

National Conference of Executives of
The Arc, Summer Leadership Institute
2016

**“Combining
Communications,
Grassroots Advocacy and
Professional Lobbying in
Collaboration for People with
Intellectual and Developmental
Disabilities and their Families”**



Tony Anderson
The Arc California

National Conference of Executives of The Arc,
Summer Leadership Institute 2016
July 19, 2016, Palm Springs California

A Winning

Formula:

$$C (c \times GR)^{20} + L^8 = \$.5 \text{ billion}$$

2016 Lanterman Coalition 10 Campaign

THE LANTERMAN COALITION



Why Collaborations:

$$C (c \times GR)^{20} + L^8 = \$.5 \text{ billion}$$

*No Permanent Friends No
Permanent Enemies*

The Advantages of Collaboration

1. There's got to be something for each member, everyone's self-interest is addressed to some degree.
2. Broadens the reach, builds on the networks of each member
3. Brings in the special strengths and skills of each organization including in-kind resources.
4. It's a good opportunity to widen your own networks
5. The more representative the coalition is, increases each member's own credibility
6. Policymakers can't delay due to the need to resolve community differences.
7. Builds ongoing relationships, which will help you with future campaigns

The Disadvantages

1. Collaborations can mean that your campaign moves more slowly, because getting consensus or majority votes take time.
2. Individual organizations need to balance levels of autonomy.
3. It can limit what you can do and how. Some organizations don't want to be aggressive in advocacy tactics.
4. Some groups have natural and historic differences in some areas.
5. Some members don't trust other members and might perceive that the intentions of others are not genuine.

2016 Lanterman Coalition Membership

1. The Arc and
2. United Cerebral Palsy California Collaboration,
3. Association of Regional Center Agencies,
4. Cal-TASH,
5. California Disability Services Association,
6. California Respite Association,
7. California Supported Living Network,
8. Disability Rights California,
9. California Easter Seals affiliates,
10. Family Resource Center Network California,
11. EducateAdvocate,
12. Infant Development Association,
13. People First California,
14. ResCoalition,
15. State Council on Developmental Services,
16. Service Employees International Union,
17. California Association of Health Facilities,
18. The Alliance for People with Intellectual and Developmental Disabilities.
19. Association of People Supporting Employment-First (Socal Chapter)
20. Developmental Services Network

From the “8 Points” to the “10 Campaign”

The 8 Points 2014 Campaign was too complicated:

- (1) DC Closures,
- (2) 5% rate increase,
- (3) rate reform,
- (4) revert Early Start,
- (5) revert Supported Employment,
- (6) support families through respite improvements including removing the caps,
- (7) end co-pays & fix deductibles issue,
- (8) fix other admin changes audits, family payments and overhead percentages.

Results of the “8 Points” Campaign

The 8 Points 2014 Campaign was too complicated:

(1) DC Closures – **Moratorium on DC Placements (sort of victory),**

~~(2) 5% rate increase,~~

(3) rate reform – The idea passed the legislature but the Governor vetoed. Instead he assigned the HHS Secretary to create a task force to work on this **(sort of victory).**

(4) revert Early Start – **Victory, Eligibility was Reverted Back**

~~(5) revert Supported Employment,~~

~~(6) support families through respite improvements including removing the caps,~~

~~(7) end co-pays & fix deductibles issue,~~

~~(8) fix other admin changes audits, family payments and overhead percentages.~~

From the “8 Points” to the “10 Campaign”

The 10 Campaign

We are asking for a 10% increase for all community services (no one is left behind) and all Regional Center operations (no regional centers or functions are left behind)

The 10% was not an end goal the purpose for the 10% is to stop the current crisis from continuing to escalate and to begin to stabilize the community system.

Longer Term Solutions: 5% COLA and Rate Reform Through Secretary Dooley's Task Force

1. The system needs an annual commitment of a 5% annual COLA in order to move it forward and continue its recovery.
2. Our request for rate reform was vetoed in 2014 and referred to the Secretary's Task Force on the Future of Developmental Centers (now there's a Taskforce on Developmental Services).
3. The accountability component was not carried over so while the task force is charge with analysis there is no accountability or follow-up requirement.
4. Task Force is meeting to work on rate reform and core staffing formulas.
5. The administration responded to Senator Beall's early request, saying the task force was working to address his concerns.

Three Pronged Approach

1. engage in lobbying efforts with the legislators and Brown Administration officials,
2. involve local groups and grassroots advocacy,
3. and to develop an ongoing communications infrastructure.

*engage in lobbying efforts with the
legislators and Brown
Administration officials*

...over 80 lobbyist meetings.

Here's our team of Lobbyist...

Rick Rollens

Association of Regional Center Agencies (Our Team Captain)

Lobbying Activity **ROLLENS, RICK**

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

5300 ASHBY LANE
 GRANITE BAY, CA 95746
 Phone: (916) 412-2797
 Email: rollensconsult@aol.com

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
11/13/2014	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
ROLLENS CONSULTING	Firm	01/01/2015	

Eileen Richey

Association of Regional Center Agencies

Lobbying Activity RICHEY, EILEEN M.

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

980 9TH STREET, SUITE 1450
SACRAMENTO, CA 95814
Phone: (916) 446-7961
Email: richey@arcenet.org

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
04/09/2015	01/01/2015	Active

LOBBYIST RELATIONSHIPS

ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
ASSOCIATION OF REGIONAL CENTER AGENCIES	Employer	01/01/2015	

Barry Jardini

California Disability Services Association

Lobbying Activity

JARDINI, BARRY G.

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1107 9TH STREET, SUITE 540
SACRAMENTO, CA 95814
Phone: (916) 441-5844
Email: bjardini@cal-dsa.org

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
	01/06/2016	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
CALIFORNIA DISABILITY SERVICES ASSOCIATION	Employer	01/06/2016	

Sue North California Disability Services Association

Lobbying Activity NORTH, SUSAN M.

