Public Comment and Testimony Guidance

STEP 1: Gather all logistics and meeting info:

- ☐ Where is the meeting located, and what time does it begin?
- ☐ Know your audience- Research the elected officials you will be speaking to
  - ☐ *Official biography*
  - ☐ *News coverage*
  - ☐ *Social media*
  - ☐ *Website*
- ☐ What community members plan to attend the meeting?
- ☐ What other stakeholders will be involved?

STEP 2: Prep your public comment:

Best Practices:

- When possible, tell a story
  - *Include a personal element*
  - *Preserve the relationship*
- Avoid taking swipes at opponents
  - *Waste's time and reinforces their position*
- Don't make things up!
  - *Be comfortable with 'I don't know."*
  - *Build a relationship*
- Be direct and succinct

Writing your public comment:

- ☐ 🤝Begin to build a relationship🤝
  - ☐ *Thank the elected officials for meeting*
  - ☐ *Quick summary of "you" (where you live, work, family, etc.)*
  - ☐ *State the topic of this meeting*
- ☐ ♥Appeal to the Heart ♥
  - ☐ *Emotion, personal story, etc.*
- ☐ 🗣️Appeal to the Head 🗣️
  - ☐ *facts, data, community impact, etc.*
- ☐ 🖐️Appeal to their Hand 🖐️
  - ☐ *Hard ask for their support, if they can influence others too, etc.*
- ☐ ❓Ask questions (if relevant)❓
  - ☐ *How will this impact the community?*
  - ☐ *What action do they plan to take?*

- [ ] 🔐Close out 🔐
    - [ ] *Thank them again*
    - [ ] *Assure them that you will be in touch*

STEP 3: Prepare leave-behind information

- [ ] Business card
- [ ] Organization brochure
- [ ] About the issue:
    - [ ] Handouts of problems and solutions. Graphics/pictures are helpful!
    - [ ] Recent newspaper articles
    - [ ] Social media posts
    - [ ] Community events