



Legislative Report

By Taylor Anderson

Anderson Legislative Consulting, Ltd.

A new take on an old PSA

IT'S 10 P.M. Do you know where your children are? Before helicopter parents, cell phones, and GPS trackers things were a lot different for parents. Some might even say simpler, if they let the rosy view of nostalgia shade their perspective enough. As the 1950's gave way to the 1960's, America saw the continued growth of the two-career household, along with an increase in the expansion of the suburban allure. Couple this with the lack of technological means to track youth in real time and the unrest that gripped the nation as it struggled to reconcile its belief in the equality of human life and its history of inequality; what started as a regional question on local news stations soon became a public service announcement that entered the national zeitgeist.

The phrase began to see usage on radio and TV during the early 1960's as major cities enacted youth curfews across the country. There is some dispute about the first time it was used on air, by whom, and on which coast but soon it was adopted by many of the major broadcasting outlets. The PSA has become so ubiquitous since then that *Time* magazine recognized it as one of the top 10 PSAs of all time.

But what does this stroll down memory lane have to do with the legislative report for the Township Officials of Illinois? Glad you asked.

Every year TOI puts together a robust legislative agenda. Either seeking to pass legislation that will benefit the delivery of services that townships are able to provide to their residents or defeat legislation that will negatively impact those services or the taxpayers who depend upon them. That agenda is supported by a number of efforts, chief among them working with our legislative allies in the General Assembly. Many of whom were former township or local government officials and therefore understand the importance of strong local governments. However, of the one hundred and seventy-seven legislators that serve in the General Assembly, many do not have a local government background, and most will be unable to explain the nuanced problems and difficulties that townships in Illinois face.

Which is why, during the numerous seminars and conferences that TOI puts together throughout the year, a request is made that township officials reach out and

build relationships with their local legislators. It is not enough that those legislators hear from TOI regarding pieces of legislation. They must also hear from you.

A legislator that does not have a background in local government will find it much easier, more helpful, and frankly more convincing if they also learn about a problem or a solution from you, both as an elected official and as their constituent, rather than just TOI. These relationships between the members of TOI and their legislators have been essential to our success in the General Assembly. It's the foundation and the bedrock of all we do and are able to achieve in Springfield. Some groups can donate hundreds of thousands of dollars to campaigns, while others have the ability to mobilize vast networks of volunteers during election season but what we have is different. We have you, locally elected officials who live, work, and are part of their communities in ways that only a locally elected official can be. That knowledge and connectiveness to a legislator's district cannot be easily replicated.

And the communication between you and your legislator should not begin and end with legislation. If your township is hosting an event, invite them to it. If your township has received a grant or won an award update them about it. If your legislator is passionate about a bill and your township board can support it, do so. Fostering a relationship with your legislator will build better lines of communication with them and those better lines of communication will help us continually educate them about legislation, good or bad, when they are in Springfield.

This is especially important during times like this spring, when so many new legislators were sworn into office for the first time. And this will only increase as we gear up for the large turn over in legislators that generally takes place after the maps are redrawn every ten years. So, here's the Public Service Announcement from TOI.

It's November. Do you know your Legislators?





2022 Legislative Issue Proposal Form

Deadline for Submissions
December 15, 2021

To Complete the Legislative Survey, go online to:
<https://www.surveymonkey.com/r/V5D3F5Q>
Or scan the below QR code.



As part of our annual initiative to reach out to Association members across Illinois, we ask for your involvement in our 2022 legislative agenda. Completion of the legislative survey provides our committee direct access to policy issues that you have determined to be of importance. The proposals submitted in conjunction with our ongoing legislative agenda and positions are determined to be the primary issues impacting township government.

How can I complete a submission?

How can I submit a legislative idea?

What happens to my idea after it's submitted?

1. Research your idea or policy recommendation prior to completing the survey
2. Determine if your suggestion is a new policy initiative or part of an existing state law.
3. Provide a brief statement or rationale that explains why you individually or as a township feel that your issue needs to become part of the TOI 2022 legislative agenda.

The TOI staff and Legislative Committee review all proposals prior to the deadline for bill introductions set by the Illinois General Assembly. Remember that the TOI legislative committee and Board of Directors determine the final agenda.