



A PATH TO CHANGE



Small Municipalities Advocacy Coalition

Giving Voice Back to Rural Oregon Communities

FLIPPING THE MODEL.

SMAC-Oregon's approach of education and support puts Rural issue advocacy back in the hands of those who understand best - community leaders and citizens with direct knowledge and experience.



An aerial photograph of a rural landscape during autumn. The foreground is dominated by dense trees with vibrant orange, yellow, and red foliage. In the middle ground, a small white house with a dark roof is visible, situated near a green golf course. The background shows rolling hills under a dramatic, cloudy sky with warm, golden light. A semi-transparent orange-bordered box is overlaid on the upper left portion of the image, containing the text 'SMALL TOWN PROBLEMS...'.

SMALL TOWN PROBLEMS...

...SAME AS THE BIG TOWNS

Rural communities suffer the same problems and challenges related to infrastructure, housing, developable land and revenues

RURAL UNDERSTANDING

Few policymakers outside rural districts understand our rural economy and communities. We need to be seen as more than “quaint” towns to visit.

LITTLE GRACE FOR DIFFERENCES

Fewer resources to act on unfunded mandates, and the same heavy-handed enforcement tactics with no understanding of our capacity to process change.

INEFFECTIVE ADVOCACY MODEL

Oregon’s larger Cities and their Representatives drive policy -rural community needs are left out of larger policy packages and discussions.

SMAC-Oregon is a growing partnership of Rural communities who WORK TOGETHER to identify policy concerns and bring their needs directly - and effectively - to state policymakers.

SMAC Provides:



- Policymakers
- Policymaking and Agency procedures
- Effective policymaker communication
- Policy priority and mission development
- Engagement protocols and procedures



- Policy analysis and review
- Engagement planning and support
- Communications and collateral development support
- Strategic planning
- Regular group connections
- Policy development



- Legislation tracking and reporting
- Logistics support for Councils and LATs
- Management support for Administration
- Messaging and Testimony support
- Regular communication with Councils



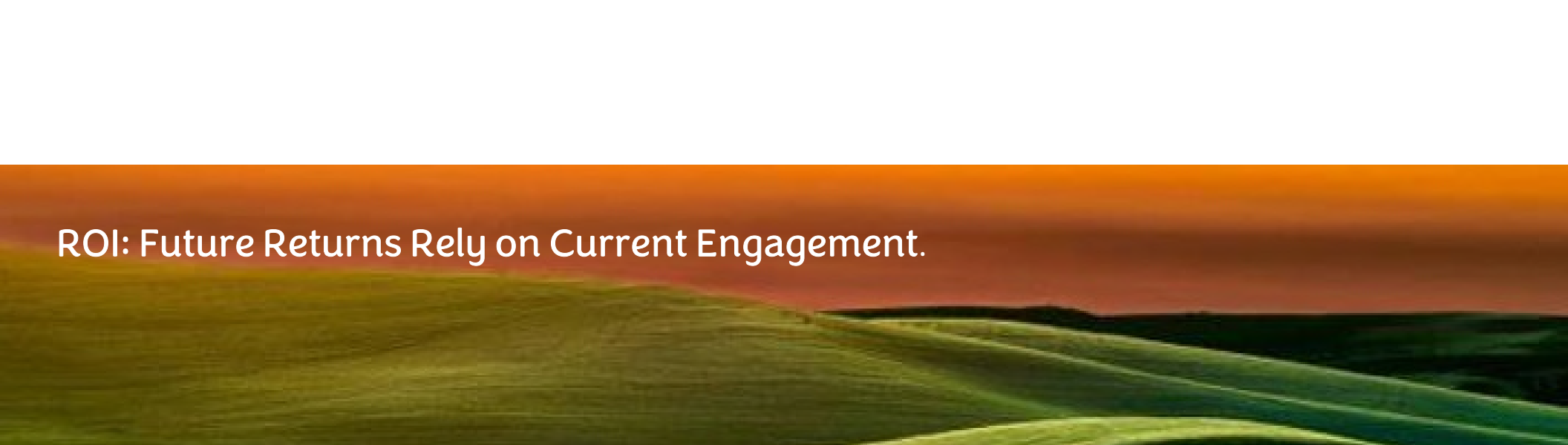
Your Issues, Your Passion, Our Help.

INTERGOVERNMENTAL AGREEMENTS BIND COALITION

- Common mission, common circumstances, common need.
- Informal association
- NOT for fundraising and PAC activity
- Agreeing to work together with principles

WORK CLOSELY WITH TATE PUBLIC AFFAIRS TEAM

- All training and support
- Group and local priorities
- Legislative Action Teams
- Communications and collateral
- Strategic planning sessions
- Consistent engagement at City level



ROI: Future Returns Rely on Current Engagement.

OUR SUCCESS LOOKS LIKE...

- **All Member-Municipalities actively engaging in Salem**
- **Strategic, focused policy work that sets the future stage**
- **SMAC – Oregon visibility and branding**
- **Well informed and well aligned Advocacy Partners**
- **Strategic relationship development = priority 1**
- **Policymakers recognizing the resource**

FOR MORE INFORMATION:

Sean Tate

Tate Public Affairs – 541-510-6309
sean@tatepublicaffairs.com

Scott McDowell

City of Brownsville – 541-466-5880
admin@ci.brownsville.or.us