

# Government Engagement

Strategy: Engage local leaders to understand that animal well-being is a key component of a city's quality of life

Performance Metric Criteria: Engaged Municipalities

- *Organized effort to engage a municipality, whether through a coalition or an individual organization*
- *Use of Common Bonds template for municipal engagement*
- *Solicitation of feedback on animal welfare issues from local government candidates and/or elected officials*
- *Follow-up with elected officials (events, letters of congratulations, phone calls, etc.)*

Objective 1: Engage local animal welfare organizations and local government candidates from priority municipalities<sup>3</sup>

- Final criteria for determining engaged municipalities by March 2023
- 3 or more engaged municipalities by Dec 2023 (cumulative performance metric; 1 as of Dec 2022)
- 6 or more engaged municipalities by Dec 2024 (cumulative performance metric)
- 10 or more engaged municipalities by Dec 2025 (cumulative performance metric)

Objective 2: Establish a template for helping local government prioritize animal well-being

- Playbook for strategies for engagement by June 2023
- List of model programs with descriptions by Sept 2023
- List of model policies by Dec 2023

Objective 3: Create an online course for Common Bonds in which local leaders can earn a certificate

- Review of existing programs by Sept 2023
- CEU's established for course by March 2024
- Course available by June 2024
- 10 local leaders complete course by Dec 2024
- 25 local leaders complete course by Dec 2025 (cumulative)

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<sup>3</sup> Exhaust list of municipalities with the top intake shelters in Oklahoma first