Effective Lobbying as partners – learn from the pros
TOP SECRET ELEMENTS

- **Show unity or lose effectiveness.** Nobody likes to intervene on behalf of a divided house.

- **Identify people to lobby third parties (legislators/regulators).** Who are willing and capable of looking beyond conflicts and, if possible, are independent from local labor negotiations.

- **Disaggregate common interests from conflicts.** Agree to disagree and get beyond “camp mentality”

- **Find common issues early.** Meet together frequently and on an ongoing basis on issues of mutual importance

- **Make sure you have authority to stand behind your position once it is taken.** Nobody likes instability.
UNITY LEADS TO RESULTS IN CALIFORNIA
EXAMPLES OF SUCCESSFUL COLLABORATION

• Energy Efficiency Building Codes – California Energy Commission
• IAPMO – TIA flex duct clarifications
EXAMPLES OF SUCCESSFUL COLLABORATION

• Utility company spending $12B over next 10 years to meet zero net energy goals – Public Utilities Commission
EXAMPLES OF SUCCESSFUL COLLABORATION

- Public Works “Better Classroom – Better Schools Campaign” – Governor’s Office
- $7B School Facility Bond for new construction and retrofit
EXAMPLES OF SUCCESSFUL COLLABORATION

• Apprenticeships, Career & Technical Education and Indoor Air Quality in Schools – CA School Boards Association Annual Meeting
2018 PROJECTS IN THE CALIFORNIA LEGISLATURE

• **AB 1743 (O’Donnell)** Vocational Education Funding in K-12 Schools – CA State Legislature

• **AB 1080 (Gonzalez-Fletcher)** 5% bid preference in public works for contractors who provide healthcare.

• **Budget – School Construction** – Item 9600 to add $20M for the sale of $2.36B in school bonds.
CONFERENCE EVALUATION

• Please complete this Breakout Session Evaluation available on the PINP Conference App
• Scroll to the bottom of each session in the Conference App to access the evaluation