

Good Food Policy Advocacy

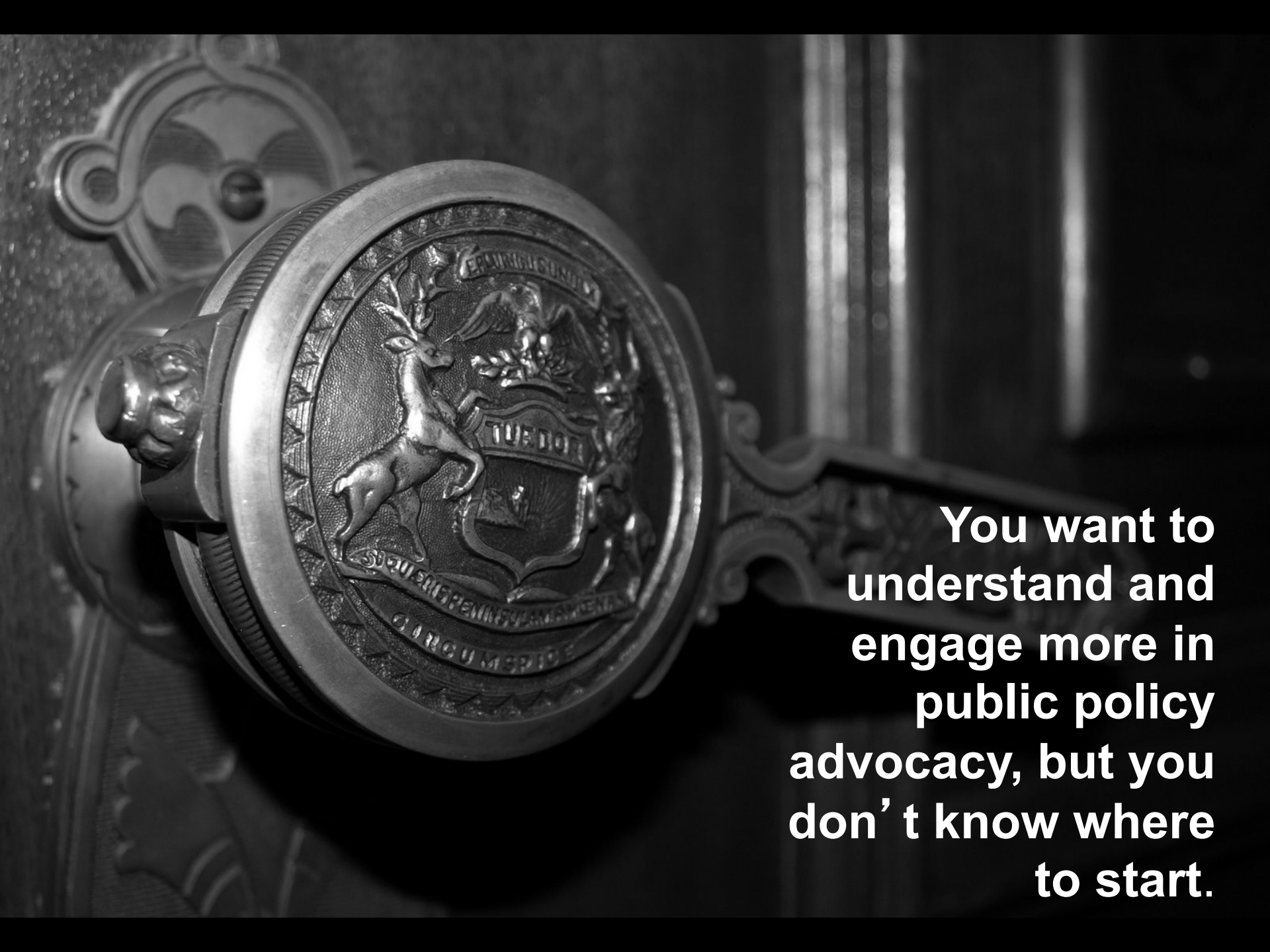
Michigan Local Food Council Network
August 6, 2015



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**You want to
understand and
engage more in
public policy
advocacy, but you
don't know where
to start.**

Today:

**Address barriers
to fully engaging
in public policy
advocacy**



Today:

Demystify the process



Today:

**Share tips and tools for effective
public policy advocacy**

Today:

**Explore first steps in
developing a strategic
policy advocacy plan.**





What is public policy?



What is public policy?

