

NATIONAL ASSOCIATION OF COUNTIES

County Grassroots Advocacy Series

Empowering county officials to shape the policies
that matter most to your communities.

Grassroots Advocacy Webinar Series | June 2026

ADVOCACY

OUTREACH

DATA

What we'll cover today.

3:00 | Welcome

3:05 | Tour of the County Grassroots Advocacy Hub

3:10 | Building your outreach plan

3:15 | County Explorer Demo

3:30 | Turning data into your ask

3:35 | Q&A

3:45 | Wrap

County officials are among the most powerful advocates in Washington.

You represent real places

When you walk into a congressional office, you bring your community — not just talking point.

Officials carry credibility

A call or letter on official letterhead from an elected county official carries weight that comes from being an intergovernmental partner.

Your stories move policy

Federal decision-makers need local context. County officials are the closest to residents and are best able to be the local voice when they go to the hill.

The County Pulse Survey

County officials said they want to advocate more — but lack the tools, data and guidance to do it effectively.

What the survey found

- 1 Thirty-two percent of respondents** want direct engagement with federal policymakers
- 2 Twenty-four percent of respondents** want advocacy and messaging support
- 3 Sixteen percent of respondents** want help facilitating meetings and strengthening federal connections

NACo's response

- Created this grassroots initiative
- Established a dedicated staff position: Associate Director for Grassroots & Legislative Advocacy
- Built the County Grassroots Advocacy Hub and associated resources

Your one-stop resource for federal advocacy.

01

Find your members
of Congress

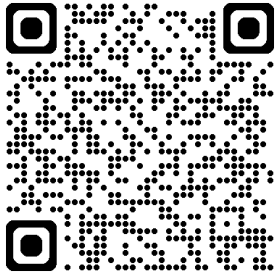
02

Active advocacy
campaigns

03

Policy steering
committees

Scan the QR
code to visit
the Grassroots
Advocacy Hub



04

Grassroots
webinar series

05

Get
involved

Find your members of Congress

Search for your county to instantly see your U.S. Senators and House Representative, along with their direct office contact information.

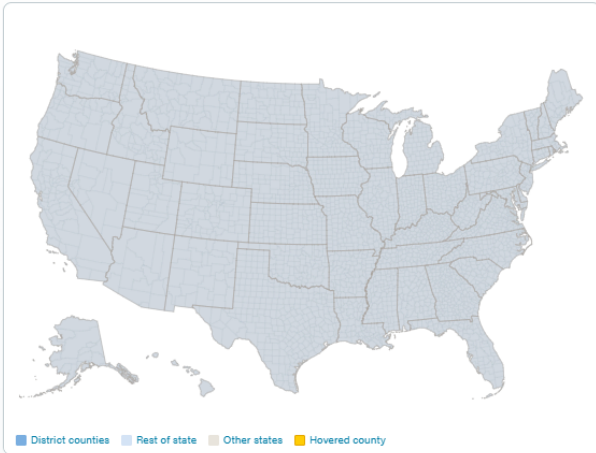
By county By district By committee By member of Congress

COUNTY

e.g. Harris County, Texas

Look up

Clear



No results yet.
Use the search box above.

ⓘ Connecticut and Rhode Island are not included in the source data and cannot be searched.

"% of county" = share of county area inside the district. "% of district" = share of district area from that county. Connecticut and Rhode Island not in source data. Congressional data is for the 119th Congress. Use with the latest IT-provided crosswalk data loaded above this block.

- Your two U.S. Senators and House Representative
- Direct office contact information for each member
- Search by county, district, committee, or member name

Issues where your voice can move the needle right now.

Explore ongoing advocacy campaigns



Farm Bill Reauthorization Resource Hub

Explore NACo resources, stay up-to-date on the state of play and advocate for key county priorities in the Farm Bill.



Payments in Lieu of Taxes Resource Hub

PILT provides payments to counties and other local governments to offset losses in tax revenues due to the presence of substantial acreage of federal land in their jurisdictions.



Waters of the U.S. Resource Hub

The definition of WOTUS directly impacts county governments as owners and operators of local infrastructure.



NACo releases new Medicaid Inmate Exclusion Policy Advocacy Toolkit

NACo released a [new toolkit](#) to educate county leaders and enhance advocacy around the Medicaid Inmate Exclusion Policy.



Fixing Emergency Management for Americans (FEMA) Act: A County Advocacy Toolkit

This toolkit is designed to help county leaders understand four of the top county policy wins that NACo fought to include in the FEMA Act, explain how these provisions would impact counties and provide clear, actionable guidance on how counties can advocate for the bill's passage.



Surface Transportation Reauthorization Resource Hub

The Surface Transportation Reauthorization Bill is a crucial legislative framework that empowers counties to enhance and sustain the nation's infrastructure and transportation networks.

NACo coordinates advocacy campaigns on the issues counties care most about. Each hub brings together policy resources, action alerts, and advocacy tools around a specific legislative priority. The active hubs featured here reflect issues that NACo's Government Affairs staff have identified as having the greatest opportunity for movement in the current political landscape — meaning your advocacy can make a real difference right now. Whether the issue is infrastructure funding, Medicaid, broadband access, or public lands, you'll find current campaigns and ways to engage directly with Congress. Browse all active hubs to add your voice to ongoing efforts.

Shape NACo's agenda. Don't just receive it.

Policy steering committees

NACo's policy work is organized across 10 steering committees, each focused on a major policy portfolio critical for county governments. These steering committees shape NACo's policy agenda. Learn more about each policy portfolio.