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1107 9TH STREET, SUITE 540
SACRAMENTO, CA 95814
Phone: (916) 441-5844
Email: snorth@cal-dsa.org

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
04/09/2015	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
CALIFORNIA DISABILITY SERVICES ASSOCIATION	Employer	01/01/2015	

Lobbying Activity
LONDON, CARL

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Carl London

California Disability Services Association

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1414 K STREET, SUITE 220
SACRAMENTO, CA 95814
Phone: (916) 441-1034
Email: carl.london@grayling.com

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
04/09/2015	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
ROSE & KINDEL	Firm	01/01/2015	

Dwight Hansen

The Alliance for People with Intellectual and Developmental Disabilities

Lobbying Activity

HANSEN, DWIGHT W.

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1801 L STREET, #223
 SACRAMENTO, CA 95811
 Phone: (916) 798-0550
 Email: dhansen@hansenassociates.org

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
11/13/2014	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
HANSEN & ASSOCIATES; DWIGHT HANSEN	Firm	01/01/2015	

Robert Harris

Service Employees International Union

Lobbying Activity

HARRIS, ROBERT W.

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS
 1409 F STREET
 SACRAMENTO, CA 95814
 Phone: (916) 832-6931

MAILING ADDRESS
 1017 L STREET, #739
 SACRAMENTO, CA 95814

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
11/13/2014	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
HARRIS & WENBOURNE LLC	Firm	01/01/2015	

Tiffany Whiten

Service Employees International Union

Lobbying Activity **WHITEN, TIFFANY J.**

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1130 K STREET, SUITE 300
SACRAMENTO, CA 95814
Phone: (916) 442-3838
Email: info@olsonhagel.com

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
06/16/2015	01/05/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
CALIFORNIA STATE COUNCIL OF SERVICE EMPLOYEES	Employer	08/10/2015	
NIEMELA, PAPPAS AND ASSOCIATES	Firm	01/05/2015	07/31/2015

Tony Anderson

The Arc California

Lobbying Activity **ANDERSON, TONY**

View:

- General Information
- Financial Activity/Filing History

Legislative Session

- 2015 through 2016
- Historical

Search alphabetically for individual lobbyists registered with the Secretary of State. Then view the lobbyist's photograph, address, telephone number, and employer information. Lobbyists either are employed directly by an organization, or they represent a lobbying firm that contracts to lobby on behalf of one or more organizations.



ADDRESS

1225 8TH STREET, SUITE 350
SACRAMENTO, CA 95814
Phone: (916) 552-6619
Email: tony@thearcca.org

ETHICS COURSE COMPLETION DATE	REGISTRATION DATE	STATUS
11/13/2014	01/01/2015	Active

LOBBYIST RELATIONSHIPS			
ENTITY	TYPE OF RELATIONSHIP	EFFECTIVE DATE	TERMINATION DATE
<u>ARC OF CALIFORNIA;</u> THE	Employer	01/01/2015	

Jacquie Dillard-Foss

California
Supported
Living
Network



What are we saying to policymakers: *Telling Our Stories.*

1. We have consensus on the scope and scale of the problem & the first step to solution, 10%.
2. We're diverse and represents all facets of IDD community.
3. Today we spend 10% less per person in community services.
4. The rates don't connect to the realities of the costs of providing services.
5. There have been over 50 changes to the Lanterman Act to save money.
6. No service and no subgroup in our community is doing okay.
7. Over a billion dollars were removed during the recession.
8. Larger community organizations no longer a safety net - program closures and long waiting lists.
9. We lost millions of federal dollars in the past at jeopardy of losing again.
10. The Developmental Centers should close. Half million dollars per person.
11. Most adults live at home with their family (93,000 live at home with aging caregivers).

“The Senator Jim Beall Letter”



“The Senator Jim Beall Letter”

1. ...Waiting is no longer an option. The system is in crisis and we must act now....
2. ...we are convinced that this system needs our help if it is to continue supporting consumers and families to live lives with purpose and meaning.
3. Please consider offering substantive financial relief and support as we negotiate this budget.
4. We urge you to support a 10% increase...



The “Beall Letter”: Majority

Senate

- Jim Beall
- Carol Liu
- Lois Wolk
- Cathleen Galgiani
- Fran Pavley
- Andy Vidak
- Jeff Stone
- Joel Anderson
- Tony Mendoza
- Loni Hancock
- Jerry Hill
- Robert Hertzberg
- Marty Block
- Patricia Bates
- Mike Morrell
- Connie Leyva
- Bob Huff
- Janet Nguyen
- Ben Hueso
- Isadore Hall
- Ben Allen
- Mike McGuire
- Jean Fuller
- Sharon Runner

Assembly

- Kansen Chu
- Susan Bonilla
- Jim Frazier
- Katcho Achadjian
- Das Williams
- Catharine Baker
- Brian Maienschein
- Jacqui Irwin
- Luis Alejo
- Brian Jones
- Mark Stone
- Matt Dababneh
- Shannon Grove
- David Hadley
- Marie Waldron
- Mike Gatto
- Rudy Salas
- Jim Wood
- Bill Dodd
- Kevin Mullin
- Ken Cooley
- Kristin Olsen
- Tom Lackey
- Scott Wilk
- James Gallagher
- Cristiana Garcia
- Frank Bigelow
- Devon Mathis
- Anthony Rendon
- Marc Levine
- Patty Lopez
- Rocky Chavez
- Adrin Nazarian
- Chris Holden
- Mike Gipson
- Evan Low
- Jim Cooper
- Jim Patterson
- Ian Calderon
- Ed Chau