**Formal laws, rules, regulations enacted
by elected officials**

Judicial decisions

Organizational guidelines

Internal agency decisions or memoranda

Social norms guiding behavior



What is public policy?

BIG “P”

- Formal laws, rules, regulations enacted by elected officials
- Judicial decisions

LITTLE “p”

- Organizational guidelines
- Internal agency decisions or memoranda
- Social norms guiding behavior



BIG “P” vs. little “p”:

Think about “WHO” (as
opposed to “WHAT”)



What is advocacy?

Advocacy is an umbrella term that includes lobbying and many other activities that promote a cause through both political and non-political avenues.



What is lobbying?

Lobbying is asking an elected or appointed official to vote in a particular way on a specific piece of legislation or rule.



What is NOT lobbying?

- Monitoring public policy-making bodies, such as the state legislature;
- Relationship building;
- Raising awareness;
- Educating.



Organizations may involve themselves in issues of public policy without the activity being considered as lobbying.

State Legislative Process 101: A Quick Refresher





State Capitol:

- **the place**
- **the players**
- **the process**



Capitol Building
Detroit

1832 “Territorial Courthouse”

Michigan became a State
on January 26, 1837

March 17, 1847
Capitol moved to Lansing



Capitol Building
Lansing

1847 to 1879





1878



Completed: 1879







State Capitol:

