



**Alameda County - Oakland
Community Action Partnership (AC-OCAP)**

Visit us on the web at AC.OCAP.com or contact us by email at AC-OCAP@oaklandnet.com

ADVOCACY COMMITTEE MEETING (Standing)

Thursday, March 13, 2025, 5:30 p.m.- 6:30 p.m. at 150 Frank H. Ogawa Plaza, 4TH Floor Human Services Department, Conference Room 1

Community Zoom Link:

<https://us06web.zoom.us/j/85978643489?pwd=Hla3Xwmz9RG3dqPJS58Tg375H5kGTg.1>

Meeting ID: **859 7864 3489**

Passcode: **245557**

Community members who would like to comment on committee agenda items are encouraged to do so in person.

Advocacy Committee: William B. "Quantum" Norwood II (Chair), Councilmember Carroll Fife (Tonya Love), and Councilmember Noel Gallo (Josephine Guzman)

Staff: Thea On

AGENDA

1. Call to Order to Determine Quorum of Joint Committee Meeting
ACTION ITEM:
2. Approval of Agenda
ACTION ITEM:
3. Approval of Minutes from Advocacy Committee Meeting on February 19, 2025 – **Attachment 3**
ACTION ITEM:
4. Public Comment: (Specific Agenda Item(s): Audience Comment Period)
5. Discussion Item #1: Review Strategy for Advocacy Committee - **Attachment 5**
6. Discussion Item #2: Review Policy Priorities of Cal-CAPA Bill Watch - **Attachment 6**
7. Discussion Item #3: Identify specific legislation to advocate for.

The meeting is held in a wheelchair accessible facility. Contact the Office of the City Clerk, 1 Frank H. Ogawa Plaza, Room 201, or call (510) 238-3611 (VOICE) or (510) 238-6451 (TTY) to arrange for the following services: Sign interpreters or Phonic Ear hearing devices for hearing impaired; 2) Large print Braille, or cassette tape text for visually impaired. Please refrain from wearing scented products to this meeting.



8. Discussion Item # 4: April 3rd Advocacy Day at the Capital - Who will attend/What Legislator will we visit?
9. Discussion Item # 5: Review and Update Proposed Targets Milestones and Committee Priorities.
10. Discussion Item # 6: Identify tasks and assign them i.e. organizing, planning events, stage promotions, and handling logistics. Outreach involves someone who contacts legislators, arranges meetings, and builds relationships, and communication, someone skilled in letter writing, media, and creating a digital platform.
11. Open Forum: (General Audience Comment Period)
12. Adjournment: The next in-person meeting will be on **April 10, 2025**

ACTION ITEM:

The meeting is held in a wheelchair accessible facility. Contact the Office of the City Clerk, 1 Frank H. Ogawa Plaza, Room 201, or call (510) 238-3611 (VOICE) or (510) 238-6451 (TTY) to arrange for the following services: 1) Sign interpreters or Phonic Ear hearing devices for hearing impaired; 2) Large print Braille, or cassette tape text for visually impaired. Please refrain from wearing scented products to this meeting.



MINUTES



Alameda County-Oakland Community Action Partnership (AC-OCAP)

Advocacy Committee Meeting

Wednesday, February 19, 2025, 6:30 PM

Committee Member Present: William B. "Quantum" Norwood II (Chair), Councilmember Carroll Fife (Tonya Love), and Councilmember Noel Gallo (Josephine Guzman)

Guest(s): Laura Calvert (Spectrum Community Services), and Angelica Gums.

Staff: Dwight Williams, Thea On, and Maria Huynh

1. Roll Call/Determination of Quorum

Staff T. On performed Roll Call, and a quorum was established at 6:30 p.m.

2. Approval of Agenda

MOTION: To approve the February 19, 2025, Advocacy Committee Meeting Agenda.

M/S/Carried: T. Love / Motion Carried by Acclamation.

3. Public Comment: (Specific Agenda Item(s): Audience Comment Period) – None

4. Discussion Item #1: Rescheduling Advocacy Committee meeting days and times – The Advocacy Committee discussed changing their meeting schedule as follows:

- Proposed Meeting Schedule:
 - Formal meeting: Second Thursday of the month at 5:30-6:30 PM
 - Ad hoc working meeting: Fourth Thursday of the month at 5:30 PM via Teams
- Rationale for Changes:
 - To have a working meeting to re-evaluate accomplishments
 - To prepare targets and execution plans
 - To have a more flexible meeting structure.
- Specific Considerations:
 - The second Thursday meeting will be in person
 - The fourth Thursday meeting will be virtual/via Teams
 - Staff noted the fourth Thursday conflicts with the executive meeting.
- Next Steps:
 - Staff T. On will send a confirmation email about the new meeting schedule
 - The first ad hoc working meeting will be on February 27th
 - Committee Chair Q. Norwood will email committee members attachments for review.

