



## **One Voice 2017 Kick-Off Meeting**

Thursday, October 13, 2016  
3:00pm

Merced County Association of Governments  
369 W 18<sup>th</sup> Street, Merced CA

---

1. Welcome and Introductions
2. Program Overview
  - A. 2016 Debrief\*
  - B. Program Development/Meeting Schedule/Deadlines\*
  - C. Trip Logistics: May 2-5, 2017 / Holiday Inn Capitol Hill
  - D. Delegate Agreement\*
3. Roundtable: Brainstorming of Issues/Projects
4. Who isn't at the table?
5. Comments/Questions from committee or public
6. Adjourn: Next Meeting - **November 3, 2016** at 3pm, MCAG

---

\*attachment

# 2016 ONE VOICE DEBRIEF

## WHAT WORKED?

---

- Material and binders were excellent
- Having predetermined lead speakers for each issue (need to practice transitions)
- Having agency staff come to the hotel
- Speakers did a great job
- Townsend did a great job, were well known and professional, set the tone in meetings
- Using Uber was great
- Liked the hotel because of the walking distance to the agencies
- Having an education component was a great addition
- May is a great time to go
- Strike teams were great
- Hotel location is good for agency meetings, but we should explore other options
- Time was used very wisely – not a single minute of wasted time; not a wasted meeting
- Dinner at Texas de Brazil was great!
- Dinner at the Capitol Hill Club instead of the Ag Committee Room (anywhere outside of the Ag Committee room)
- Bureau of Reclamation meeting was great
- Much more time this year to get through agency security compared to last year (Bureau of Reclamation needs more time because of their hand written security)
- County liked SBA, FEMA was really prepared, strike teams, White House, HUD,
- Holiday Inn buffet was good for lunch
- Liked getting the background information in the binder and the fact sheets
- Brochure was well received
- Include all the information in the binders and fact sheets again next year
- DOT was best one we've had in years; having the feedback from Townsend that we shouldn't talk about the application helped

## HOW CAN WE IMPROVE NEXT YEAR?

---

- Have two legislative strike teams: 1) Group of 4-5 to visit valley reps, 2) to reach out to other key committee members/staff
- Consider other hotels
- 3x5 cards that fit in wallets listing staff, Townsend and delegation members' cell phone numbers
- Have a 30-45 minute social debrief at the end of each day
- Have fewer meetings; Don't worry about calling a meeting short if it isn't useful
- Require a minimum number of planning meetings in order to participate on the trip
- SBA meeting may not be needed

# 2016 ONE VOICE DEBRIEF

- MID participation
- Consider a participation fee for participants
- Practice speaker transitions
- Require at least one practice
- Try to get more private enterprise involved (Beyond Chamber and Boosters)
- Hallway meetings are still bad – consider not meeting with those offices, or having 2-3 people meet with them
- Meet with committee chairs that are dealing with our issues – maybe a third track?
- Look at visitors center for meeting room options
- Request that Costa send a district staffer on the trip
- Be careful about using statistics that may not be accurate (backup materials can have those listed)
- Bring in valley delegation staffers for one meeting (valley chiefs/staffer panel for an hour)
  - James: depends on what your agenda is for each of the members offices. For the water discussion, it would be a great idea.
  - Consider meeting with committee staff – they can give insight on what it will take to get bills through committee, more frank and objectives
- Identify major issue areas early on and then have lobbyist track legislation in those areas; bills that aren't being finalized this year will be picked up at the beginning of the new year

## IS THIS EFFORT WORTHWHILE?

---

- Yes, you have to be at the table and engage your elected officials and staff know what is going on in the region
- Yes, relationship building occurs with elected officials, staff, and the delegation. These relationships can be helpful in solving or addressing issues on a local, state and national level.
- Most definitely! If we aren't at the table we aren't being heard.



## PROGRAM DEVELOPMENT SCHEDULE

<b>Kick-Off Meeting – 3pm @ MCAG</b> <ul style="list-style-type: none"> <li>• <i>Bring proposed projects/issues to the meeting for discussion</i></li> <li>• <i>Review meeting schedule, key dates and program requirements</i></li> <li>• <i>Review the Delegate Agreement</i></li> </ul>	<b>October 13, 2016</b>
<b>Planning Meeting – 3pm @ MCAG</b> <ul style="list-style-type: none"> <li>• <i>Final discussion on projects/issues to include in the platform (specific legislation will be addressed in the spring, as appropriate)</i></li> <li>• <i>Determine print material type and format</i></li> <li>• <i>Identify key messages</i></li> </ul>	<b>November 3, 2016</b>
Delegate Agreement Due	November 3, 2016
Deadline for partners to provide background information and fact sheets on identified projects	November 17, 2016
Review and provide feedback (via email) on draft print materials and list of potential meetings	Dec 1 – Dec 14, 2016
MCAG Governing Board action to adopt the legislative platform	December 15, 2016
Townsend to provide monthly legislative updates by email	Jan – Mar 2017
<b>Planning Meeting– 3pm @ MCAG</b> <ul style="list-style-type: none"> <li>• <i>Review draft itinerary; legislative update from Townsend (Are there any bills or legislative efforts we want to support/oppose?)</i></li> <li>• <i>Review rough draft of brochure and fact sheets</i></li> <li>• <i>Deadline to confirm delegates</i></li> <li>• <i>Identify speakers</i></li> </ul>	<b>March 30, 2017</b>
Deadline to secure block hotel rate	April 3, 2017
<b>Planning Meeting (Practice Run)– 3pm @ MCAG</b> <ul style="list-style-type: none"> <li>• <i>Finalize the inclusion of bills or legislative efforts, if applicable</i></li> <li>• <i>Review draft itinerary</i></li> <li>• <i>Practice talking points</i></li> </ul>	<b>April 13, 2017</b>
<b>Final Planning Meeting (Briefing) – 3pm @ MCAG</b>	<b>April 27, 2017</b>
<b>2017 One Voice Trip</b>	<b>May 2-5, 2017</b>
<b>Debrief Meeting– 3pm @ MCAG</b>	<b>May 11, 2017</b>



## Delegate Agreement

One Voice 2017

May 2-5, 2017

The purpose of the Merced County Association of Governments One Voice program is to develop a shared platform of projects and issues of regional significance that serves as the foundation for a federal advocacy effort.

The goals of the program are to:

- Communicate the region's legislative priorities clearly and succinctly;
- Communicate the need for additional federal funding for local projects;
- Advocate for legislation or policy changes that will benefit the region.

In order to accomplish these goals, a delegation of community leaders from throughout the region come together as a unified voice to communicate key messages to legislators, federal agencies and staff in Washington, D.C. The platform and unified message are developed through a coordinated and collaborative process that involves delegates, staff from local jurisdictions, partner agencies and community organizations.

To participate in this federal advocacy effort, delegates are required to:

- commit to the goals of the program,
- regularly attend planning meetings,
- participate in all scheduled appointments during the two-day itinerary,
- only communicate shared messages developed through the collaborative planning process,
- respect the roles of the designated speakers and refrain from presenting information other than the agreed upon platform, projects and messages during the two days dedicated to the trip,
- refrain from using the "One Voice" name to promote issues that are not part of the shared platform.

---

To confirm your participation as a 2017 One Voice trip delegate, please sign and return this agreement by **November 3, 2016**. By signing this document, you agree to comply with the intent and procedures of the One Voice trip and will participate according to the statement above.

---

Delegate Signature

---

Date

---

Print Name