



# ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES  
California, Orange County Chapter

## ADVOCACY & LEGISLATION

*Educational Workshop*

*September 27, 2024*

# THANK YOU, WORKSHOP SPONSORS

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**CONAWAY** Inc.  
**GEOMATICS**

# Presenters



**Tyler Munzing**  
Director of  
Government Affairs



**Shannon Conaway**  
ACEC-OC Past  
President



## Audience

- Years of Experience?
- Who here represents a Small Business?
- Past experience with ACEC?



# Objectives

## ACEC

- What we do and why

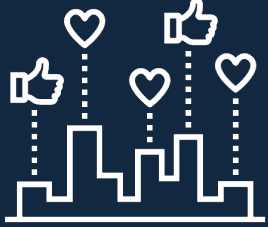
## Elected Officials

- Why and how to talk to them

## You

- How getting involved better your career

# IMPACT ON OUR INDUSTRY



**ACEC**



**ELECTED  
OFFICIALS**



**YOU**

# WHAT IS ACEC?



70+ years

550 member firms

25,000 professionals

Largest state MO



100+ years

5,500 member firms

600,000 professionals

51 Member Organizations



The business voice of America's  
engineering and design industry.



# CALIFORNIA CHAPTERS



- Bay Bridge
- Central California
- Channel Coast
- East Bay
- Kern County
- Los Angeles
- Marin
- Monterey Bay
- Mother Lode
- North Coast
- Orange County
- Peninsula
- Riverside-San Bernardino
- San Diego
- San Joaquin Valley
- San Luis
- Santa Clara
- Sequoia
- Sierra





# WHAT DO WE DO?

## Advocacy

- Federal – Congress, Governor, Courts, Agencies
- State – State Legislature, Governor, Courts, Agencies
- Local – Cities, Counties, Special Districts, Agencies, Schools, etc.
- QBS outreach
- Federal PAC, State PAC, Minuteman Grants

## Engineering Excellence Awards

## Scholarships

## Chapter & networking events



# WHAT DO WE DO?

## Trusts

- Life/Health
- Business Insurance
- Retirement

## Research Institute

## Coalitions

## Infrastructure Roadshow

## Leadership and professional development opportunities



# WHY ELECTED OFFICIALS?

Why not only talk to  
the contract monitor?