ACTION ITEM: Adjournment

MOTION: To approve changing the dates of the advocacy meetings to a formal meeting on the second Thursday, the ad hoc work meeting on the fourth Thursday, and then the second meeting at 5:30 PM.

M/S/Carried: T. Love / Motion Carried by Acclamation.

5. Discussion Item #2: Proposed Target or Milestones for presentation to Administering Board:

- Advocacy Committee Responsibilities:
 - Advocate for and support education
 - increased awareness
 - Develop strategies to impact issues affecting low-income populations.
- Proposed Targets/Activities:
 - Identify legislative issues affecting poverty and inequality
 - Conduct "bill watch" tracking state and federal bills
 - Make a list of organizations with stakes in key issues
 - Join Cal CAPA (California Community Action Partnership Association)
 - Attend Cal CAPA training sessions
 - Contact elected officials
 - Study elected officials' agendas
 - Register and participate in 2025 Cal CAPA Advocacy Day (April 3, 2025)
- Next Steps:
 - Q. Norwood will send attachments including:
 - Cal CAPA 2024-2025 policy priorities
 - Script describing who they are and what they do
 - Spreadsheet to track milestones and targets.
- Timeline:
 - Review the legislative platform before the next meeting
 - Submit targets/milestones to Monique by March 3rd
 - Present to the board on March 10th
 - Prepare for April 3rd Advocacy Day in Sacramento

6. Discussion Item #3: Review Policy Priorities of the California Community Action Partnership Association – Committee Chair Q. Norwood noted he has a copy of the 2024-2025 policy priorities draft which has not yet been approved by the board. It provides direction for their advocacy efforts.

- Planned Actions:
 - Quantum will send the draft policy priorities to committee members
 - The committee plans to review the priorities before their next meeting
 - They intend to identify specific legislation to advocate for
 - Will present selected priorities to the board on March 10th.

7. Open Forum: (General Audience Comment Period) – Laura Calvert from Spectrum Community Services appreciated the Advocacy Committee's planning and encouraged looking into Cal Nonprofits' legislative bills. She mentioned only one bill was fully signed last year. She also highlighted key legislative concerns: the issue of prompt payment for nonprofits, the Governor's veto of a prompt payment bill, how nonprofits are not paid as promptly as regular businesses, and noted the state finance department relies on nonprofits' cash flow. She offered to share specific bill information and agreed to send details via email the next day. She expressed a willingness to collaborate offline. Staff D. Williams requested that Laura send specific bill information to AC-OCAP email address. He added this would help the ad hoc committee's research.

8. ACTION ITEM: Adjournment

MOTION: To adjourn the meeting at 7:30 pm

M/S/Carried: T. Love / J. Guzman / Motion Carried.

The Next-In-Person Meeting: **March 13, 2025**

Strategy for Advocacy Committee

1. Develop a Clear Advocacy Message

- **Define Key Goals:** Identify and articulate the commission's primary goals, such as reducing homelessness, improving access to education, or fostering economic opportunities.
- **Craft Core Messages:** Develop a set of core messages that are clear, concise, and resonate with your audience. For example, "Poverty is not just a lack of money, it's a lack of opportunity."

2. Identify Target Audiences

- **Stakeholders:** Focus on policymakers, social workers, educators, and community leaders who can influence change.
- **Public:** Engage the general public to build broad-based support for poverty alleviation efforts.
- **Use current grant recipients**

3. Utilize Digital Platforms

- **Social Media Campaigns:** Use platforms like Twitter, Facebook, and LinkedIn to spread information and engage with your audience through regular posts, stories, and live sessions.
- **Official Website:** Maintain an updated website with resources, success stories, and ways to get involved.

4. Organize Events and Workshops

- **Virtual and In-Person Workshops:** Host events to educate and mobilize volunteers and supporters.
- **Public Forums and Debates:** Create spaces for public discussion to raise awareness and garner support.
- **Identify the calendars events of our grant recipients that we can participate in to promote advocacy.**
- **Create a budget for events and supplies.**

5. Partner with Other Organizations

- **Local and National Partnerships:** Collaborate with other advocacy groups, non-profits, and governmental bodies to amplify your impact.
- **Participate in City and County events**

6. Leverage Media Outlets

- **Press Releases and Op-Eds:** Write articles and press releases to highlight key issues and successes.
- **Interviews and Media Appearances:** Use media platforms to share stories and discuss the commission's initiatives.
- **Oakland Post Article review of this year Grant Recipients.**

7. Advocacy Training

- **Recruit and Train Advocates:** Educate volunteers and supporters on effective advocacy strategies and equip them with the necessary tools and information.

