



ASHRAE'S GOVERNMENT AFFAIRS COMMITTEE

What Constitutes a Government Outreach Event?

Government Outreach Events are the pre-eminent opportunity for ASHRAE volunteers to introduce national and sub-national government officials to the association, as well as the issues that are critical to advancing the arts and sciences of heating, ventilation, air conditioning and refrigeration.

ASHRAE members began conducting these events as all-day multi-meeting events at U.S. State Capitols, and they were called "Days on the Hill." During the 2018 Annual Meeting in Houston, the committee changed "Day on the Hill" events to "Government Outreach Days." The rationale for this change was to broaden these days so that they could be conducted on a global basis. In international settings, "Day on the Hill" did not translate well and the terminology was confusing. In addition, at the 2018 Annual meeting, the committee determined that these events should also be conducted at the local level and with Federal Elected officials. Also, as chapters' GAC programs continued to evolve, other activities provided important opportunities for chapters to engage with government organizations to promote ASHRAE, our standards and positions, but they took different forms than the traditional Outreach Days.

Because these government outreach events can take so many different forms, it is important to identify the critical elements of an event that would allow the activity to be counted as a "Government Outreach Event". These elements are listed below:

- **Planned event**: The meeting or event needs to be planned in advance. It should be advertised to the ASHRAE Chapter(s) whose members would be represented and/or effected by the government official(s) the event is intended to reach. ASHRAE staff can help with preparation, planning, and materials for the event.
- **Government outreach**: The meeting or event needs to be conducted with a governmental entity, which can be at any level of government, including building code officials. An event that only includes other non-governmental organizations (e.g., trade association, professional society, advocacy organization) would not count as a government outreach event.

In-person vs. Virtual: While in-person events are encouraged, during times of epidemic or pandemic, **health and safety take priority**. Many chapters and their members also face geographical challenges in holding in-person meetings, due to great distances between their location and the government offices. In those instances, virtual events are preferred, which could include a conference call or video meeting. These must be planned in advance, and ASHRAE members invited for maximum impact. The combination of Virtual and In-person

meetings can also be an option, in the event geographical challenges are not a hindrance to GA Chairs, Committee members, and Government Officials.

- **Location:** In-person events will typically take place in government offices and congressional buildings. However, other non-governmental locations are also acceptable.
- **Exchange of Contact Information:** Meetings and events should include an exchange of contact information, such as business cards or ASHRAE collateral material. **Please note that GAC Members have ASHRAE business cards. Please use them.** This exchange of contact information is important so that follow-up can take place, and a relationship established.
- **ASHRAE Member Involvement:** At least one ASHRAE member must participate, and the participation of multiple ASHRAE members is encouraged for maximum impact.
- **Meeting vs. Event:** In addition to meetings, outreach events can also include:
 - A larger gathering (such as a chapter meeting) where a government official or officials are invited to attend and where there is some exchange of information. A government official cannot simply attend a chapter meeting for it to be counted as a government outreach day.
 - An exhibit at which government officials stop by and exchange information. For example, in Iowa, the State Capitol building allows organizations to erect display tables or booths in the rotunda, to provide information on their field or cause. Members of the State Legislature and their staff will visit these booths and take literature, ask questions, and exchange contact information.

Reports

After a government outreach event is conducted, the ASHRAE Government Affairs Committee asks you to provide feedback on that event within two weeks. A form must be submitted through the [online reporting portal](#).

In addition, if appropriate information and photos are submitted to ASHRAE staff, the event will be highlighted in the bi-weekly Government Affairs Update, which will celebrate the work of the ASHRAE members and motivate others to engage in these events.

Measuring Impact

In order to measure the impact of these events, the committee proposes to use the following proxies:

- **Number of meetings** (these should not include “drop-by visits” to member offices)
- **Number of officials** (elected, appointed, or who hold a particular office) reached; if the meeting is with staff, please do not count the number of staff; please only count the number of officials represented by the staff. Drop-by visits can be counted in this metric.
- **Number of ASHRAE members** participating

Additional impact measures may be considered, especially as these events evolve and grow:

- **Results:** Did the meeting result in any meaningful action, including a bill introduction, proclamation declared, co-sponsorship agreed to, ASHRAE resource incorporated in legislation or policy.