



Public Affairs Council:
State Legislative Monitoring: Ensuring Due Diligence

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A Little Perspective...

“Never blame a legislative body for not doing something. When they do nothing, that don't hurt anybody. When they do something is when they become dangerous.”

-Will Rogers



Agenda

1. Key Questions
2. Approaches to Monitoring
3. Finding the Right Mix
4. Evaluating Performance

Key Questions to Consider

- Staffing of Your Organization?
- What is Your Overall Legislative Engagement Approach?
- Timeliness of Legislative Information?

Key Questions to Consider

- Your Audience for Legislative Information?
- What Are Your GOALS for State Legislative Engagement?
- Your Budget?

Approaches to Monitoring

- State Legislative Tracking Platform
 - Key Words
 - Issue Buckets
 - Human Intel?
 - Predictive Modeling?
 - Local Legislative Tracking?

Approaches to Monitoring

- In-State/Municipal Lobbyists
 - Select States/Municipalities
 - Blanket Approach
 - Retainer?
 - “Call me if ...”

Approaches to Monitoring

- In-State/City Coalitions
- Local Organizations
- Your Grassroots
- Your Network & Presence in the State
- Predictive Social Media?

Finding the Right Mix

- Can I find the bad legislation?
- Can I take appropriate action in time?
- Am I delivering effective information to my organization?

Evaluating Performance

- Timeliness?
- Accuracy?
- Effective Analysis?
- Streamlined Enough?
- Appropriate for my Organization?
- Can I be Proactive Now?



The Best Way to Predict the Future...
Is to Create It.

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Thank You

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