

**Palm Beach County League of Cities, Inc.
Legislative Advocacy Action Plan
Protecting Municipal Home Rule
2017-2018**

GOAL 1: INCREASE ELECTED OFFICIAL ADVOCACY ON HOME RULE ISSUES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Increase Elected Official Advocacy with Legislators	Develop Strategy To: <ul style="list-style-type: none"> • Seek additional elected official participation at PBCLOC priority events with Legislators (e.g., Palm Beach County Day; DC Fly-In) • Encourage elected officials to attend town hall meetings held by Legislators/publish known dates of these meetings to membership • Encourage elected officials to meet with Legislators and their aides regularly on home rule issues. • Provide elected officials with home rule talking points specifically geared toward Legislators 	Second Vice President Robert Gebbia Andy Amoroso Jeff Hmara Robert Weinroth		

	<ul style="list-style-type: none"> • Encourage elected officials to write editorials in local publications on home rule • Ask legislators and candidates what their positions are on home rule/can use for individual endorsement purposes • Pick legislator of the week – everyone will notify them of personal home rule issues during that week 			
GOAL 1: (CONT.) INCREASE ELECTED OFFICIAL ADVOCACY ON HOME RULE ISSUES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Increase Elected Official Advocacy with Residents	Develop Strategy To: <ul style="list-style-type: none"> • Encourage and empower elected officials to regularly speak to their residents about importance of home rule (e.g. HOA meetings, citizen groups; state of the city addresses). • Provide elected officials with general home rule talking points specifically geared toward residents • Encourage elected officials to engage residents during 	Second Vice President Robert Gebbia Andy Amoroso Jeff Hmara Robert Weinroth		

	<p>legislative session; residents can be city advocates too</p> <ul style="list-style-type: none">• Encourage elected officials to write editorials in local publications on home rule• Bring legislators to community meetings as special guests (direct contact with residents)• Develop cartoon/simple drawing showing home in city that has lost home rule (e.g. house with telecommunications pole in front yard; medical marijuana dispensary next door)• Inform residents who their local legislators are – provide contact information• Put Fla. LOC home rule video on PBCLOC website (encourage elected officials to view; encourage residents to view)			
--	---	--	--	--

GOAL 1: (CONT.) INCREASE ELECTED OFFICIAL ADVOCACY ON HOME RULE ISSUES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Increase Elected Official Advocacy with Business Community	Develop Strategy To: <ul style="list-style-type: none"> • Encourage and empower elected officials to regularly speak to their business community about importance of home rule (e.g. chambers, non-profits, realtor associations). • Provide elected officials with general home rule talking points specifically geared toward business community • Encourage elected officials to engage business community during legislative session; businesses can be city advocates too on issues of common concern • Explain economic impact of loss of home rule (e.g. reduced city bond ratings and how that impacts business community) 	President Keith James, Esq. First Vice President Anne Gerwig		

GOAL 2: ENGAGE ASSOCIATE MEMBERS IN ADVOCATING FOR HOME RULE	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Increase Associate Member Participation	Develop Strategy To: <ul style="list-style-type: none"> • Use Associate Member resources to develop educational campaigns and informational materials on issues of home rule • Use Associate Member connections with business community to push for joint advocacy on issues of common interest • Use Associate Member connections with Tallahassee or DC to get additional or new speaking opportunities with Legislators 	President Keith James, Esq. First Vice President Anne Gerwig		

GOAL 3: CREATE CLEARINGHOUSE FOR PERSONAL HOME RULE STORIES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Clearinghouse	Develop Strategy To: <ul style="list-style-type: none"> • Encourage cities to prepare personal home rule stories for the League’s website. The League will act as a clearinghouse for those stories, which can be used in legislative advocacy by all League Members, and also in engaging with residents and the business community • Coordinate with Associate Members to prepare campaign encouraging cities to prepare home rule stories and send them to the League • Coordinate with Associate Members to prepare design page for website on home rule stories; should be inviting for cities, residents, business leaders, and legislators looking to know more about the importance of home rule 	All Board Members will work on and send personal home rule stories to LOC Staff		

GOAL 4: ADOPT HOME RULE RESOLUTIONS	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Florida LOC has developed a sample resolution supporting home rule initiatives	<ul style="list-style-type: none"> • Encourage cities to adopt resolutions • Encourage elected officials to take resolutions to resident and community groups; request that they adopt similar resolutions • Collect resolutions to use during legislative advocacy • Prepare and distribute additional resolutions during session on specific bills 	Kimberly Glas-Castro Patti Waller		

GOAL 5: DEVELOP TALKING POINTS ON HOME RULE	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Home Rule Talking Points	<ul style="list-style-type: none"> • Develop talking points on home rule; talking points should vary depending on audience (e.g., Legislators, residents and business community) • Distribute talking points to cities for their own advocacy use • Turn talking points into short videos and power point presentations, which can be used by cities during resident and community outreach (use associate member resources to develop videos and power point presentations where possible) • Videos and power point presentations will be posted on website and can be used as a resource by cities 	Second Vice President Robert Gebbia Andy Amoroso Jeff Hmara Robert Weinroth		

GOAL 6: DEVELOP LEGISLATIVE VOTING RECORD	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Legislative Voting Record on PBCLOC Priorities	<ul style="list-style-type: none"> • Create voting record of Palm Beach County Legislative Delegation on PBCLOC Priorities • Distribute to cities for use in legislative advocacy and public outreach • Update each year 	Immediate Past President Robert M.W. Shalhoub, Esq.	COMPLETE FOR 2017	
GOAL 7: INCREASE PBCLOC LEGISLATIVE COMMITTEE ACTIVITIES/ROLE	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Modify PBCLOC Legislative Committee activities/role to be year-round	<ul style="list-style-type: none"> • Obtain Board direction on having Legislative Committee meet year round • Discuss having standing chair on Legislative Committee instead of rotating chair (will require a Bylaws change) • Create work groups (supervised by Legislative Committee or 	Secretary/Treasurer Mo Thornton First Vice President Anne Gerwig Policy and Procedures Committee		

	other committee) to carry out home rule advocacy plan			
GOAL 8: EXPLORE PAC OPPORTUNITIES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
Political Action Committee on Home Rule Issues	<ul style="list-style-type: none"> Investigate elected official interest in individuals creating and funding a PAC (statewide interest?) Investigate whether existing PACs can be used to further home rule goals Explore PAC creation options with Florida League of Cities 	President Keith James, Esq. General Counsel Jennifer G. Ashton, Esq.		
GOAL 9: SCHOOL DISTRICT AND PALM BEACH COUNTY COORDINATION ON HOME RULE ADVOCACY ISSUES	ACTION STEPS	PBCLOC BOARD MEMBER OR COMMITTEE IN CHARGE OF ACTION ITEM (WILL REPORT BACK TO BOD WITH PROGRESS REPORTS)	BEGIN DATE	END DATE
At the Joint Workshop between the PBCLOC Board of Directors and School Board on October 4, 2017, there was agreement to coordinate legislative advocacy efforts on home	<ul style="list-style-type: none"> Schedule joint planning meeting on legislative issues— create joint advocacy action plan on common issues Share legislative priorities 	Legislative Committee Executive Director Richard Radcliffe		

<p>rule issues of common concern.</p> <p>PBCLOC Board of Directors also wants to explore coordination of legislative advocacy efforts on home rule issues with Palm Beach County.</p>				
---	--	--	--	--