Senate

Extraordinary Session on Health Care: Public Health and Developmental Services

Committee:

Ed Hernandez (D-West Covina), Chair

Mike Morrell (R-Rancho Cucamonga), Vice-Chair

Joel Anderson (R-Alpine)

Jim Beall (D-San Jose)

Isadore Hall, III (D-South Bay)

Mark Leno (D-San Francisco)

Mike McGuire (D-Healdsburg)

Holly Mitchell (D-Los Angeles)

John Moorlach (R-Irvine)

Bill Monning (D-Carmel)

Jim Nielsen (R-Gerber)

Richard Pan (D-Sacramento)

Lois Wolk (D-Davis)

Appropriations Committee

Ricardo Lara (Chair)

Patricia Bates (Vice Chair)

Jim Beall

Jerry Hill

Connie Leyva

Tony Mendoza

Jim Nielsen

Assembly

Assembly Finance Committee

Shirley Weber (Democrat - San Diego), Chair

Melissa Melendez (Republican - Lake Elsinore),

Vice Chair

Frank Bigelow (Republican - O'Neals)

Richard Bloom (Democrat - Santa Monica)

Jimmy Gomez (Democrat - Northeast Los Angeles)

Reginald Byron Jones-Sawyer (Democrat - South
Los Angeles)

Kevin McCarty (Democrat - Sacramento)

Jay Obernolte (Republican - Big Bear Lake)

Phil Ting (Democrat - San Francisco)

Assembly Public Health and Developmental Services Committee

Rob Bonta (Democrat - Oakland), Chair

Brian Maienschein (Republican - San Diego), Vice
Chair

Catherine Baker (Republican - Pleasanton)

Susan Bonilla (Democrat - Concord)

Nora Campos (Democrat - San Jose)

Eduardo Garcia (Democrat - Riverside)

Marc Levine (Democrat - San Rafael)

Chad Mayes (Republican - Yucca Valley)

Miguel Santiago (Democrat - Los Angeles)

Marc Steinorth (Republican - Rancho Cucamonga)

Mark Stone (Democrat - Monterey Bay)

Tony Thurmond (Democrat - Richmond) [also
regular session chair of Assembly Budget

Subcommittee #1 on Health and Human Services]

Jim Wood (Democrat - Healdsburg)

Staff and Others...

Staff

Republican Senate and Assembly Staffers for Leadership and Policy and Budget

Democrat Senate and Assembly Staffers for Leadership and Policy and Budget

Legislative Analyst Office

Governor's Office

Health and Human Services Secretary

Department of Developmental Services

Department of Finance.

*involve local groups and grassroots
advocacy*

*Los Angeles, San Diego, and Bay Area
were the regions the Democrat
leaders.*

*Central Valley grassroots covered
many Republicans.*

March 4, 2015 - Sacramento
March 10, 2015 - Sacramento
June 16, 2015

- San Diego
- Los Angeles
- Whittier
- Sacramento
- Oakland
- San Francisco

September 2, 2015

- San Diego
- Los Angeles

September 3, 2015

- Santa Barbara
- Bakersfield
- Sacramento

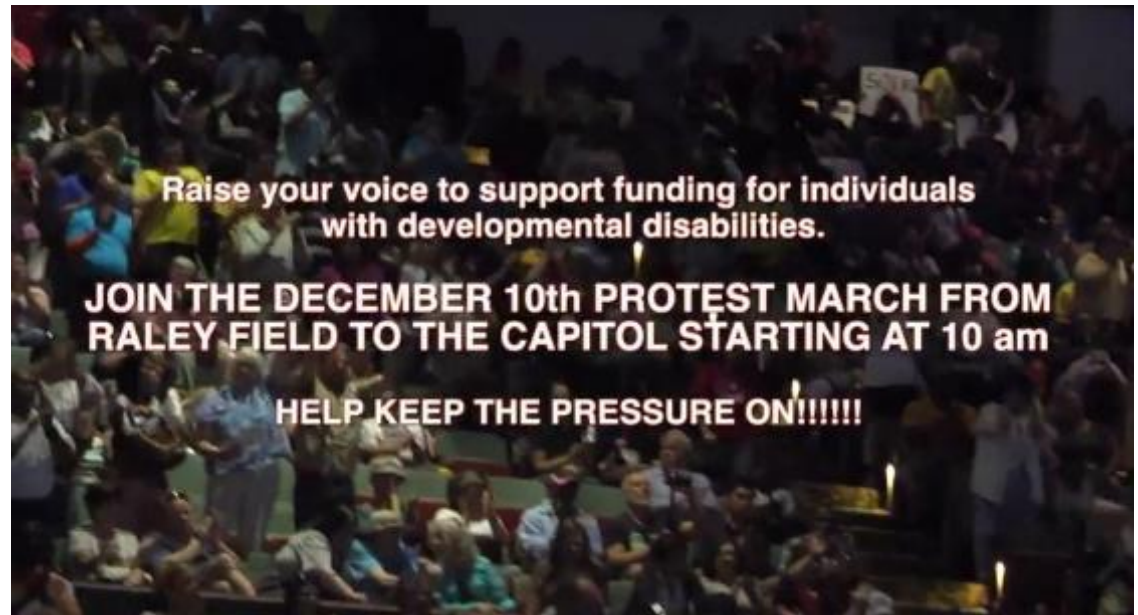
December 10, 2015

- San Diego

- Berkeley
- Sacramento

January 19, 2016

State of the State



Lanterman Coalition Rallies: March 4, 2015 (Opening Budget Hearing)



March 10, 2015

(30th Anniversary of Arc v DDS: the Entitlement Decision)



June 16, 2016: San Diego

(statewide reaction to removing us from the budget)



June 16, 2016: Los Angeles

(statewide reaction to removing us from the budget)



June 16, 2016: Whittier

(statewide reaction to removing us from the budget)



June 16, 2016: Oakland

(statewide reaction to removing us from the budget)



June 16, 2016: San Francisco

(statewide reaction to removing us from the budget)



June 16, 2016: Sacramento

(statewide reaction to removing us from the budget)



September 4, 2015

(We're Here to Speak for justice Rallies – Includes “Build Up” rallies on the 3rd)

Save the Date



We're Here to Speak For Justice

Rally and March to the Capitol

Thursday, September 3, 2015 10am - 1pm
Crest Theater 1013 K Street, Sacramento, CA 95814

Get inspired by heroes who started the fight for the Lanterman Act and by Legislative champions & advocates like you continuing the fight to
#KeepThePromise & #Speak4Justice

September 2, 2015: San Diego



September 2, 2015: Los Angeles



September 3, 2015: Santa Barbara



September 4, 2015: Bakersfield



September 4, 2015: Sacramento



Sacramento
Sept 4, 2015

Keep
the
Promise



I LOST MY
TRANSITION



KEEP
PERMANENT

DANSON
STREET

ESTABLISHED
FALL





We're Here to Speak for Justice

Rally September 3, 2015



We're Here to Speak for Justice

Rally September 3, 2015



Oakland Rally



and to develop an ongoing communications infrastructure

Create professionally designed materials to support the messaging and make available to all Lanterman members.

and to develop an ongoing communications infrastructure

- Set up and manage a web presence that will hold all data, reports, coalition information, and action alerts.
- Set up and manage a social media infrastructure that engages advocates and drives traffic to the website. Create: YouTube Channel, Twitter Account, Facebook, Online petition, and utilize coalition member networks.

Raised \$60,000 for a Social Media and Traditional Media Campaign

Organizations

The Arc United Cerebral Palsy CA
Collaboration
Easter Seals California
Association of Regional Center Agencies
California Supported Living Network
California Respite Association
California Disability Services Association
California Association of Health Facilities
Autism Society of California
Cal-TASH
APSE
Noah Homes
DD Provider Network
Vocational Improvement Program
The Arc of San Diego
Contra Costa Arc
The Arc of Ventura County
Bakersfield Arc
The Arc of Alameda County
The Arc of Riverside County

The Arc of Butte County
Placer ARC
UCP San Diego
The Arc Fresno/Madera
DesertArc
The Arc of San Joaquin

Individuals

Pat Hornbecker
Timothy Hornbecker
Ron Sturtevant-Stuart
Ricardo Lugo
Betsy Katz

Contracted with Experienced Media Professionals



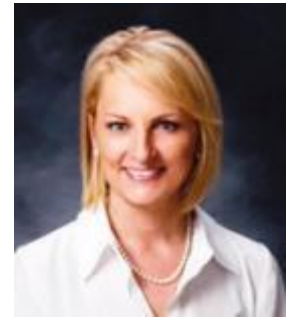
Marcey
Brightwell



Karen Hanretty

Communications Contract

- Messaging development
- Campaign slogan development
- Initial Creative Designs for social media visuals
- Social media mapping of existing Coalition member platforms
- Social media plan development for Coalition and its members
- Carefully targeted digital ad buys (about \$1,000 = \$1,500 a month out of this budget) to strategically target legislative audiences
- Outline strategy/tactics Lanterman can use to implement grassroots public relations in targeted districts
- Conduct initial outreach to select Capitol Reporters
- Assist with collateral materials to ensure they are designed to resonate with key audience





HOPE
FOR THE FUTURE

STOP
THE COLLAPSE

RE-IN
VIGORATE

MAKE A DONATION

#10CA4IDD



What would 10% do to save and sustain the community system for people with I/DD?

The once celebrated California developmental disabilities community system has been eroding for over a decade now. Today the system has reached the moment when it can no longer repair itself with temporary emergency solutions. Families are afraid to ask what society has in store for their loved one's futures, community providers and regional centers struggle daily to protect people from the effects of the system failures, and people with disabilities are on the verge of losing valuable supports. 10% is a starting point to recovery. Get engaged and tell us your stories and how a robust community system would help.

 [JOIN US](#)

 [OUR MISSION](#)

 [URGENT PROJECTS](#)



The Lanterman Coalition

"a coalition for the preservation of the Lanterman Act"

HOME

ACTION

COMMUNICATE

ABOUT US

CONTACT

MEDIA CAMPAIGN

ADVOCATES' BLOG

RESEARCH



MONITOR

DisabilityScoop

Find us on Facebook



LantermanCoalition

Like You like this.

You and 208 others like LantermanCoalition.



@CoalitionPLA

Tweet

Follow @CoalitionPLA



LantermanFeb Coalition @Coalit

Senator Jim Beall Jr

@Jimbealljr

Creates New Sign On Letter for Legislators to

Share Concern

We're Here to Speak



High Court Rejects Autism-Vaccine Case

2/27/2015, 11:59:58 AM

The U.S. Supreme Court has declined to hear a case brought by a woman who says her son's autism was caused by vaccines he ...

Boy With Special Needs Hospitalized Following School Attack

2/27/2015, 11:38:05 AM

An alleged bullying incident at a middle school sent 74-pound student to the hospital for five days and outraged lawmakers.

People With Down Syndrome May Actually Age Faster

POST FACEBOOK

TWEET TWITTER #10CAidd

CREATE YOU TUBE (SUBSCRIBE)



MEDIA CAMPAIGN

Coming soon...

READ MORE



ADVOCATE'S BLOG

These stories give you a really good feel for what's happening in our community. They will inform you, inspire you, and some cases might even infuriate you.

