

UC DAVIS

UNIVERSITY OF CALIFORNIA

*“Module #4: Navigating Policy Engagement –
Education vs. Advocacy*

October 12, 2016

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Advocacy vs. Lobbying

Advocacy: When nonprofit organizations/universities advocate on their own behalf; seek to affect some aspect of society, whether they appeal to individuals about their behavior, employers about their rules, or the government about its laws.

Lobbying: Lobbying refers specifically to advocacy efforts that attempt to influence legislation typically done by a paid 3rd party.

Restrictions: Political and Policy

- Mostly pertains to political activity.
- Can't endorse a candidate in your capacity as staff/faculty but you can as an individual and you can even use your title but you need to have a disclaimer.
- Can't do political activity during work time, use university resources, etc.
- Can't take positions on bills or propositions

What Can We Do

- UC Regents/System as a whole can take positions on bills, not campuses or faculty/staff.
- Ok to say the University has such a position
- Can only officially speak on behalf of the University if ok'd (i.e., at a hearing, etc. as a witness in support/opposition).
- Can testify as an expert witness, talking about your research, educating the committee.
- Can meet with members of the legislature to talk about your work/research.
- You can vote
- You can support nonpartisan voter registration drives
- You can host forums/debates as long as all are invited.
- You can do most anything as an individual and on your own time, including running for office.

Best Practices For Getting Started

- If you want to engage politically or in policy discussions with lawmakers, contact your local Government & Community Relations Department or the Office of General Counsel.
- We like to say yes
- Encourage/enable activity
- Everything must be looked at on a case by case basis
- One size doesn't fit all
- Facts matter
- We can together develop a strategy to achieve your goal, whether it be educating legislators, changing policy, getting additional resources, etc.
- We know how to work around and within the multiple systems in place.

Best Practices in Making Your Case

- Know your audience - Do Your Homework
 - ✓ Who are they?
 - ✓ How does the issue relate to their district, constituents, voters and communities?
- Choose the right or best messenger(s) for the effort
- Anticipate and be prepared to address opposing arguments, questions.
- Create a succinct message
- Repeat your message
- Explain your research in lay terms.
- In meetings be on time, ok to meet with staff, leave something behind, do your follow ups, be polite, etc.
- Common sense, everything I need to know I learned in kindergarten.....

Why Communicate with Policymakers

- To raise awareness about your research and its implications for policy.
- To facilitate the translation of research into policy.
- Can be initiated by policymaker or you.
- To make the world a better place.

Conclusion

- If you are educating or informing, whether in the political or legislative arena, you are probably ok.
- If you are advocating for a candidate, a party, a proposition, a bill, a particular position, a policy, etc. then there are restrictions and limitations.
- Either way talk to a GRD or Counsel first.....

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Mission

The Policy Institute leverages world-class university expertise and engages directly with decision-makers to deliver credible, relevant, and timely information and analysis to inform better energy and environmental policy.

Initiatives

- **Pacific Coast Collaborative Climate and Energy Action Plan**
 - P.I.: Julie Witcover, Ph.D.
 - Inform climate change policy with a strong transportation energy component in Oregon, Washington, British Columbia, and California. PCC provides policy-ready research and analysis, and consultation.
- **Zero Emission Market Acceleration Partnerships (MAP)**
 - P.I.: Tom Turrentine, Ph.D.
 - In partnership with ITS and PH&EV Center, a program to help states and cities advance markets for zero emission vehicles and meet their sustainable transportation goals. Convenes governmental, nongovernmental and research institutions to integrate best practices and tackle challenges.
- **Climate Adaptation Initiative**
 - P.I.: Julie Ekstrom Ph.D.; Amber Mace Ph.D.
 - Translate the latest research on climate impacts into adaptation planning at a relevant geographic scale, identify future research priorities, and serve as bridge between the academic community and local, regional, and state adaptation efforts.

Selected Activities

- **International Policy**

- *United Nations Sustainable Development Goals Conference: Research to Action on the African Continent*, UC Davis, January 23, 2017
- Washington Mandela Fellows Sacramento Day

- **State Climate Policy**

- Technical Advisory Committee for E.O. B-30-15
- Emerging Leaders in Policy & Public Service Fellowship, Life Cycle Cost Accounting
- *Natural Climate Solutions Symposium*

- **University Engagement**

- New Masters in Environmental Policy and Management Advisory Committee
- Policy Consortium Advisory Committee; upcoming policy survey
- New UC Davis Course: “Pathways to Climate Neutrality”