[Join A Committee](#)



Agriculture & Rural Affairs Policy Steering Committee



Community, Economic & Workforce Development Policy Steering Committee



Environment, Energy & Land Use Policy Steering Committee



Finance, Pensions & Intergovernmental Affairs Policy Steering Committee



Health Policy Steering Committee



Human Services & Education Policy Steering Committee



Transportation Policy Steering Committee



Justice & Public Safety Policy Steering Committee



Public Lands Policy Steering Committee



Telecommunications & Technology Policy Steering Committee

Grassroots webinar series

Whether you're new to federal advocacy or looking to sharpen your skills, NACo's webinar series covers everything from how Congress works to how to build relationships with your delegation.



WEBINAR

Grassroots Advocacy Series: Unlocking Tools to Tell Your County Story



JUNE 2, 2020



WEBINAR

Grassroots Advocacy Series: In-District Advocacy During Congressional Recess



JULY 9, 2020

Effective outreach isn't accidental. It's planned.

1

Identify your priority issue

Pick one advocacy campaign that is most relevant to your county right now.

2

Find your local data

Use County Explorer to pull numbers specific to your county.

3

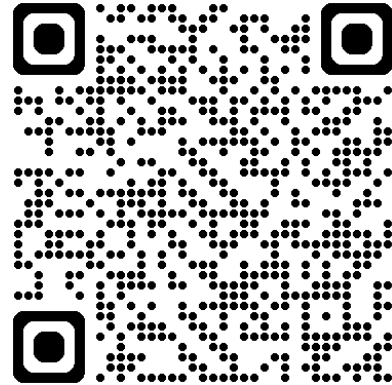
Make your ask

Connect that data to a clear, specific request for your member. You can use NACo's template letters to draft your request or make it your own!

The data tool that makes your ask specific.

What County Explorer gives you

- County-level data across multiple policy areas
- Data sets matched to active NACo advocacy campaigns
- Downloadable numbers and informational one-pagers you can use in meetings and letters





National Association of Counties

COUNTY EXPLORE
& *OTHER*
RESEARCH PRODUCTS

WHAT IS COUNTY EXPLORER?

- Compare counties across **13 categories, 100+ datasets, and 1,000+ data points** on local issues including economies, transportation & infrastructure, and health & public safety
- Access county and state-level data summaries on topics such as bridge inventory, housing affordability, Payment in Lieu of Taxes, and veterans
- Navigate with a user-friendly interface





COUNTY EXPLORER DATA CATEGORIES

County Finance

- Revenues, expenditures

County Workforce

- Employment, wages

Economy

- Employment, income, poverty, GDP

Energy and Environment

- Energy production

Health & Human Services

- Insurance, chronic conditions, mortality, Medicaid

Justice & Public Safety

- Jails, emergency services

Public Lands

- PILT, federal acreage

County Governance

- Structure, elections, officials, policy

Demographics

- Population, age, race

Education

- Attainment, enrollment

Federal Funding

- Grants, PILT, formula funds, direct payments

Housing & Community Development

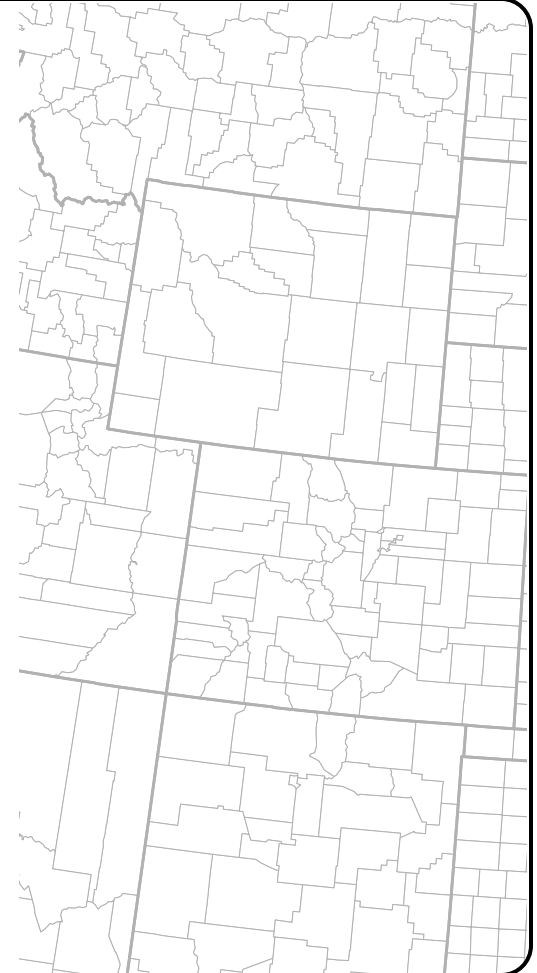
- Affordability, CDBG, permits

Natural Disasters

- FEMA declarations, hazard risk, resilience

Transportation & Infrastructure

- Roads, bridges, transit, commute data



Policy Steering Committee

Agriculture & Rural Affairs



Economy, Federal Funding, Natural Disasters

Community, Economic &
Workforce Development



Economy, County Workforce, Housing & Community Development,
Federal Funding

Environment, Energy & Land
Use



Energy and Environment, Public Lands, Natural Disasters

Finance, Pensions &
Intergovernmental Affairs



County Finance, Federal Funding, County Governance

Health



Health & Human Services, Demographics, Federal Funding

Human Services & Education



Health & Human Services, Education, Demographics, Housing &
Community Development, Federal Funding

Justice & Public Safety



Justice & Public Safety, County Finance, