



**POLICY NAME:** Guiding Principles for Advocacy and Policy Evaluation

**EFFECTIVE DATE:** December 11, 2013

**REVIEW DATE:** December, 2020

**APPROVED BY:**

### **Purpose**

This policy provides guidelines for the Lawrence Chamber of Commerce's Advocacy and Policy Evaluation efforts.

### **Advocacy**

The Lawrence Chamber of Commerce, through its members, collaborations and partnerships, will:

- Work to improve the business climate and quality of life for the Lawrence-Douglas County region.
- Be a source for accurate and persuasive media communication to express the opinions and goals of the business community.
- Establish and maintain a process that will enable timely and effective involvement in the public policy arena.
- Take a pro-active role in crafting public policies that will assist our members and the business community.
- Encourage our members to take an active role in grassroots lobbying and other public policy activities aimed at advancing the agenda of the Lawrence Chamber.
- Provide members with the information and tools they need to take an active role in promoting pro-business policies and opposing anti-business policies.

### **Guiding Principles for Policy Evaluation**

**Partnerships and collaboration** – Leverage efforts and resources in retention, marketing, and recruitment and address challenges together. Collaborate between local governments, the Chamber, educational and research institutions, businesses, not-for-profits and community members.

**Business retention, recruitment and expansion** - Help our existing businesses to thrive, whether they are small or large, or located in urban or rural areas. Have a competitive business incentive package available that is relevant, flexible and simple to use. Maintain a vibrant economic development toolbox to assist in the expansion and recruitment of capital investment and quality jobs.

**Planning, development and regulation** – Foster a reputation among the business and economic development community for being fair, consistent and timely in the review and approval processes for industrial and commercial development as well as business-related permits. Incorporate innovative considerations into regulatory processes that make them both effective and efficient for businesses to navigate.

**Process improvement** – Embrace a culture of continuous improvement as it relates to development, permitting, and regulatory processes. Develop a customer-focused process to ensure first-class service to business owners, developers

and citizens. Engage stakeholders in process improvement with a focus on eliminating waste—of money, people, materials, time, and opportunities.

**Communication, education, and marketing** – Provide strong, effective, proactive communication and marketing of our region’s strengths while promoting local commerce and building community pride and identity. Support networking, education and communication among all stakeholders.

**Transportation and infrastructure** – Encourage thoughtful long-term planning for future infrastructure needs, including transportation, water, sewer, technology and others. Fund improvements in a fair, broad-based way and implement infrastructure enhancements within a reasonable timeframe that supports economic development and private sector job growth. Strive to make infrastructure serve the community as a whole and increase mobility among businesses, shopping districts, residential communities, public services and others in a way that increases access, improves safety and aids the flow of goods and services.

**Education and workforce development** – Support adequate funding, resources and leadership for early childhood, K-12, career and technical, and higher education to prepare all students for the careers of the future and to provide a skilled workforce to support the region’s employers.

**Taxes** – Promote pro-business tax policies that maximize the creation and retention of jobs and return on investment to the state and local community while allowing businesses to grow, create jobs, attract investment capital and compete at the state, national and global level.

**Environment and energy** – Support and encourage educational programs and incentives that promote environmental stewardship and sustainable business development.

**Health Care** –Promote strategies and solutions that will help control health care costs, improve outcomes, positively impact the delivery system, expand access, support wellness initiatives and create a culture of health in the workplace.

**Arts and Culture** – Support funding and policies that recognize the growth potential and direct benefits of investing in the arts and culture which will drive economic development

**Social Justice and Equity** - Champion the equality of economic and professional opportunity to all, the right to choose one's place of residence, to be admitted to hospitals, schools, and places of public accommodation and amusement without regard to creed, race, national origin, religion, or sexual orientation.

**Legal Reform** – Judicial, regulatory, and administrative institutions must establish, implement, and enforce laws and regulations fairly, consistently, ethically, predictably, and efficiently.

**Immigration** - Support commonsense proposals that would improve border security, provide permanent relief for Dreamers, and institute bipartisan reforms to the immigration system to better serve the nation’s economic interests. The ability for someone to become an American is unique to our national identity and is part of what makes this nation great. It is critical that all proposals avoid significant cuts to legal immigration, as doing so would be devastating to our economy and our local communities.