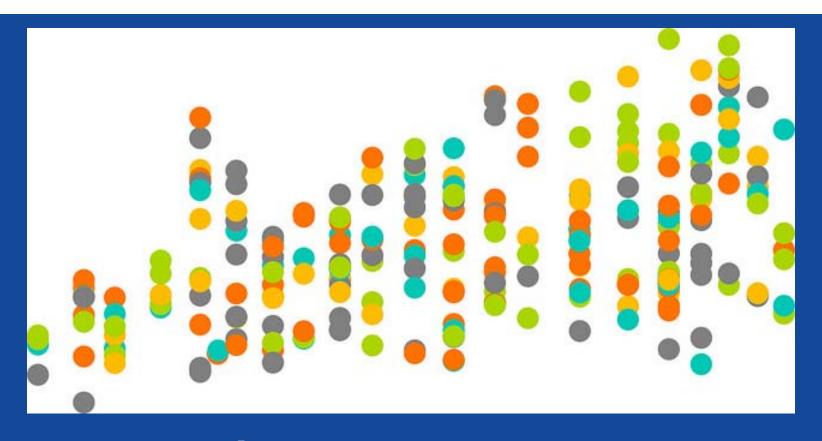
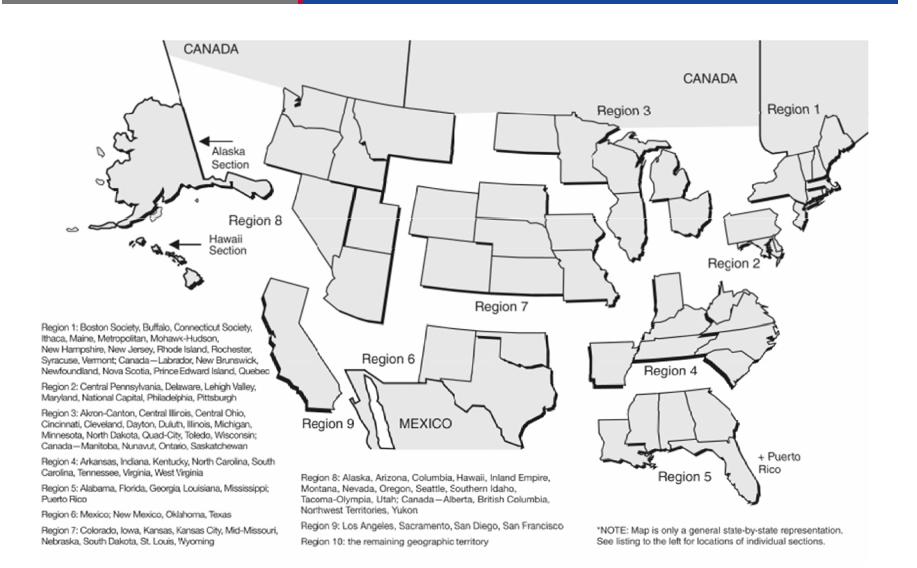
SCE ISSUES & ADVOCACY