- the players

The Players

110 Members in the HOUSE = 148 Legislators
38 Members in the SENATE

24 House Standing Comm. + 18 Sub-Appropriation Comm. = 42

21 Senate Standing Comm. + 15 Sub-Appropriation Comm. = 36

600+ House and Senate individual staff and caucus staff

+ 4 Joint Senate and House Committees

+ 1 House and + 1 Senate Fiscal Agency Governing Boards

+ The Governor's Administration



98th Session

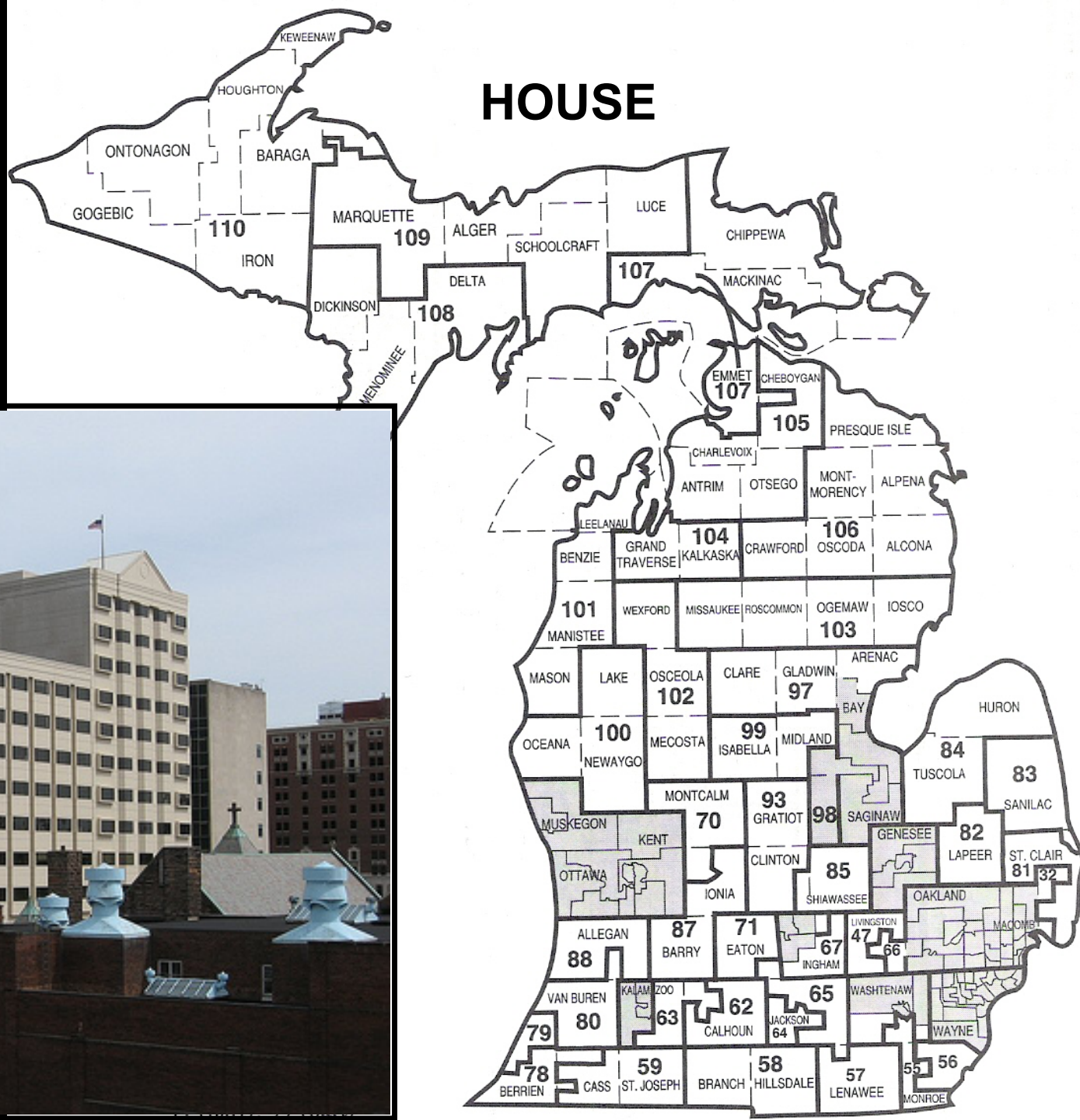
2015-2016

House
63 Republicans
47 Democrats

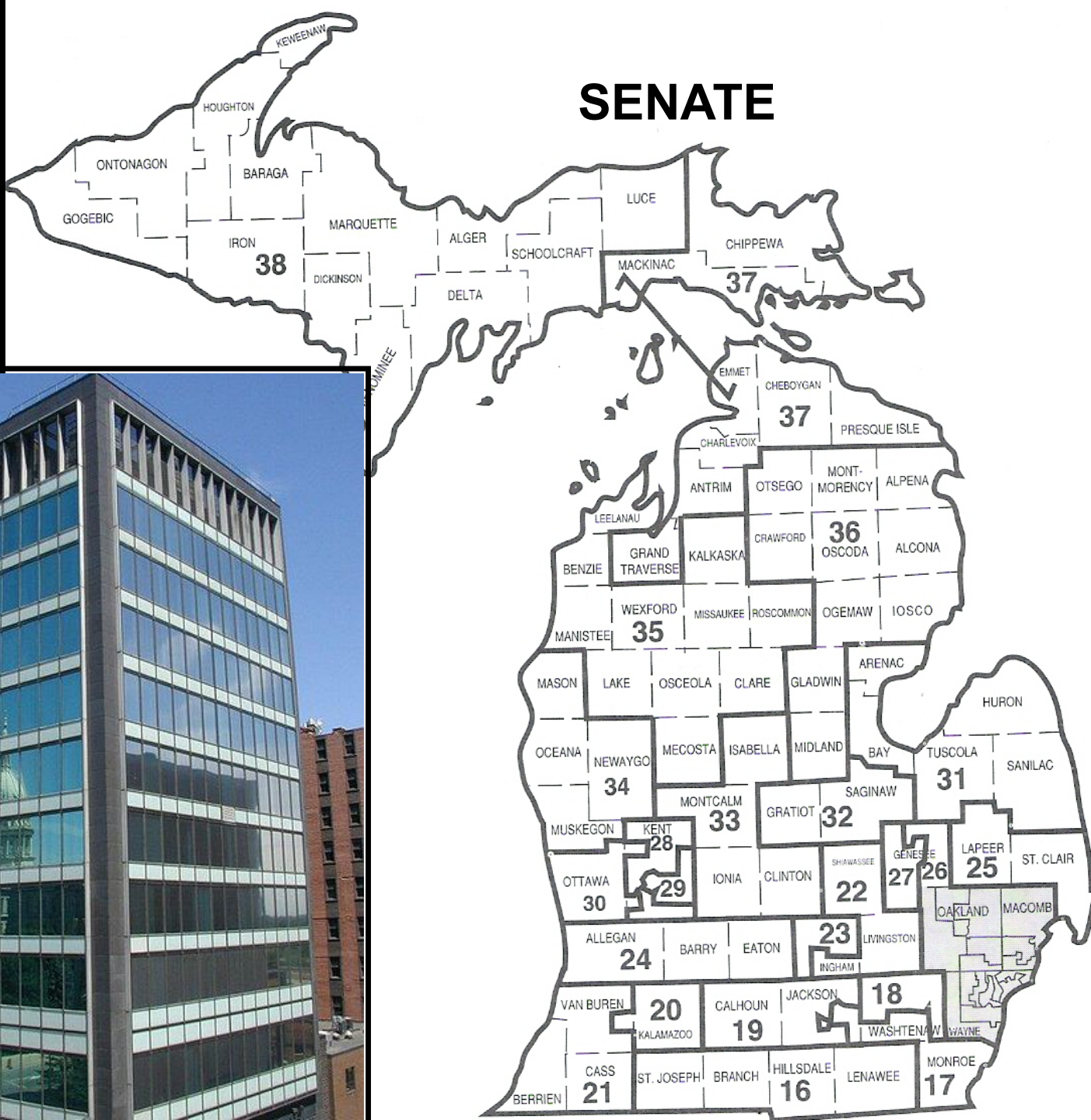
Senate
27 Republicans
11 Democrats

1 Governor, Republican

HOUSE



SENATE





State Capitol:

- the process

Legislative Process 101



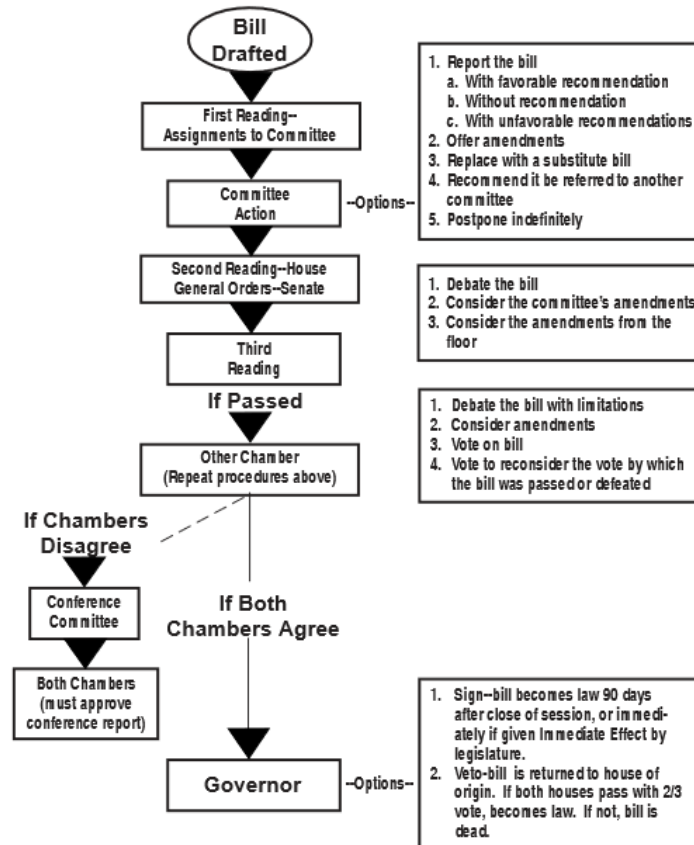
Sing along: “I’ m just a bill...”



Legislature considers close to 5000 bills each session, plus budget deliberations.

- Typically only 20% of bills introduced in a 2-year session pass and become law
- Ideas for bills: lawmakers, citizens, special interest groups
- Introduction of bill – clock starts ticking!
- First chamber: committee action, floor action
- Repeat in second chamber
- Governor must sign or veto

How A Bill Becomes A Law In Michigan





The challenges of term limits

- Life time: 3 terms in the House
- 2 in the Senate
- 41 House Members are rookies
- In 2017: 27 Senators will be new and the Governor will be new

- ✓ Maintaining relationships is hard with revolving door
- ✓ No institutional memory (experience)
- ✓ Less time to get to know lawmakers
- ✓ Most elections are decided in the primary

How it *really* works

BOILER ROOM.



Elected officials don't "have" power, they "count" power. They depend on advocates to help them negotiate a balance of power among competing interests.

*Amy Zaagman
Executive Director
Michigan Council for Maternal and Child Health*

Elected officials don't act only because something is the right thing to do, they act because something is right AND feasible.

It's an advocate's job to educate officials about what the right things are and to help create a political climate in which the right things are feasible.

Power of the individual constituent – 10 letters is a mandate.