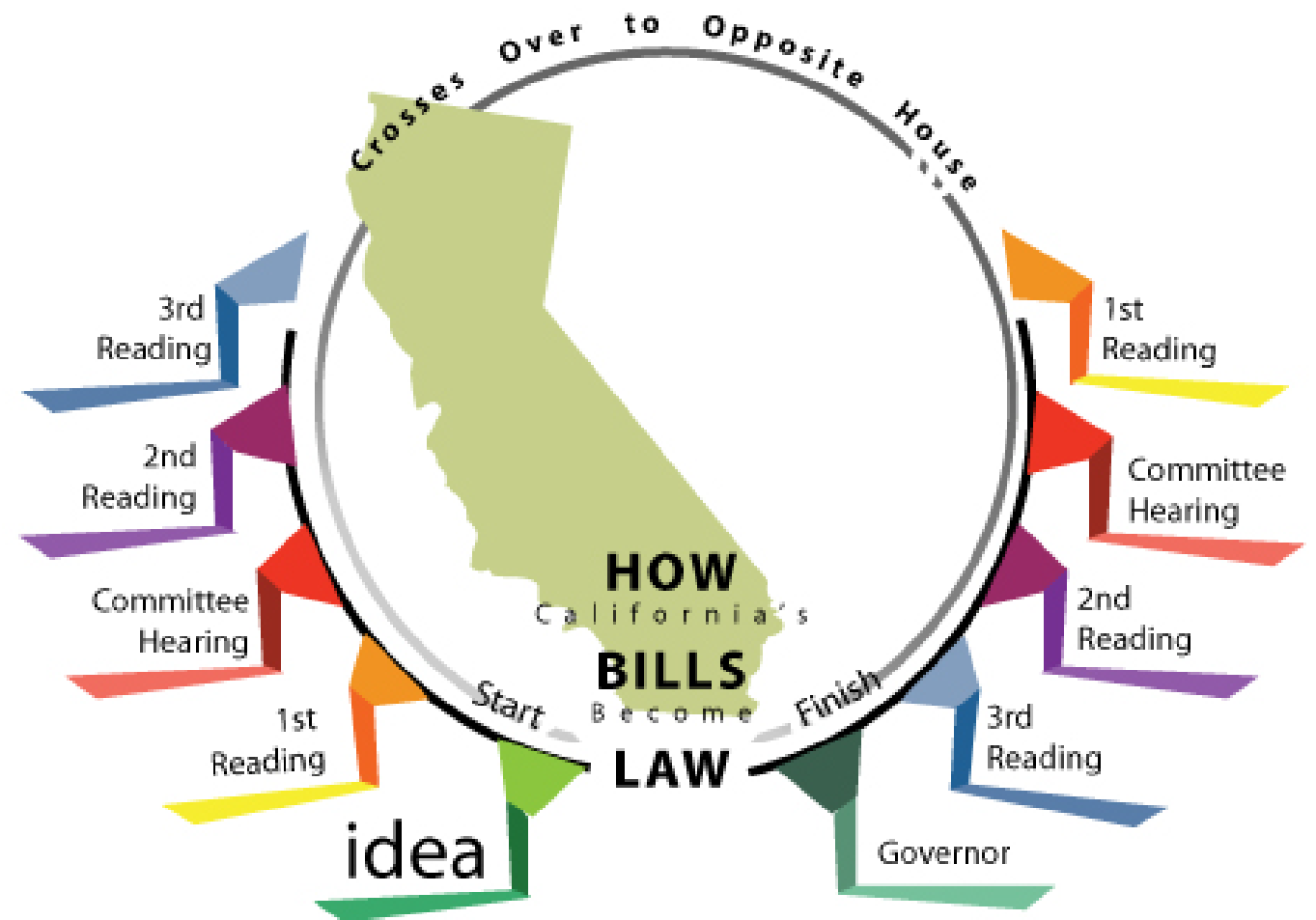


## The Legislative Process

- Idea!
- Draft policy (bill, ordinance, regulation, etc.) is introduced
- Policy is debated
- Public comment
- Amendment(s)?
- Vote
- Adopted



# The Legislative Process





# HOW TO START?

**It all starts with a call or email**

- “I [live / work / am working on a project] in the district.”
- “Is now a bad time to talk?”

**First the relationship, later the ask**

- Meet & greet, no express agenda, time to build trust

**Do your homework to find common ground**

- Read their bio
- Past policies / legislation – any press releases?
- Committees, community involvement – where do they spend their time?

**Take notes before you forget them**



# THE PITCH

## Good to see you again!

- Use your notes
- “I am a constituent.”

## Make it relatable & comprehensible

- Use data, examples, supportive materials
- You are the expert, don't be afraid to (briefly) show it

## Be mindful of their time

- Arrive on time, stay focused, watch the clock

## Lean into that common ground





# THE NEGOTIATION

**Don't assume, listen attentively.**

- Clues toward additional common ground & opportunities for mutual benefit
- If hostile, repeat their words back to them – “It sounds like you’re saying...”

**Allow them to say No**

- “You don’t want that to happen, right?”

**Assertive, but not demanding**

- “How might you be able to help?”

**Many thanks and praises**



# THE FOLLOW-UP

**Establish a timeline and hold them to it.**

- “Would two weeks be best for us to follow-up?”

**Look for events and other opportunities to cross paths**

- Townhalls, community functions, fundraisers\*\*\*, etc.