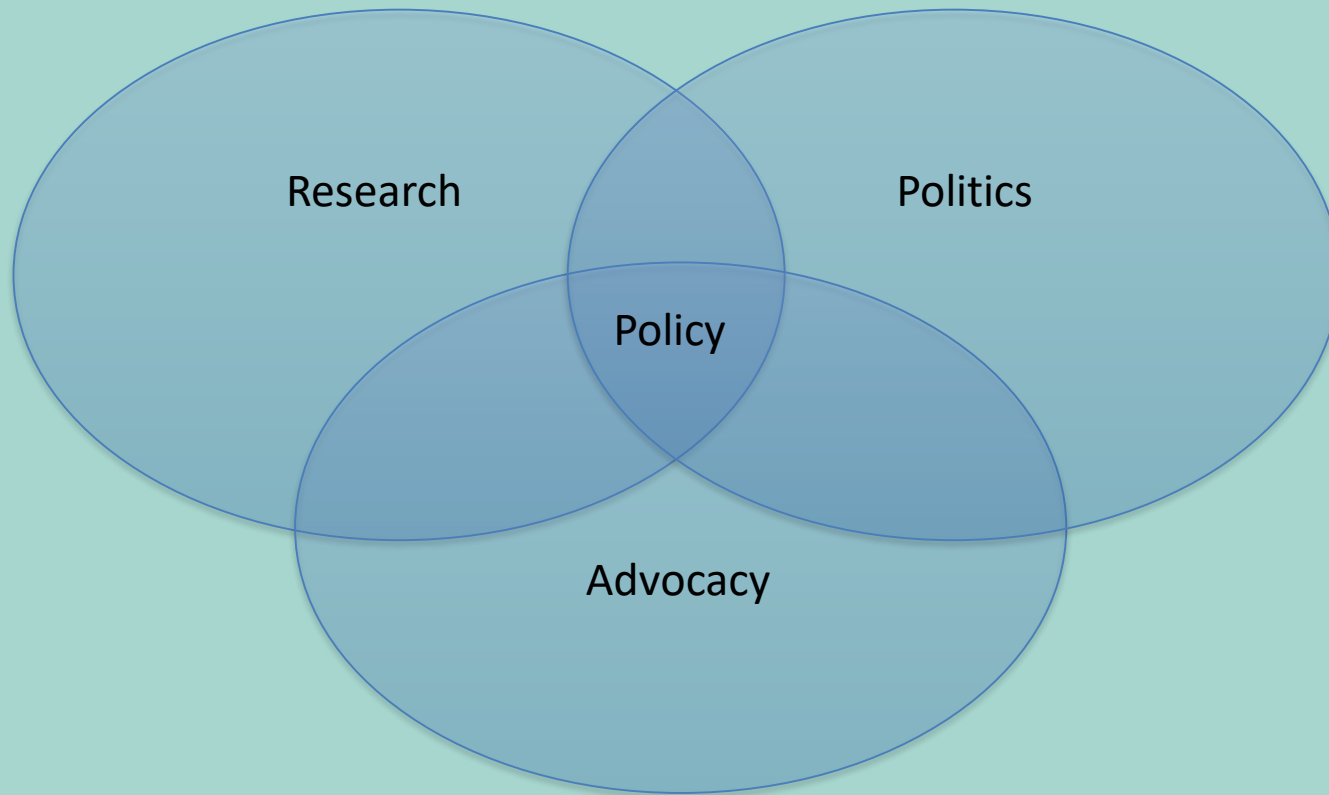
A Bit About My Career Path

- Ph.D. and M.S. in Ecology from UC Davis
- Went to Washington, DC to figure out why -- from my perspective -- science was frequently NOT being incorporated into policy
- AAAS Fellowship with Senator Joseph Lieberman (I-CT)
- Legislative Assistant for Senator Dianne Feinstein (D-CA)
- Senior Fellow, Energy and Climate Change Team, Center for American Progress
- Science Advisor to the Deputy Secretary of the Department of the Interior (Political Appointment)
- Senior Fellow at the Heinz Center (Davis workshop)
- Global Climate Change Coordinator, USAID (Political Appointment)

Getting Science into Policy is All About Communication

- Incorporating science into policy (legislation, secretarial orders, executive orders)
- Miscommunication and different communication styles
- Trial and error

A Bit of Philosophy



Questions for Discussion in Breakout Groups

- Do you feel it is part of your professional responsibility to communicate with/educate non-scientists?
- Is it advocacy to communicate your research to “politicals” (e.g., State Legislators, US Senators/Congressmen, Governor’s Office, White House, etc.)?
 - Is there a line in your mind that you would have to cross in order to become/be perceived as an advocate?
- Are you an advocate if a NGO or industry group uses your research (or even misinterprets your research) to advocate a policy position?
- If you are allowed to present your research but not advocate for a certain policy, what do you do when your findings are such that they speak highly in favor (or against) a certain piece of legislation? How do you navigate that?