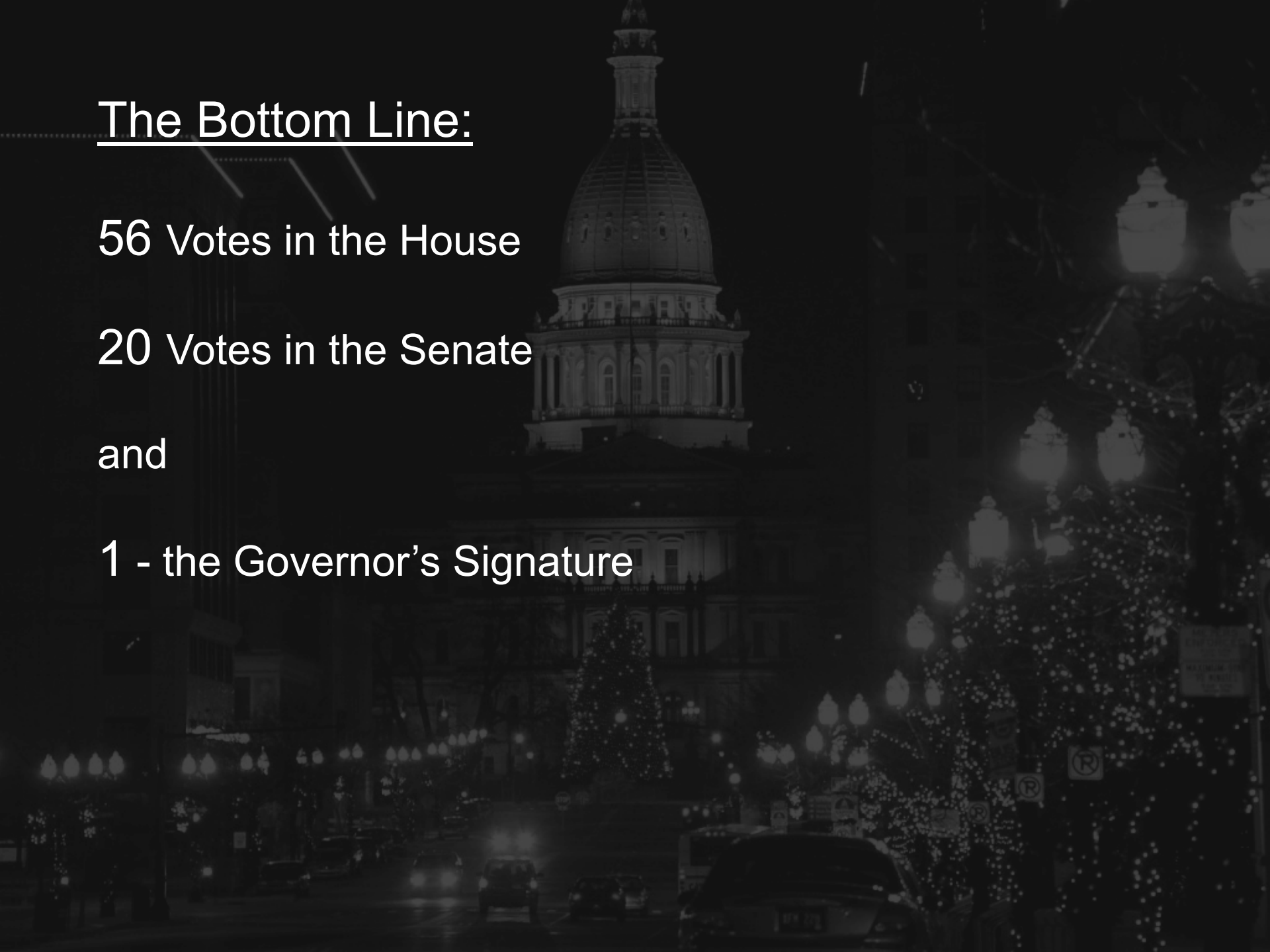
The Bottom Line:

56 Votes in the House

20 Votes in the Senate

and

1 - the Governor's Signature





Municipal Government:

- the players



The Players

City Council (Mayor & Council members)	Legislative Branch
Township Board (Supervisor, Secretary, Treasurer & Trustees)	

Mayor Supervisor	Executive Branch
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Planning Commission	Recommending & Administrative Body
Zoning Board of Appeals	Judicial Body for Zoning

Other committees such as Parks & Recreation

Municipal Staff such as Public Works, Planning, Community Development, Parks

City Manager Township Superintendent	Management of day to day
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Fiscal Year 2015-2016

Executive
Republican or Democrat?

Legislative
What are the sides?

When is the next election?