READ MORE

RESEARCH THE ISSUES



Research the issues further. We have listed some important studies and documents that explain the history of the problems contributing to the current collapse of the California Developmental Services Systems

READ MORE

How We Used You Tube





<https://www.youtube.com/channel/UCgWIZuZffZHTqMW2Eta6HXw>

The screenshot shows the YouTube channel page for 'The Lanterman Coalition'. The channel has 9 subscribers and 575 views. The banner features the text 'The Lanterman Coalition' and '#KeepThePromise' next to a logo of a house with a blue and orange flower. Below the banner, the channel name 'Lanterman Coalition' is displayed with a 'View as: Yourself' dropdown. The navigation menu includes Home, Videos, Playlists, Channels, Discussion, and About. A comment box is visible with the text 'Share your thoughts'. The video feed shows a video titled 'Lanterman Coalition Capitol Rally' uploaded 5 days ago with 2 views. The video thumbnail shows a person wearing a 'WOMEN'S RIGHTS CIVIL RIGHTS' t-shirt. On the right side, there are sections for 'Channel tips' and 'Featured Channels'.

A portrait of Dolores Huerta, a civil rights activist. She is an elderly woman with dark, wavy hair, wearing a purple blazer over a light blue collared shirt. She is adorned with a necklace of red and green beads and large earrings. The background is a dark green brick wall. The lighting is soft, highlighting her face.

DOLORES HUERTA
CIVIL RIGHTS ACTIVIST



Watch – Record – Quote –

Senator Nielsen: This testimony focuses on the fact that

who
ade
loc
gro
the

Asse
supp
imp
will
[http](#)

Assen
the Lo
stater

Assembly Member Dr. Shirley Weber: This is the only
mention of why the across the board approach is better

than t
for th
be en

[https:](#)

Senate Lara supports the Senate version but says it will

help r

Senat

will s

progr

[https:](#)

Mark Leno: Everything here is right on message. He
should be commended for this TBL at some point it really
is historic and will have a major long term impact.

However, the Senate immediate relief is targeted and
leaves out group Homes, Day Programs, and regional
centers. <https://youtu.be/swc9egVohCI>

How We Used Twitter



Twitter: <https://twitter.com/CoalitionPLA>



TWEETS 282 FOLLOWING 161 FOLLOWERS 367 FAVORITES 18

Edit profile

Lanterman Coalition

@CoalitionPLA

The Lanterman Developmental Disabilities Act is a promise by the state of CA to help people with developmental disabilities live free and independent lives.

📍 Sacramento, CA

LantermanCoalition.org


📷 36 Photos and videos


Tweets Tweets & replies Photos & videos

 **Lanterman Coalition** @CoalitionPLA · 29m
Working with people with developmental disabilities in California
[blog.sfgate.com/ashumaker/2015,...](http://blog.sfgate.com/ashumaker/2015,)

Lanterman Coalition retweeted
 **Hillary Clinton** @HillaryClinton · Sep 15
Encouraging news. We should make it easier to vote in every state.

Who to follow · Refresh · View all

 **CHHS Agency** @CHHSAgen...
Follow

 **Tracy** @cummins58
Follow

 **Metro** @metrolosangeles
Follow

Find friends



“Over the last few days I’m sure all of us have received the volume of phone calls that I’ve received in my office, *and the Tweets by the hundreds...*”

- Assemblymember Richard Bloom

Twitter Tips

1. Tag People
2. . Before @
3. @ to lead the tweet
4. Always Use a Picture or graphic
5. Be careful not to incite a riot – twitter advocacy is much more aggressive
6. We were told by some of the Republican members that their constituents were mainly on Facebook
7. Make sure to comment on some of your retweets
8. Make legislators comments relevant to your issue (ie. Just got appointed to Asian Caucus DYK CA has 18,000 API with IDD)
9. Occasionally tweet questions to legislators and reporters they respond
10. Landscape Oriented Images (2:1) work best, portrait photo usually don't show top 1/3

How We Used FaceBook



FaceBook: <https://www.facebook.com/lantermancoalition>



Lanterman Coalition

The Lanterman Coalition is dedicated to the preservation of the Lanterman Act, a 1969 law that guarantees Californians with developmental disabilities will receive the support necessary to live and work as independently as possible in their own communities.

Lanterman Coalition
Community

Watch Video Share

Promote

THIS WEEK

0 Post Reach

0 Post Engagement

0 Watch Video

Timeline About Photos Likes More

2,668 likes +21 this week

3,867 post reach this week

Invite friends to like this Page

Status Photo / Video Offer, Event +

Write something...

Lanterman Coalition

Published by thearca@gmail.com (?) · September 17 at 2:00pm ·

Lanterman Coalition reacts to legislature's inability to act to save the developmental disabilities community... come back and get this done.
<http://lantermancoalitionadvocatesblog.blogspot.com/.../v-beh...>

Recent 2015 2014



Senator Mitchell Engages on Facebook



Nadia Finnay

I'm disappointed that I didn't see the promised 10 percent raise for the Developmentally Disabled services and community. As a sister of a developmentally disabled adult also as a DSP provider, I wish to see the money which was taken from us to be restored so no one would be sent onto the streets. We had voted for you and all other members of the Assembly and the Senate, and it's a great disappointment that the Assembly and the Senate had ignored the most vulnerable population of California. Please sponsor Senator Baell's 10 percent increase proposal next week

Like · Reply · 4 · May 15 at 7:32pm



Rasalyn Bowden Thank you Senator for standing up for those that need your help.

Like · Reply · 2 · May 15 at 8:07pm



Senator Holly Mitchell I, too, am most disappointed that the Governor once again failed to include an increase in his May Revision. The Legislature has not yet had the final word...we must vote on a budget by June 15. I hope that you all are communicating your disappointment to the Governor directly...

Like · Reply · 4 · May 15 at 10:41pm

1 Reply

Thank you, Senator Jim Beall, for supporting financial relief for The Lanterman Act. See his quote below and SHARE on your timeline to get the word out!!

