

# Using Data for Advocacy & Government Relations

WEBINAR JANUARY 10, 2017



# about me



Ashley Mancheni started the Mancheni Agency in 2016 after spending time at a public affairs firm, a Foundation and the Public Affairs Council. I help my clients get their voices and stories heard by those who matter.

- **How to identify key data sources and ensure research is aligned with government relations goals**
- **Train advocates to use data to support the organization's overall story without getting lost in the details**
- **Create data-rich leave behinds, social media content and reports geared for policymakers and staff audiences**

# Case Study: AWB



1. Washington state is incredibly environmentally conscious.
2. Governor Inslee wants to be the "Green Governor."
3. 2016 legislative session proposed a carbon tax on the 'dirty 30.'
4. Governor vowed that something would pass, even if the Legislature did not act.

# Research

01

Telephone Surveys

02

Focus Groups

03

Economic Research

04

Secondary Sources

05

Social Media



# Focus Groups

Gather attitudes and impressions.

Good for testing initial depth of knowledge on a topic and seeing how a conversation progresses.

Can use responses as examples to add color to your story.

Can be expensive to conduct and can be difficult to find right demographics.



# Statewide Telephone Surveys

Broad demographic targeting.

Good to get baseline understanding.

High response level.

Constricted for time.



# Economic Research

Confirm or combat opposition's findings.

Can be wonky.

Expensive to conduct but results can be invaluable.





# Secondary Sources

The stuff you don't create

Government data

Company data (i.e. carbon savings)

News coverage



# Social Media



Integrity  
Washington

@Yes1464

Home

About

Photos

Likes

Videos

Events

Posts



**Brian Rice** No

Like · Reply · Message · November 3, 2016 at 6:46pm

...



**Derrick McBride** no

Like · Reply · Message · November 3, 2016 at 7:01pm



**Timothy Bennett** No

Like · Reply · Message · November 3, 2016 at 7:43pm



**David Siegmann** No

Like · Reply · Message · November 4, 2016 at 11:17am



**Ashley Mancheni** Voted yes!

Like · Reply · Message ·  3 · November 4, 2016 at 11:40am

...




**Dave Weinstein** No

Like · Reply · Message · November 5, 2016 at 7:53am



**Yvonne Socolar** Thank you to everyone who's volunteering! Wish I could be there on the ground with you.

Like · Reply · Message ·  1 · November 6, 2016 at 5:56pm

# Training

01

Get Everyone on Board

02

Messaging

03

Delivery and what to expect

# Teamwork Makes the Dream Work: Lobbyists

Get everyone on the same page

Dispel myths using data

Provide all data. But, train on message points.