Know the founding charter of
your municipalities

Know the by-laws for each body



Municipal Government:

- the process





Ordinance Adoption or Amendments

- Typically developed in a committee or by the Planning Commission
- Ideas: elected and appointed officials, citizens, businesses, nuisance problems, special interest groups, staff
- If zoning, Planning Commission recommends after a public hearing
- Legislative Branch has a reading
 - May have public hearing
 - May have two readings
- Depends on municipality if Mayor can veto



Budget

- Budget development starts 3-4 months before the fiscal year starts
- Priorities: elected and appointed officials, staff, citizens, special interest groups, businesses
- Legislative Branch has a reading
 - May have public hearing
 - May have two readings
- Depends on municipality if Mayor can veto

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A crowd of 10 people at a public meeting is a powerful thing



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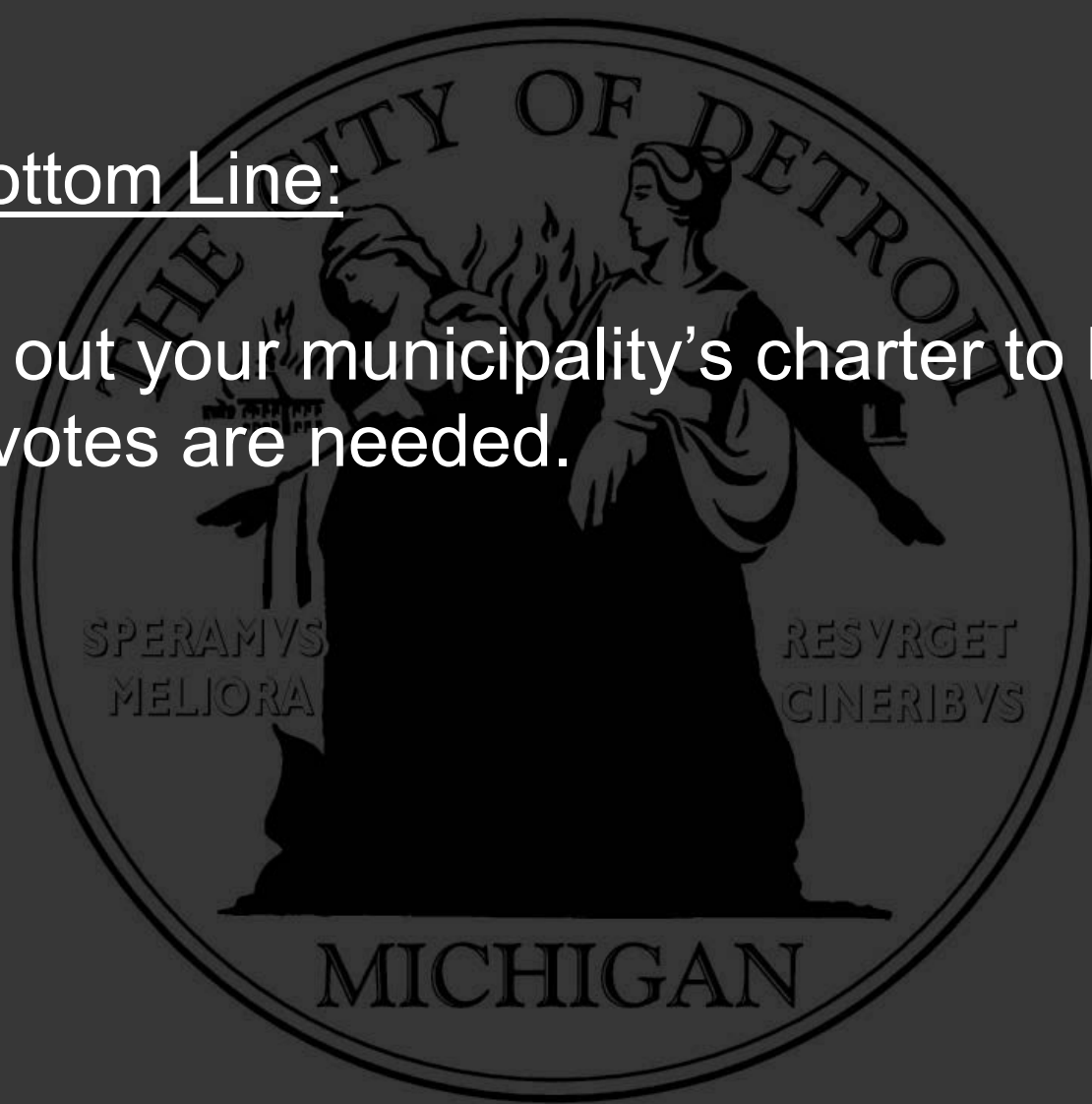
The process is slow.