**Interact with (don't dismiss) their staff**

- Trusted advisors & information gatherers
- Build rapport that outlives one office-holder
- Demonstrates humility

**Tell ACEC**



# YES YOU

*Maybe you are interested in policy, maybe not. But it affects you regardless. Your voice and expertise as an engineer, land surveyor, and key component of your firm is vital to bring to the table.*

- Tyler Munzing, circa 9/27/2024



**Why pay  
attention?  
Why get  
involved?**

- Legislation impacts funding, contract terms, project viability, etc.
- Keep your Elected's accountable
- If you don't, the other team will
- You never know what's possible until you try



## Past Successes

### Federal

- IRS Sec. 199A (expires end of 2025)

### State

- AB 2434 (saved Life/Health Trust)
- Caltrans & HSRA rate escalation
- *Crownholm* decision

### Local

- Avoided COVID-era rate cuts





## Current Opportunities

### Federal

- IRS Sec. 199A (expires end of 2025)
- R&D Tax Credit amortization

### State

- Growing labor requirements

### Local

- Qualifications-Based Selection

- 

## NOW WHAT?



Tell us about your &  
your firm's priorities



Information share



Participate in ACEC committees,  
chapters, events, PAC, etc.



Attend local govt. panels, commissions,  
technical committees, boards, etc.\*\*\*





# State Committees



## Operations & Planning

Executive

Nominating

ACEC National Federal PAC Advisory

State PAC

## Membership Development & Services

Annual Conference

Membership Development

## Legislative Programs

Grassroots

Legislative Review/Action

## Procurement Programs

AGC Liaison

Caltrans Liaison

Corps of Engineers Liaison

NAVFAC Liaison

QBS Liaison

Rail Liaison

## Promoting the Profession Programs

Diversity, Equity & Inclusion

Engineering Excellence Awards

Scholarship Foundation

## Business Practices &

## Regulatory Environment

A & E Conference

BPELSG

Business Management

Land Use, Environmental

Construction Management

Energy

Prevailing Wage

Professional Surveyors

Vertical Structures

Water Resources –

*Includes DWR and SWRCB Interaction*



# LEGISLATION VISIT DAY



Wednesday,  
April 30, 2025  
Sacramento

- Advocacy training
- Meetings with legislators
- Evening reception with legislators and other state decision-makers.



# ACEC

## ADVOCACY & LEGISLATION

- Access to decision makers and policy makers
  - Board of Directors
  - Committees
  - Participation in Events
    - National
    - State
    - Local
- Understand and leverage the advocacy strategies employed by ACEC California to influence policy and legislative outcomes.

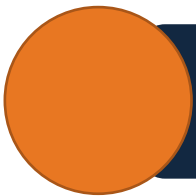


## GROW YOUR VALUE



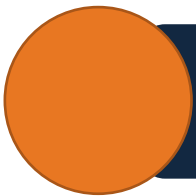
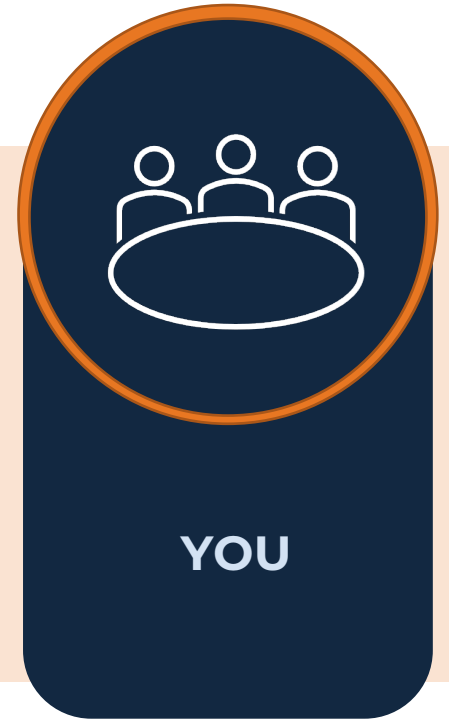
- Knowledge expert
- Go-to negotiator
- Relationships – it's who you know
- Tyler Munzing, Commissioner
- Open doors for yourself

## WHAT IS ACEC?





## WHO IS ACEC?





# Q&A

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