Building Support in Face of Deep Budget Cuts

Josie Quintrell
Ann Jochens
GCOOS Board Meeting
Sept 2011
“This budget cycle will be unlike anything anyone’s seen before” Dr. Kathryn Sullivan, Ass’t Secretary for Environmental Prediction and Observations for NOAA
Goals

• To build legislative and high level executive support for GCOOS / IOOS
• To assure key legislators in each State are familiar with and supportive of GCOOS / IOOS

Strategy

• Task Team for the five Gulf states, that will be responsible for implementing a strategy for GCOOS legislative and high level executive branch outreach activities
## IOOS Funding History

<table>
<thead>
<tr>
<th>Line Item</th>
<th>FY08</th>
<th>FY 09</th>
<th>FY10</th>
<th>FY 11 Pres</th>
<th>FY11 CR</th>
<th>FY12 Pres</th>
<th>FY 12 House</th>
<th>FY 12 Senate</th>
<th>FY 13 Ask</th>
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</thead>
<tbody>
<tr>
<td>Regional IOOS National Network of regional coastal observing systems</td>
<td>$20m</td>
<td>$20m</td>
<td>$20m</td>
<td>$14.5m</td>
<td>$20m</td>
<td>$17.5m</td>
<td>$14.5m + 5m</td>
<td>?</td>
<td>$17.5m</td>
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<tr>
<td>Real Time Surface Current Mapping</td>
<td></td>
<td></td>
<td></td>
<td>$5m</td>
<td></td>
<td>?</td>
<td></td>
<td>?</td>
<td>$5m</td>
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<tr>
<td>Technology Innovation*</td>
<td></td>
<td></td>
<td></td>
<td>$8.5m</td>
<td></td>
<td>?</td>
<td></td>
<td>?</td>
<td>$8.5m</td>
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<tr>
<td>Modeling Test Bed and Sensor Verification</td>
<td></td>
<td>$7m</td>
<td></td>
<td>$2m</td>
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<td></td>
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<tr>
<td>National IOOS: National Program and data integration</td>
<td>$6.5m</td>
<td>$6.5m</td>
<td>$6.5m</td>
<td>$6.5m</td>
<td>$6.5m</td>
<td>$6.5m</td>
<td>4.5m</td>
<td>?</td>
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<td>Total IOOS</td>
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<td>$26.5m</td>
<td>$33.5m</td>
<td>$21m</td>
<td>$28.5m</td>
<td>$37.5m</td>
<td>$19m</td>
<td>TBD</td>
<td>$37.5m</td>
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Annual Congressional Budget Cycle

FY 12 – Now in Congress, FY 13 – submitted to OMB

Summer
- Congressional August Recess – Good time to invited members and staff to visit
- Develop Strategy for coming year

Spring
- Congressional markup of budget bills
- Follow up as necessary

Ongoing
- Press releases
- Maintaining informal communications
- Tracking contacts
- etc

Fall / Winter
- October 1 – Start of Fed FY
- Ensure partners include IOOS in advocacy
- Meet staff in–state
- Finalize IOOS funding request for next year
- Develop materials for late winter Hill visits

Spring again

Spring
- Release of President’s Budget
- Hill visits
- Dear Colleague Letters, Letters of support

WARNING: Timeframe subject to frequent changes, responses need in short turn around therefore, need to be as prepared as possible
NFRA Legislative Outreach Focus

Hill

Senators
- Appropriations Committee
- Commerce Committee (Oceans Fisheries and CG)
- House members
  - Appropriations Committee
  - Natural Resources Committee
  - Science Committee
  - Transportation Committee

Strategic Partnerships
- Ocean Leadership
- Alliance for Earth Observations
- Ocean NGOs
- Friends of NOAA
- Maritime associations
- etc.

Meetings, support letters, press releases, one pagers

Administration
- Office of Management and Budget
- Office of Science and Technology Policy
- Department of Commerce
- NOAA leadership (IOOC)
- IOOC Agencies
Senators – Key Committees

- **FL:**
  - Nelson (D) Commerce
  - Rubio (R) Commerce – Oceans, Atmosphere, Fisheries and CG
- **AL:**
  - Sessions (R) Env & PW
  - Shelby (R) Appropriations – CJS Subcommittee
- **LA:**
  - Landrieu (D) Appropriations; Energy & Nat Res
  - Vitter (R) Env and PW
- **MS:**
  - Cochran (R) Appropriations, RM
  - Wicker (R) Commerce-Oceans, Atmosphere, Fisheries and CG
- **TX:**
  - Cornyn (R) Armed Services
  - Hutchison (R) Appropriations – CJS Subcommittee; Commerce
Key GCOOS House Members

- **Appropriations Committee**
  - Young, FL
  - Aderholt, AL (CJS)
  - Granger, TX
  - Culberson, TX (CJS)
  - Crenshaw, FL
  - Carter, TX
  - Alexander, LA
  - Bonner, AL (CJS)

- **Natural Resources**
  - Gohmert, TX
  - Fleming, LA

- **Science**
  - Hall, Chair
  - Smith, TX
  - Neugebauer, TX
  - McCaul, TX
  - Adams, FL
  - Palazzo, MS
  - Brooks, AL
Your Individual advocacy Is Important: Talk to Your Congressional Members and Staffers with Messages that Resonate

Speak to your audience - why should they care?
  Target to specific legislator – what are their interests? How is GCOOS relevant?
  • Introduce ocean observing – NWS analogy is simple and effective
  • How GCOOS contributions are critical to the nation
    – Commerce
    – Public safety
    – Environment & Fisheries
    – Good government - efficiency (50% of data is from IOOS sources)
Task Team for GCOOS Policy Communication

- **Membership:** one Board member or other strong supporter for ocean observing per Gulf State

- **Responsibilities:**
  - Oversee strategic planning for informing the executive and legislative branches about the GCOOS/IOOS, its benefits, its progress
  - Implement strategic plan within the member’s state
  - Organize outreach to congressional staff and key members
    - Visit staff, press releases, informal communications, ...
  - Other?
Congressional Outreach Activities

• Identify leads in each state for outreach activities
• Identify key government relations partners
• Brainstorm communication events
  – Buoy launches, new funding, new findings
• Brainstorm engagement events
  – Offshore Technology Conference
  – Boat Shows (e.g., Houston, Miami)
• What messages resonate in the Gulf States?
• Identify users willing to lend support
Discussion

• Task Force on GCOOS Policy Communication?
• Next Steps?