You may need to try multiple times.

Every public meeting must allow for public comment according to the Open Meetings Act.

The Bottom Line:

Check out your municipality's charter to know how many votes are needed.



Charter of the City of Detroit

January 1, 2012

(Adopted by Vote of the People on November 8, 2011)



A Lobbyist's Template

What do you want?

Who can give it to you?

What do they need to hear?

Who do they need to hear it from?

(for grammarians: "From whom...")

Michigan Good Food Steering Committee
Good Food Policy Development 101
Monday, April 6, 2015

WORKSHEET: DEVELOPING A ROAD MAP FOR ACTION

Developing a strategic plan

- Who should be included?

What do you want?

- Long-term goals of the Michigan Good Food Charter
- Prioritizing Steering Committee Action on a Particular Policy Change or Objective:

STATEWIDE AGENDA PRIORITIES

Legislation-based



that is locally grown, p



11. Incorporate good food
Michigan students.



12. Implement a reimburs
per school meal, as a
to purchase locally gro






13. Amend Michigan's Ge
renewable energy inst



14. Set targets for state-fu
sustainably produced p

AGENDA PRIORITIES AT A GLANCE

SCALE	TYPE	FOOD SYSTEM ARENA	AGENDA PRIORITY
AGENDA PRIORITIES	Community-based		1. Expand and increase innovative methods to bring healthy foods to underserved areas as well as strategies to encourage their consumption.
			2. Improve school food environments and reduce school sales of low-nutrient, high-sugar, high-fat and calorie-dense foods through snack and vending machines or competitive food sales.
			3. Maximize use of current public benefit programs for vulnerable populations, especially children and seniors, and link them with strategies for healthy food access.
			4. Provide outreach, training and technical assistance to launch new grocery stores and improve existing stores to better serve underserved people in urban and rural areas.
			5. Establish food business districts to encourage food businesses to locate in



1 of 2

Act No. 42
Public Acts of 2015
Approved by the Governor
June 3, 2015
Filed with the Secretary of State
June 3, 2015
EFFECTIVE DATE: September 1, 2015

**STATE OF MICHIGAN
98TH LEGISLATURE
REGULAR SESSION OF 2015**

Introduced by Senators Colbeck, Jones, Nofs, Horn, Shirkey, Kowall, Emmons, Marleau, Booher, Robertson, O'Brien, Green, Proos, MacGregor, Pavlov, Stamas, Knollenberg, Zorn, Hildenbrand and Brandenburg

ENROLLED SENATE BILL No. 139

AN ACT to amend 1976 PA 451, entitled "An act to provide a system of public instruction and elementary and secondary schools; to revise, consolidate, and clarify the laws relating to elementary and secondary education; to provide for the organization, regulation, and maintenance of schools, school districts, public school academies, intermediate school districts, and other public school entities; to prescribe rights, powers, duties, and privileges of schools, school districts, public school academies, intermediate school districts, and other public school entities; to provide for the regulation of school teachers and certain other school employees; to provide for school elections and to prescribe powers and duties with respect thereto; to provide for the levy and collection of taxes; to provide for the borrowing of money and issuance of bonds and other evidences of indebtedness; to establish a fund and provide for expenditures from that fund; to provide for and prescribe the powers and duties of certain state departments, the state board of education, and certain other boards and officials; to provide for licensure of boarding schools; to prescribe penalties; and to repeal acts and parts of acts," by amending section 1272b (MCL 380.1272b).

The People of the State of Michigan enact:

Sec. 1272b. (1) In all school meal programs established and operated under section 1272a, all of the following apply:
(a) Subject to subsection (2), nutritional standards prescribed by the United States Department of Agriculture pursuant to section 9 of the national school lunch act, 42 USC 1758, shall be met and maintained.

(b) The board of a school district or board of directors of a public school academy may charge a fee for meals or milk, but the fee shall not exceed the actual average daily cost, including necessary supervision, of the meal or milk and accessories, less the amount of food and financial assistance received by the board or board of directors for the meal or milk.

(c) The board of a school district or board of directors of a public school academy shall provide free and reduced price meals and free milk to all pupils eligible under the maximum standards prescribed by the United States Department of Agriculture pursuant to section 9 of the national school lunch act, 42 USC 1758; shall ensure the confidentiality of all information contained in applications for eligibility; and shall further ensure that eligible pupils are not discriminated against or overtly identified in any manner.