Leveraging Your Advocacy Data



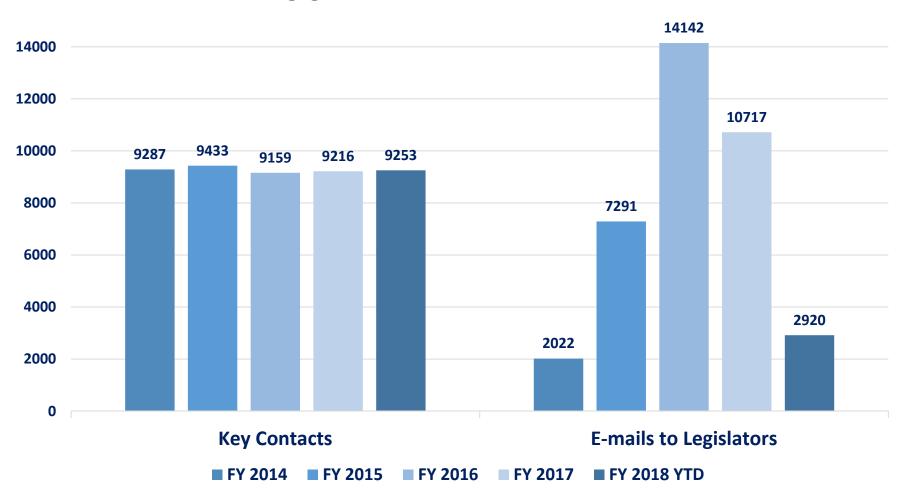
Who Are We





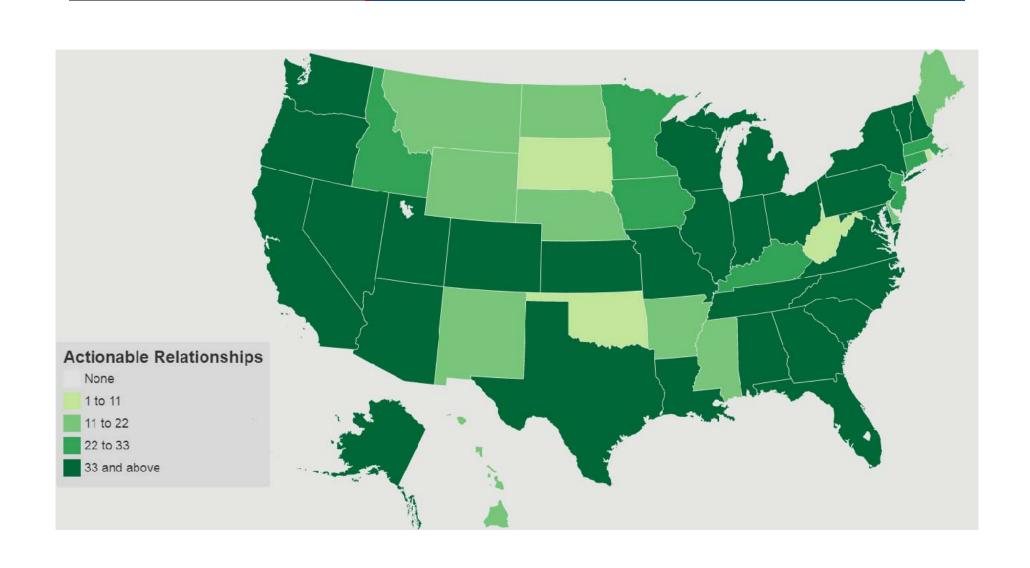
Key Contact Program

Engaged Members - FY 14 to FY 18 YTD





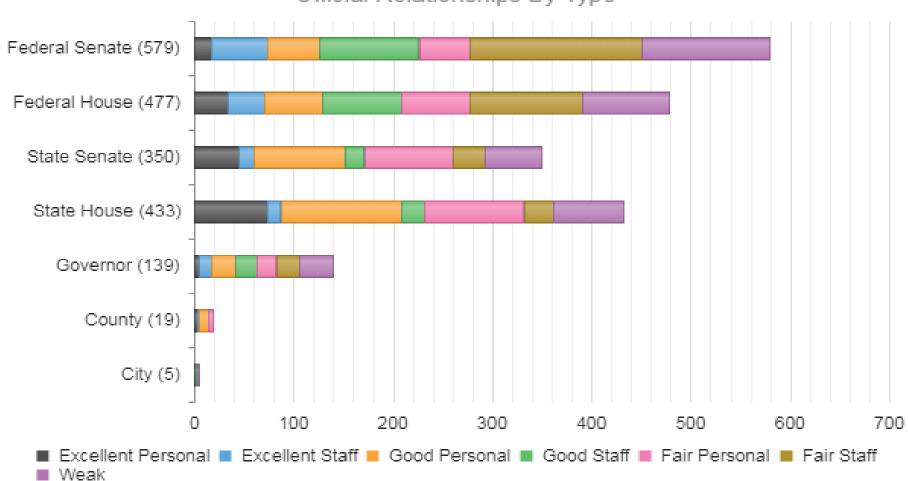
Where Are Our Active Members?





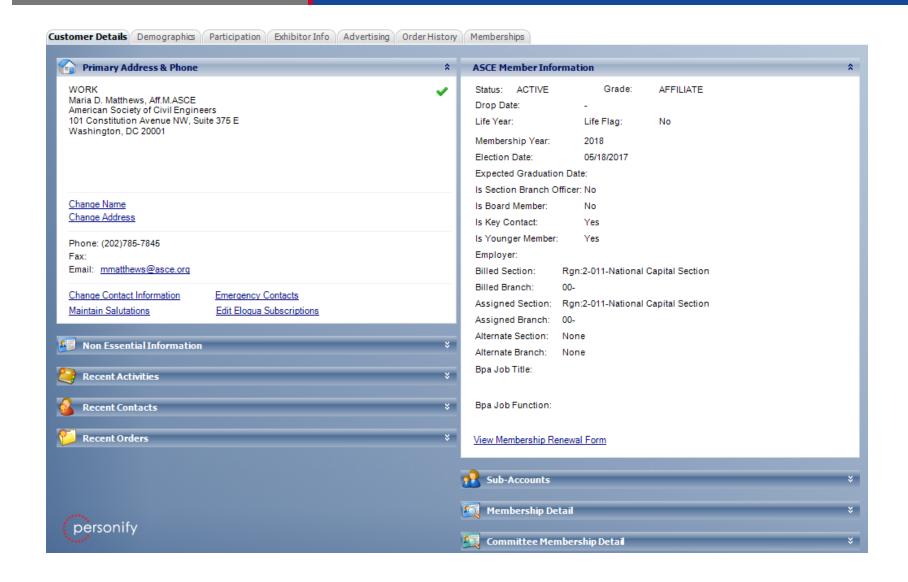
Leverage Existing Relationships







Use General Member Data





Priority Issues

Transportation	n		
17. Transportation infrastructure (including intelligent transportation systems, transit, highway safety, highway and transit funding and financing) (PS-149 Intermodel Transportation Systems, PS-382 Transportation Funding, PS-434 Transportation Trust			
Funds, PS-454 Intelligent Transportation Systems, PS-496 Innovative Financing for Transportation Projects and			
PS-546 Freight Mobility)			
	No interest/No knowledge	Minor interest	Major interest
FEDERAL	0	\circ	0
STATE	0	0	0
18. Aviation infrastructure (PS-149 Intermodal Transportation Systems, PS-445 Aviation Transportation Systems and PS-549 Unmanned			
Aircraft Systems)			
	No interest/No knowledge	Minor interest	Major interest
FEDERAL	0	\circ	0
STATE	0	0	0



Key Takeaways

- You may have more data on hand that you think (or need)
- Identify your program trends
- Identify your areas of strength:
 - Geographically
 - Expertise
- Leverage your existing networks
- Listen to your advocates