#KeepThePromise

WHY 10%?

“The system is in crisis and we must act now. People with developmental disabilities have seen the quality and effectiveness of services and supports wither.”

Senator Jim Beall, 2/19/2015

Once the pride of the country, California's community programs for people with developmental disabilities is on the brink of collapse. SHARE to show your support for a 10% across-the-board increase!!

INSTITUTIONS vs COMMUNITY

A PROMISE WAS MADE TO GIVE PEOPLE WITH DEVELOPMENTAL DISABILITIES DIGNITY

#KeepThePromise

Pres. Kennedy was a champion for the rights and dignity of people with developmental disabilities. SHARE this post on the timeline of your local lawmakers. Encourage them to support 10%.

"This tradition of neglect must be replaced by forceful and far-reaching programs carried out at all levels of government, by private individuals and by State and local agencies in every part of the Union. We must act."

#KeepThePromise

While much of California's economy has recovered from the deep recession, the state's system of care under the Lanterman Act remains in jeopardy. SHARE to show your support for a 10% increase.

He's a senior citizen with developmental disabilities. Stop treating his safety like a bargaining chip in the state budget.

#KeepThePromise

10%?

When the Lanterman Act is underfunded,

there aren't enough support services

and people fall through the cracks.

#KeepThePromise



WHY 10%?

The system is in crisis and we must act now.

People with developmental disabilities have every right to live in the community.

We need the quality and effectiveness of services

and supports within 75 miles of their homes.

#KeepThePromise



#KeepThePromise



A PROMISE WAS MADE

to provide quality services to people with developmental disabilities so they can live independent lives, outside the gates of state-run institutions.

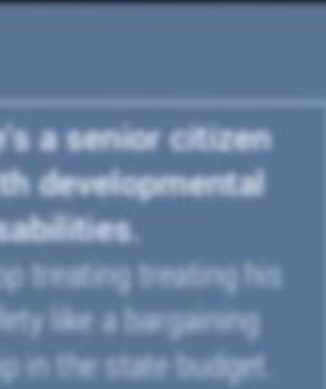
#KeepThePromise

#EVERYONEKNOWS SOMEONE WITH DEVELOPMENTAL DISABILITIES



10% MORE QUALITY CARE

#KeepThePromise



He's a senior citizen with developmental disabilities.

Stop treating his dignity like a bargaining chip in the state budget.

WHY 10%?

When the Lanterman Act is underfunded,


there aren't enough support services

and people fall through the cracks.



She's a woman with developmental disabilities.

Stop treating her dignity like a bargaining chip in the state budget.



The Lanterman Developmental Disabilities Act is...

a Promise...



Traditional Media and Advertising

- **Courier In-Box Drops**
- **Bought “Boosts Posts” in Facebook and Twitter**
- **Sacramento Bee**
- **Los Angeles Times**
- **Los Angeles Daily News**
- **The San Diego Union-Tribune**
- **The San Francisco Chronicle**
- **Associated Press, . . .**

Online Media and Advertising

- **Rough and Tumble**
- **Capitol Morning Report**
- **Around the Capitol**
- **Other News Services**
- **Bill Boards**

Online Funding for Billboard *lead by The Arc San Diego*



Billboard carried over by Sacramento group – online funding



Governor Brown kicks off 2016 reaching out and offering relief, but strongly opposed to “across the board”



Finally Turning the Corner

Coalition Reluctantly Responds

- We countered with a targeted 10% increase to salaries and related expenses (\$325 mil)
- Continued to put the pressure on for an across the board 10% increase

Administration's Counter

The administration proposed a \$200 mil general fund compromise:

- 5% increase to community provider DSP workforce
- 5% increase to case management workforce
- \$30 million incentive money for employment placement for anyone who gets someone a job
- Reduced our 10% increase to 5% targeted rate increase and limited it just to SLS, ILS, Transportation, ICFs, and Respite.

Coalition's Counter

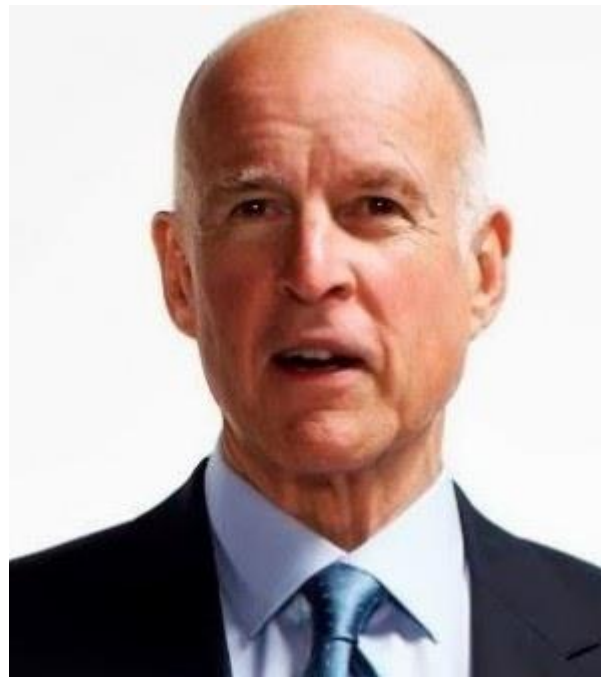
- **ACCEPTED: 5% rate increases Respite, SLS, ILS, ICF, Transportation.**
- **ADDED: Their 5% wage and benefits (providers and regional centers) increases to 7.5%.**
- **ADDED: 2.5% increase to all admin budgets across the board.**
- **ADDED: 10% Restoration of Supported Employment Program Rate (this ended up at 11%)**
- **ACCEPTED: \$30 million competitive employment proposals.**
- **ADDED: Raise threshold for audits to \$2 mil.**
- **ACCEPTED: Restoration of the ICF cuts (had been part of the 10% Campaign all along).**

in summary. . .