(d) The board of a school district or board of directors of a public school academy shall provide for parent and pupil participation in the planning and evaluation of school meals and other foods sold or dispensed on school premises.

(18)

HOUSE BILL No. 4012

012

January 15, 2015, Introduced by Rep. Kelly and referred to the Committee on Agriculture.

A bill to amend 2006 PA 110, entitled
"Michigan zoning enabling act,"
by amending section 204 (MCL 125.3204).

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 204. (1) A zoning ordinance adopted under this act shall
2 provide for the use of a single-family residence by an occupant of
3 that residence for a home occupation to give instruction in a craft
4 or fine art within the residence. This ~~section~~-SUBSECTION does not
5 prohibit the regulation of noise, advertising, traffic, hours of
6 operation, or other conditions that may accompany the use of a
7 residence under this ~~section~~-SUBSECTION.

8 (2) THIS SUBSECTION SHALL BE KNOWN AND MAY BE CITED AS THE
9 "HOMESTEAD SUBSISTENCE FARMING ACT". IF A STRUCTURE IS LAWFULLY
10 USED AS A RESIDENCE UNDER A ZONING ORDINANCE, THE PRODUCTION OF
11 FARM PRODUCTS ON THE PROPERTY WHERE THE STRUCTURE IS LOCATED, FOR

HOUSE BILL No. 4012

Manure Management / Utilization GAAMPs

- **2015 Manure Management and Utilization GAAMPs** [PDF](#)

GAAMPs for Manure Management and Utilization were first adopted in June 1988. Careful storage, handling, and land application of manure is needed to utilize nutrients, control odors, and protect water resources. These practices include recommendations for: Runoff Control, Odor Management, Manure Storage Facility Design, Manure Application to Land, Record Keeping, and Manure Management System Plans.

[> MORE](#)

[RSS](#)

Site Selection GAAMPs

- **2015 Site Selection GAAMPs** [PDF](#)

To establish a new livestock farm operation or expand an existing facility is a complex process. Water quality protection, odor control, existing land use and ownership constraints, and future land use or development patterns



Relationship Building: The *Single* Most Important Component in Public Policy Advocacy

Local Government: The Farm Team





Your work at a local level, educating and engaging local officials on food policy work, will influence STATE food policies for generations to come.

Getting To Know Your Elected Officials: A Critical Building Block for Effective Advocacy

- **Is this a new or experienced official? If new, what did they do before elected office?**
- **What is their party affiliation? *Democrat or Republican? Nonpartisan?***
- **Who is their staff and where are they from? And, who did they work for previously?**
- **What are their committee assignments and committee roles?**
- **What are their views on, or experiences with food policy?**

Ten Commandments of Public Policy Advocacy



1. Have a Plan. *What do you want?*

A strategic plan is the map to guide your actions and it should include an assessment of where you are, where you want to go, and how you can get there. It must reflect the timeframe for decision-makers to act on your issue (e.g., the legislative session) and include a contingency plan (or "plan B") if circumstances change.

2. Know the Players. *Start Early.*

Ask "Who controls policy-making on this issue?" The policy-making body may be a school board, a county zoning board, or the state legislature. Regardless of the setting, you are more likely to succeed if your contact with policy-makers is developed well in advance of asking for a particular policy change. Finally, pay attention to the farm team: the school board members and county commissioners of today are likely to be the state legislators of tomorrow.

3. The world is run by those who show up. *Be there.*

Again, attending school board meetings or county zoning board meetings before your issue goes on the agenda is time well-spent. You will better understand how the decision-making process works and be much more effective in your efforts to influence policy-makers.

4. Do Your Homework. *Anticipate opposing arguments.*

Always use facts; don't exaggerate. Never give inaccurate information. When in doubt, offer to check out your information and get back to the policy-maker. Credibility is a strong asset, so always tell the truth. Anticipate the questions policy-makers are likely to have on your topic, including "What's the fiscal impact?" Anticipate your opposition's arguments and be prepared to respond.

5. Be Concise. *Practice brevity!*

Always be prepared with a brief (90-second) "speech" - one that specifies your issue, the bill or budget item you care about and what you want done.



**Have a
plan.**



**Do Your
Homework.**
*Anticipate
opposing
arguments.*



**Be Patient and
Persistent.**
*Be in it for the
long haul.*



Feedback & Parting Thoughts

Thank you for
joining us today!

