

**Plan Goals**

- 1** Know, understand and have productive relationships with elected officials and city staffs in the Chamber’s service area
- 2** Inform and influence decisions
- 3** Identify and cultivate talent for elected and appointed office
- 4** Create an ecosystem where the Chamber is an elected-official’s go-to on business and big community issues

**Audiences**

**PRIMARY**

- Congressman Mullin, Congresswoman Eshoo and staffs
- Senator Becker and staff
- Assemblymembers Papan and Berman and staffs
- Board of Supervisors, County Executive and staff
- City Councils, City Managers and staffs in Redwood City, San Carlos, Belmont and Menlo Park

**SECONDARY**

- School Board members and superintendents in:
- Belmont-Redwood Shores School District
  - Menlo Park City School District
  - Ravenswood City School District
  - Redwood City School District
  - San Carlos School District
  - Sequoia Union High School District
  - Community College District

This plan positions the Chamber to focus its government relations efforts in order to:

**Inform. Influence. Impact.**

**Strategies**

- Be present, visible, vocal and helpful
- Keep members informed and mobilize as needed
- Encourage identified talent to seek elected and appointed positions (including commissions, committees, etc.)
- Keep officials informed and engaged (let them know who they represent and who we represent)
- Engage the Board in fostering and maintaining relationships and exerting influence
- Show up and show out – preparation, professionalism and precision

**Priority Areas**

<b>Transportation</b>	<b>Housing</b>
<b>Taxes</b>	<b>Economic Development</b>

**Engagement Levels**

**LEVEL 1**

- Each elected official and staff receives base information from the Chamber (i.e. newsletter, invites, etc.)

**LEVEL 2**

- Sporadic calls/interactions with elected official and staffs
- Sporadic attendance at governing board meetings
- Occasionally weigh in on policy issues

**LEVEL 3**

- Routine/frequent calls/interactions with elected official and staffs
- Routine/frequent attendance at governing board meetings
- Routine/frequent weigh in on policy issues

**LEVEL 4**

- Full campaigns (advertising, voter mobilization) on issues