March 1, 2016 Governor Signs



Final Deal: \$535 million total fund ongoing increase to the budget.

Figure 8
Summary of Special Session Spending Augmentations in AB2X 1 (Thurmond)

(In Millions)

Enacted Spending Proposal ^a	General Fund Appropriation	Fixed Appropriation (Y or N) ^b
Community Services Staff Providing Direct Services to Consumers. Rate increases, as determined by DDS, for enhancing wages and benefits for community service provider staff who spend a minimum of 75 percent of their time providing direct services to consumers. Rate increases would only apply to services for which rates are set by DDS or through negotiations between RCs and service providers, as well as supported employment services and vouchered community services. (Employees of the Community State Staff Program are excluded.)	\$169.5	Y
RC Staff Salaries and/or Benefits. Increases for RCs to provide RC staff salary and/or benefit increases as allocated by DDS. Would exclude RC unfunded retirement liabilities and RC executive staff.	29.7	Y
RC Administration. RC operations increase, as allocated by DDS, for administration, including for clients' rights advocates contracts.	1.4	Y

Final Deal

Provider Administration Costs. Rate increases, as allocated by DDS, for rates set by DDS or through negotiations with the RC and provider as well as supported employment services and vouchered community-based services.	9.9	Y
5 Percent Rate Increase for Supported Living and Independent Living Services. Five percent increase to rate in effect on June 30, 2016.	18.0	N
5 Percent Rate Increase for In and Out-of-Home Respite Services. Five percent increase to the rate authorized and in operation on June 30, 2016 for family-member provided respite services and in-home respite service agency rates.	10.0	N
5 Percent Rate Increase for Transportation. Five percent rate increase to rates for transportation services in effect on June 30, 2016.	9.0	N
Competitive Integrated Employment Program. Requires DDS to establish guidelines and oversee a program to increase paid internship opportunities for individuals with developmental disabilities that produce outcomes consistent with a consumers Individual Program Plan, as specified, to include incentive payments for supported employment services providers that meet certain goals.	20.0	Y
11.1 Percent Rate Increase for Supported Employment. Provides an 11.1 percent rate increase for supported employment by restoring rates to levels in effect in 2006.	8.5	N
Resources to Support Bilingual RC Staff, Training, and Education Efforts. Provides a fixed amount to implement recommendations and plans to promote equity and reduce disparities in the purchase of services that may include pay differentials supporting bilingual RC staff, cultural competency training, parent education efforts, and other activities.	11.0	Y

ABX2 1 Service Provider Reimbursement Rate Increases Effective July 1, 2016

(Each rate increase is applied to service provider rate amount as of June 30, 2016)

	Service Provider Reimbursement Rate Increases			
Residential Services	Direct Services	Administrative	5% Rate Increase	Total Increase
905 - Residential Facility Serving Adults-Owner Operated	7.40%	0.35%	N/A	7.75%
910 - Residential Facility Serving Children - Owner Operated	7.40%	0.35%	N/A	7.75%
915 - Residential Facility Serving Adults - Staff Operated	7.40%	0.35%	N/A	7.75%
920 - Residential Facility Serving Children-Staff Operated	7.40%	0.35%	N/A	7.75%
090 - Crisis Intervention Facility/Bed	7.40%	0.35%	N/A	7.75%
096 - Geriatric Facility	7.40%	0.35%	N/A	7.75%
<i>Residential Services rate increases based on average % cost:</i>	<i>65.81%</i>	<i>18.05%</i>		
Family Home Agency	Direct Service	Administrative	5% Rate Increase	Total Increase
904 - Family Home Agency	1.84%	0.28%	N/A	2.12%
<i>Family Home Agency rate increases based on average % cost:</i>	<i>16.38%</i>	<i>14.32%</i>		
Specialized Rehabilitation Facilities	Direct Service	Administrative	5% Rate Increase	Total Increase
113 - DSS Licensed-Spec Residentl Facility--Habilitation	6.54%	0.41%	N/A	6.95%
114 - Specialized Residential Facility (Health)	6.54%	0.41%	N/A	6.95%
<i>Specialized Rehabilitation Facilities rate increases based on average % cost:</i>	<i>58.16%</i>	<i>20.70%</i>		
Day Services	Direct Service	Administrative	5% Rate Increase	Total Increase
028 - Socialization Training Program	6.66%	0.46%	N/A	7.12%
055 - Community Integration Training Program	6.66%	0.46%	N/A	7.12%
063 - Community Activities Support Services	6.66%	0.46%	N/A	7.12%
091 - In-Home/Mobile Day Program	6.66%	0.46%	N/A	7.12%
094 - Creative Arts Program	6.66%	0.46%	N/A	7.12%
505 - Activity Center	6.66%	0.46%	N/A	7.12%
510 - Adult Development Center	6.66%	0.46%	N/A	7.12%
515 - Behavior Management Program	6.66%	0.46%	N/A	7.12%
525 - Social Recreation Program	6.66%	0.46%	N/A	7.12%
805 - Infant Development Program	6.66%	0.46%	N/A	7.12%
810 - Infant Development Specialist	6.66%	0.46%	N/A	7.12%
<i>Day Services rate increases based on average % cost:</i>	<i>59.18%</i>	<i>23.72%</i>		