8. Monitor and Evaluate Progress

- **Data Collection:** Keep track of progress through data and feedback.
- **Adjust Strategies:** Be ready to adapt and refine advocacy strategies based on what works best.

ALL information, promotion, advertising, advertisement, publicity, advocacy, newspeak, social media data and communication to be reviewed by the Executive Committee and/or the Staff Director.

Who we are, What we do, Why we do it ?

1. The Advocacy committee is responsible for providing advocacy, support, and education to increase awareness and to assist in the development of strategies, to impact issues that affect the low-income population.
2. Advocacy is the act of influencing, or attempting to influence, the way that a policy maker thinks about, and acts on, an issue.
3. So private sector advocacy describes attempts by the private sector to influence the development and implementation of public policies in an effort to improve the business environment.
4. **Depending on the objective and the target audience :**
 - The advocacy might be intended to raise awareness of an issue,
 - To seek support for a point of view, or to impel someone to act.
 - It describes any and all activities intended to bring about a policy reform.
5. **The strategy adopted for a particular issue may depend on:**
 - The issue.
 - On the policy to be reformed
 - And on the target audiences.
6. **It is likely that an effective strategy will therefore include:**
 - A clear view of what the world will look like if the advocacy is successful;
 - The publication and dissemination of information, research and evidence about the issue and the implications;
 - The publication and dissemination of succinct and compelling recommendations;
 - Activities to bring the issue and the recommendations to the attention of key policy makers and to persuade them to do something;
 - Monitoring to ensure that a decision to reform policy is implemented.
7. **Identify Stakeholders:**
 - People and organizations with a stake or interest in the issue. Within the stakeholders, we will want to identify specific target audiences with whom we will plan to communicate i.e. policy makers and those who may be affected in some way by a public policy or by a reform of a public policy.
 - People and organizations who may in turn be able to influence the real decision makers – the opinion formers – and include civil servants, special advisers, chairmen of parliamentary committees, academics and think tanks and even key journalists (though in general, it is better to think of the media as a channel for communication and not as an influencer or stakeholder directly).

Connecting to be effective and affective in our mission.

Discussion item #1

The Advocacy Committee shall meet twice a month on the second and 4th Thursday of the month. (open for consensus)

Discussion item #2

The Advocacy Committee will present to the Administering Board targets or milestone chart for the year to accomplish its mission. (*see attachment c*)

Discussion #3

- Identify the issues (*see attachment A*) “Bills To Watch”
- Make a list of all the organizations that we think may have a stake in our issues. (being as specific as possible)
- Commit to join CalCAPA trainings: <https://calcapa.org/training-calendar/>
- Make contact with elected officials study their agendas:
https://alamedacountyca.gov/rov_app/electedofficials
- Register and participate in the 2025 CalCAPA Advocacy Day
April 3, 2025, California State Capitol 10th and L Streets Sacramento, CA 95814. <https://calcapa.org/event-directory/> (*see attachment B*) CalCAPA Policy Priorities.

ATTACHMENT 6

Bills to Watch

State Updates

Updates on past highlighted California State bills

After more than two weeks of vote counting, Proposition 1 has passed by an extremely slim margin— 3,624,998 votes (50.2%) to 3,596,974 votes (49.8%).

Opponents of the bill say it passing by this slim of a margin, should be a warning sign. Governor Newsom celebrated the final numbers with a press conference.

AB 1498 - CAL EITC - Gipson (D) - Failed

Establishment of a minimum California Earned Income Tax Credit of \$300 to benefit approx. 2.6 million workers without dependents, and 500,000 workers with dependents.

AB 1128 - Personal Income Tax Law: young child tax credit: qualifying child - Santiago (D) - Failed

Young Child Tax credit to all CalEITC eligible dependents and provide a tax credit up to \$1,083 for families earning \$30,000 or less per year with children up to 18 years old, or 19-23 years old if they are students.

AB 544 - In Senate. Read first time. To Com. on RLS for assignment - (Engrossed)

Requires Secretary of State to operate a program to provide (3) counties to improve voter participation in jail facilities.

Requires grantees to establish a new polling location that permits any eligible incarcerated person to perform specified activities

Activities include registering to vote and voting, returning a vote by mail ballot, voting a provisional ballot, and receiving a replacement ballot.

Federal Updates

Congress, the Senate and President Biden have all signed and passed a \$1.2 Trillion spending bill, avoiding a government shutdown until at least September.

Funding includes: expansion of access to child care, investment in cancer research, funds mental health and substance use care, and CSBG.