# Training Grassroots Advocates

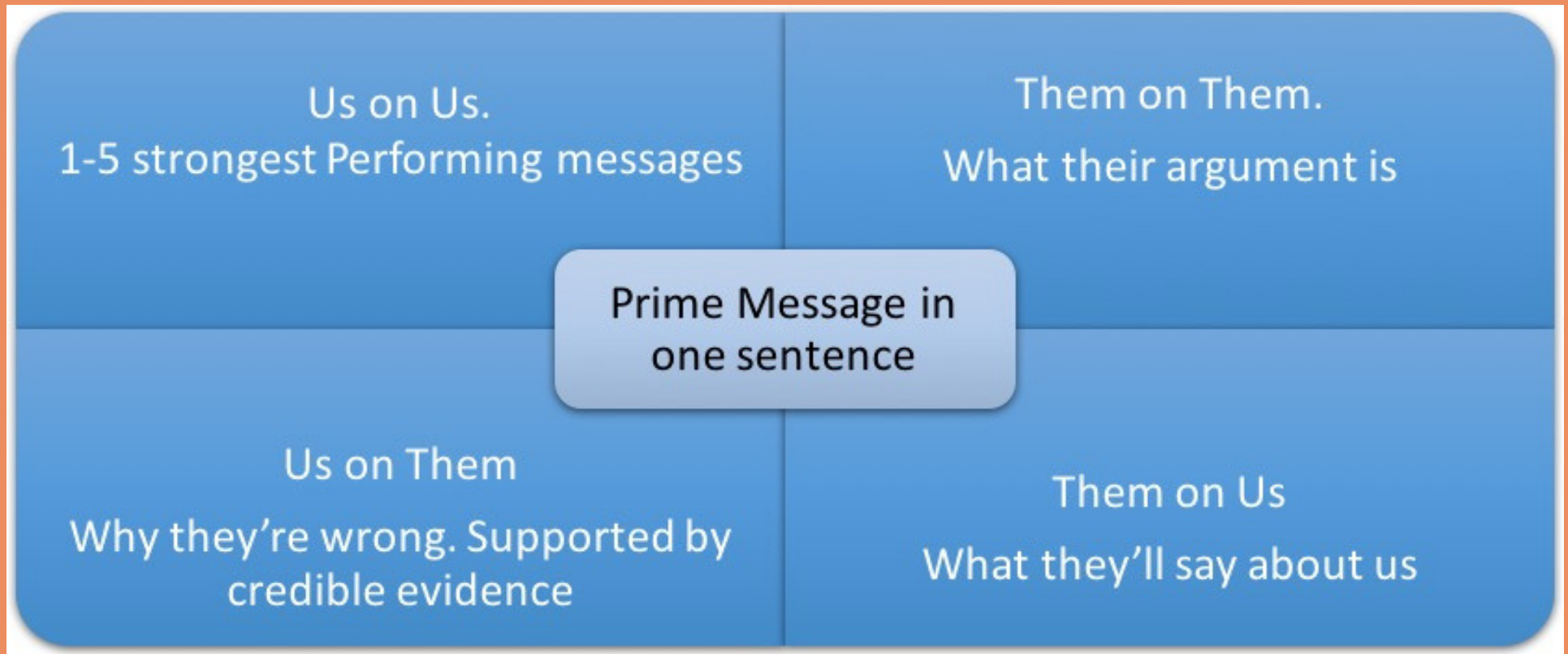
K.I.S.S

Even if you think it's unnecessary,  
they'll appreciate it

Write testimony/outlines



# Message Boxes



# Training Grassroots Advocates



# Data-Rich Content

01

Reduce, Reuse, Recycle

02

Make it Relevant

03

Make it Interesting but  
don't focus on cleverness



# #COP21

Nov. 30 - December 12, 2015

Governor Inslee in attendance

What can we do to share our story?

Surprise! The Governor's coming to  
AWB



PARIS 2015



# CLIMATE LEADERSHIP FROM THE GROUND UP

Environmental actions of Washington citizens  
give global roadmap for reducing carbon emissions



## COMMUTING

- Among states with **fewest miles driven + fewest gallons of gas** consumed
- Highest number of **electric vehicle charging stations** per capita
- One of the highest rates for **public transit** use and **carpooling**
- Early adopter of **telecommuting**

## INNOVATION

- Government and business **converting vehicle fleets to electric or natural gas**
- Academia, clean tech + utility create first **renewable energy battery storage** in North America and Europe
- Industries from food manufacturing to aviation using new technology to **reduce carbon emissions while growing and creating jobs**
- National leader in **energy efficient building policies**

## LOW-CARBON ELECTRICITY

- One of the **lowest carbon-emitting economies**
- One of highest installed **wind energy** capacities
- Extensive use of carbon-neutral **biomass** for energy
- State will already meet new **EPA Clean Power Plan** standards

## WASHINGTON WAY IS WORKING

- Overall **C0<sub>2</sub> emissions** lower today than in 1990
- **Electric sector** emits 18 percent less C0<sub>2</sub> than in 1990
- Last **coal plant** scheduled to start closing in 2020
- **Industrial sector** emits 21 percent less C0<sub>2</sub> than in 1990

## MORE COLLABORATION, NOT MORE TAXES

- **Partnerships lead to innovation and adoption** of low-carbon technologies
- **Carbon taxes drive up cost** of gas and heat, hurting the most vulnerable among us: the poor, elderly, and those on fixed incomes
- **Making it costlier to manufacture in Washington only drives jobs into higher-carbon states and countries**, harming the goal of reducing climate change

**BALANCED, COLLABORATIVE CLIMATE POLICIES  
ARE WORKING FOR WASHINGTON.**

Let's help them work for the world.

# Content: Make it Reusable



Blog

Press Release

Twitter

In-Person Meetings (Leave-Behinds)

Handouts

Trade Journals

# Make It Relevant

## TACKLING THE COST OF INNOVATION

IT TAKES **\$2 BILLION** TO BRING A DRUG TO MARKET...  
WHAT ELSE COULD YOU BUY FOR THAT AMOUNT?

**500** GAME DAY ADS

THE AVERAGE AD COSTS  
**\$4 MILLION**

**50** MILLION  
OFFICIAL FOOTBALLS

AN OFFICIAL, UNUSED  
FOOTBALL COSTS  
**\$80**

**21** YEARS WORTH OF  
GAME DAY SNACKS

WE SPEND AN AVERAGE OF






# Focus on Interest...

At least **two-thirds** of the top 15 paid individual lobbyists in 2015 were **former elected officials** or staff.

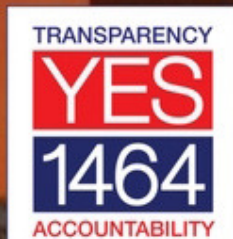
**I-1464  
CLOSES THE  
REVOLVING DOOR**



# Not on cleverness...



93% believe legislators  
listen to big money special  
interests over regular  
voters.



**Take back your voice.**  
**#Yeson1464**

# Thanks for Your Time!

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