Supported Employment	Direct Service	Administrative	5% Rate Increase	Total Increase
950 - Supported Employment-Group	7.19%	0.37%	N/A	7.56%
952 - Supported Employment-Individual	7.19%	0.37%	N/A	7.56%
<i>Supported Employment rate increases based on average % cost:</i>	63.94%	19.03%		
Work Activity Programs	Direct Service	Administrative	N/A	Total Increase
954 - Rehab Work Activity Program	4.98%	0.66%	N/A	5.66%
<i>Work Activity Programs rate increases based on average % cost:</i>	44.40%	33.90%		
Behavioral Services	Direct Service	Administrative	5% Rate Increase	Total Increase
017 - Crisis Team - Evaluation & Behavior Modification	8.11%	0.38%	N/A	8.49%
048 - Client/Parent Support Behavior Intervention Trng	8.11%	0.38%	N/A	8.49%
077 - Parent-Coord Hme Base Beh Intven Prg for Autistic Children	8.11%	0.38%	N/A	8.49%
605 - Adaptive Skills Trainer	8.11%	0.38%	N/A	8.49%
612 - Behavior Analyst	8.11%	0.38%	N/A	8.49%
613 - Associate Behavior Analyst	8.11%	0.38%	N/A	8.49%
615 - Behavior Management Assistant	8.11%	0.38%	N/A	8.49%
616 - Behavior Technician - Paraprofessional	8.11%	0.38%	N/A	8.49%
620 - Behavior Management Consultant	8.11%	0.38%	N/A	8.49%
625 - Counseling Services (Family Counselor, Social Worker)	8.11%	0.38%	N/A	8.49%
670 - Developmental Specialist	8.11%	0.38%	N/A	8.49%
<i>Behavioral Services rate increases based on average % cost:</i>	72.11%	19.31%		
Personal Assistance, ILS, and Supported Living	Direct Service	Administrative	5% Rate Increase	Total Increase
062 - Personal Assistance	7.85%	0.49%	N/A	8.34%
073 - Parent Coordinator Supported Living Prog	7.85%	0.49%	N/A	8.34%
093 - Parent-Coordinated Personal Assist Service	7.85%	0.49%	N/A	8.34%
520 - Independent Living Program	7.85%	0.49%	5%	13.34%
635 - Independent Living Specialist	7.85%	0.49%	N/A	8.34%
858 - Homemaker	7.85%	0.49%	N/A	8.34%
896 - Supported Living Services	7.85%	0.49%	5%	13.34%
<i>Personal Assistance, ILS, and Supported Living rate increases based on average % cost:</i>	69.80%	25.03%		

Individualized Professional or Support Services	Direct Service	Administrative	5% Rate Increase	Total Increase
025 - Tutor Services – Group	8.63%	0.34%	N/A	8.97%
102 - Individual or Family Training	8.63%	0.34%	N/A	8.97%
108 - Parenting Support Services	8.63%	0.34%	N/A	8.97%
109 - Program Support Group-Residential	8.63%	0.34%	N/A	8.97%
110 - Program Support Group-Day Service	8.63%	0.34%	N/A	8.97%
111 - Program Support Group-Other Services	8.63%	0.34%	N/A	8.97%
645 - Mobility Training Services Agency	8.63%	0.34%	N/A	8.97%
650 - Mobility Training Service Specialist	8.63%	0.34%	N/A	8.97%
680 - Tutor	8.63%	0.34%	N/A	8.97%
<i>Individualized Professional or Support Services rate increases based on average % cost:</i>	76.71%	17.53%		
Health and Therapeutic Services	Direct Service	Administrative	5% Rate Increase	Total Increase
103 - Specialized Health, Treatment & Training Svcs	8.36%	0.31%	N/A	8.67%
106 - Specialized Recreational Therapy	8.36%	0.31%	N/A	8.67%
058 - Interdisciplinary Assessment Services	8.36%	0.31%	N/A	8.67%
115 - Specialized Therapeutic Svcs – Consumers 3 to 20	8.36%	0.31%	N/A	8.67%
116 - Early Start Specialized Therapeutic Services	8.36%	0.31%	N/A	8.67%
117 - Specialized Therapeutic Svcs – Consumers 21 and Older	8.36%	0.31%	N/A	8.67%
<i>Health and Therapeutic Services rate increase is based on average % cost:</i>	74.35%	15.87%		
Respite	Direct Service	Administrative	5% Rate Increase	Total Increase
862 - In-Home Respite Services Agency	8.82%	0.37%	5%	14.19%
868 - Out-of-Home Respite	8.82%	0.37%	5%	14.19%
869 - Respite Facility	8.82%	0.37%	5%	14.19%
850 - Camping Services	8.82%	0.37%	N/A	9.19%
<i>Respite rate increase is based on average % cost:</i>	78.38%	18.95%		
Transportation	Direct Service	Administrative	5% Rate Increase	Total Increase
875 - Transportation Company	5.31%	0.42%	5%	10.72%
880 - Transportation-Additional Component	5.31%	0.42%	5%	10.72%
882 - Transportation-Assistant	5.31%	0.42%	5%	10.72%
883 - Transportation Broker	5.31%	0.42%	5%	10.72%
<i>Transportation rate increase is based on average % cost:</i>	47.19%	21.29%		
Day Care Individual Providers	Direct Service	Administrative	5% Rate Increase	Total Increase
405 - Day Care Voucher	11.25%	0.00%	N/A	11.25%
455 - Day Care	11.25%	0.00%	N/A	11.25%
<i>Day Care Individual Providers rate increase is based on average % cost:</i>	100.00%	0.00%		
Day Care Agency Providers	Direct Service	Administrative	5% Rate Increase	Total Increase

Important First Step: The Road to Recovery & a Path to a Better Future



Questions?

Anyone? Anyone?



Tony Anderson

Executive Director

The Arc California

1225 8th Street, Suite 350

Sacramento, CA 95814

(916) 552-6619

[Website: www.thearca.org](http://www.thearca.org)

Twitter: @ArcCAadvocacy

Facebook: <https://www.facebook.com/thearca/>