



SCOPE OF SERVICES

APA CALIFORNIA LOBBYING SERVICES

STEFAN/GEORGE ASSOCIATES

Stefan/George Associates agrees to perform on behalf of APA California services in legislative advocacy and governmental affairs in matters affecting the interests of APA California. Such services shall include, but not be limited to, the following:

1. Perform in general the services customarily carried out by legislative advocates and governmental affairs representatives, including providing advice regarding and lobbying for APA California - sponsored legislation should APA California decide to sponsor legislation.
2. Review and analyze legislation affecting the interests, business, and affairs of APA California and planning, keeping APA California advised of the status of this legislation. This includes preparing for and presenting the Legislative Update session at the annual Chapter Conference and up to three supplemental legislative update webinars throughout the calendar year.
3. Work with legislators to amend legislation of concern to APA California members, or support or oppose legislation, based on recommendations of the Plan California legislative platform, the Vice President for Policy and Legislation, the Legislative Review Team members, and the Housing and CEQA committee recommendations.
4. Meet with members of the California State Legislature and State officers to carry out APA California's legislative policies and objectives and to provide background information about planning issues when requested.
5. Advise APA California of legislative hearings on measures of interest, and assist in connection with appearances, testimony, or statements involving APA California's representatives.
6. Advise APA California of significant actions taken by legislative bodies and state departments and agencies in matters of interest to APA California.
7. Advise APA California of positions and policies adopted by other organizations with respect to legislation affecting APA California's interests.
8. Solicit Chapter Board direction on developing criteria for APA California Legislative Review Team membership and recruitment. Implement Chapter Board direction to advertise for new Legislative Review Team members and maintain a detailed Legislative Review Team roster, updated annually.
9. Meet with the APA California Legislative Review Team at least two times each year in person, by conference call or online meeting, or at the conference.
10. Provide written legislative updates for Cal Planner, eblasts and the legislative section of the APA California Chapter webpage.



11. Respond to APA California member questions regarding legislation.
12. Draft social media posts, in coordination with VP for Policy and Legislation, to communicate APA California's legislative positions, consistent with the Legislative Platform approved by the Board, and respond to comments posted on social media regarding APA California positions.
13. Coordinate with VP for Policy and Legislation and appointed National Policy and Legislation Representative to develop clear guidance, approved by the Board, for APA California members regarding engaging in the legislative process or in connection with a specific policy priority. This includes drafting and maintaining guidance material and position letter templates for APA California members to engage in advocacy and respond to calls to action in California and ensure national APA advocacy guidance materials are accessible on the Chapter website.
14. Coordinate with VP for Policy and Legislation to provide input to the Chapter Board regarding consistency between Plan California (state policy) and national APA policy positions. Consider both state and national policies in connection with positions on issues to ensure consistency.
15. Coordinate with VP for Policy and Legislation and the appointed National Policy and Legislation Representative to provide guidance, approved by the Board, to APA California Sections that are undertaking lobbying or advocacy activities to ensure they are consistent with approved state and national APA policies and positions.