing\)](#)
- [LWVO position on Housing](#)



PATH TO LOCAL PROGRAM

Program Planning → Board of Directors → Member Vote

Program Planning: Suggestions from membership

Review advocacy from previous year. What is still in progress and requiring additional effort. What new areas do members prioritize?

Review positions: keep, amend, eliminate. Start a new study?

Board of Directors: Review and Evaluation

Re: new advocacy suggested: **Do we have a *position*?** Is the *issue ripe*? Where will the local league have most *leverage*? What *partners* make this feasible? Do we have the *bandwidth*?

Annual Meetings: Vote

What does the membership adopt?

Tools for Advocacy

- Build Relationships
 - Officials: post election meetings/sit downs
 - Community groups and organizations
- Participate
- Attend Council meetings
 - Public comment - written and oral (how to)
- Observer Corps reports
- Use coalitions
- Present programs with speakers/Hot Topics discussions
- Take a position on local ballot measures
- Co-sponsor resolutions/amendments with Council members
- Write letters to the editor/op eds
- Speak to community groups



APPLY TOOLS TO ADVOCACY OBJECTIVES

Example 1

REDISTRICTING

Position: National, state, local

History: CA and Oakland in vanguard

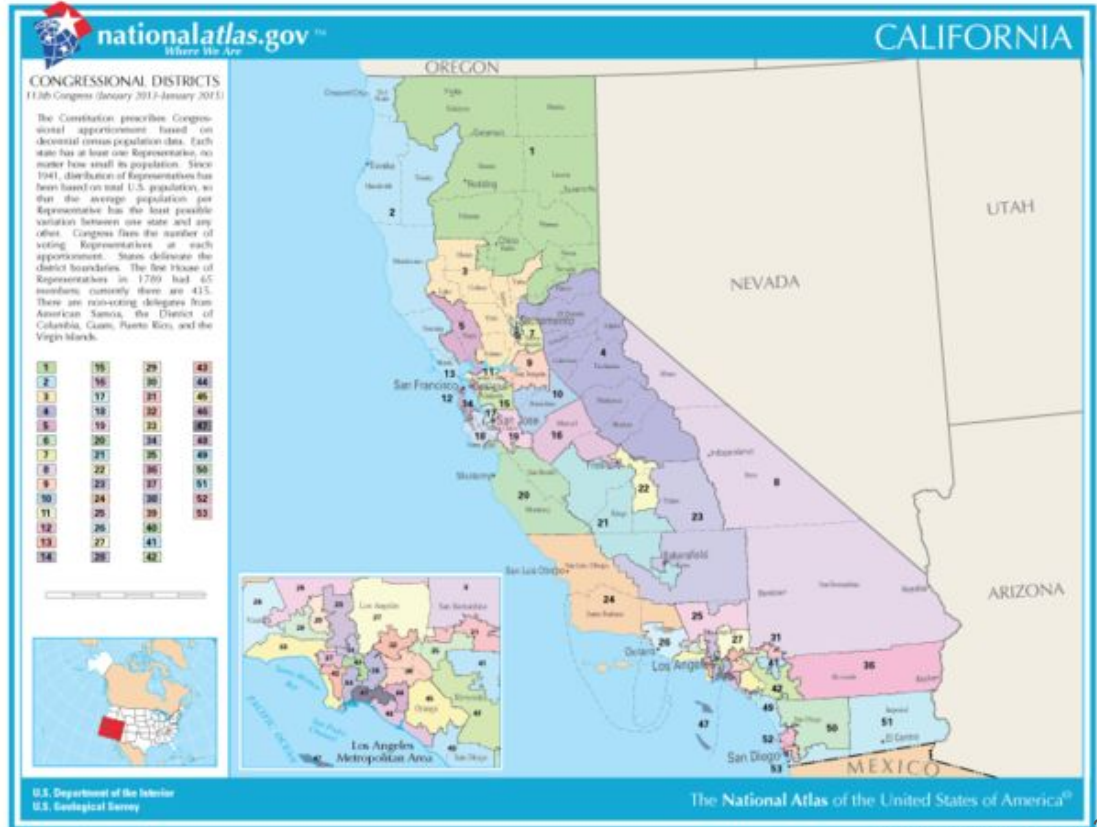
Advocate in Council interviews

Attend Oakland Comm'n meetings- comment, offer support

Website- design a page for locals

Outreach - speakers to community groups

Programming: zoom meeting, possible Hot Topic discussion



APPLY TOOLS TO ADVOCACY OBJECTIVES

Example 2

CAMPAIGN FINANCE REFORM

Position: National

<https://lwvc.org/position/campaign-financing>

Participate in coalition

Research: local study about participation in campaign contributions and voting

Programming

Coalition interviews with Council members



APPLY TOOLS TO ADVOCACY OBJECTIVES

Example 3

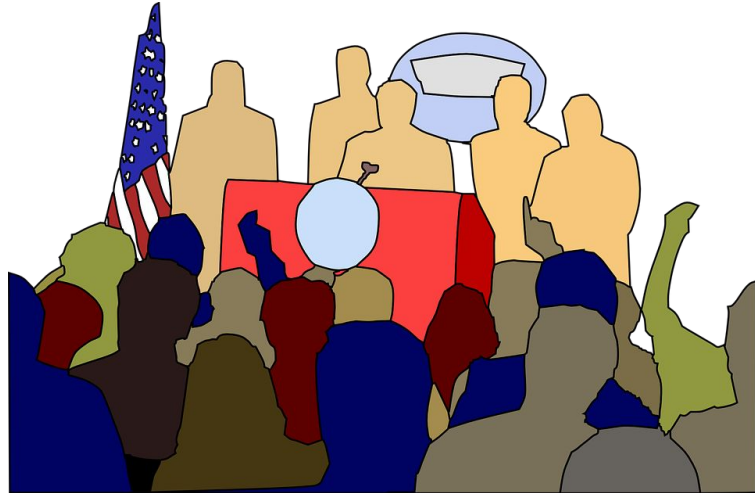
COUNCIL PROCEDURES

Position: Local Govt

Monitor return to pre-COVID Rules of City Council procedures

Public Comment

Partner with Council member





QUESTIONS

