

Creating a Policy Champion Coalition

WHAT	WHY	WHO
Building a coalition of influential and supportive voices to help drive adoption of advanced building policies such as stretch codes and building performance standards (BPS). The coalition will provide policy champions support while trying to convince city stakeholders of the value and to pass a policy.	A group of policy advocates will be instrumental in moving the stretch codes and building performance standards forward. It strengthens the capacity of the team to move the policy forward.	The ideal mix would include elected officials, city staff, relevant commission members, local business owners or residents that hold influence or have enthusiasm for these policies. Consider who is vocal on social media or other outlets on key environmental or sustainability issue and who has supported similar policies in the past.

GOALS OF THE COALITION

Promote awareness and understanding: a mix of individuals with influence in different stakeholder groups and ability to discuss with those stakeholders

Demonstrate awareness and knowledge of policy: individuals should have willingness to learn about policy.

Advocate for improved policies: move forward the adoption of policies; commitment to advocating for adoption.



Guiding Selection and Engagement with Policy Champion Coalition

The table below illustrates one way to plan how to develop a policy champion coalition. It describes different people to engage, information to share, when to share information, and how to share information. Slipstream and MEEA can help with this planning and with providing information to share with stakeholders.

Stakeholder Group Represented	Information to Share	Timing of When to Involve	Method of Sharing	Ongoing Engagement Cadence
City staff, elected officials, committee members, resident/business representative	Elevator pitch, technical details, case studies, benefits, etc.	Right away, after staff buy-in, etc.	Email, meeting, phone call, etc.	Quarterly, monthly, biweekly, weekly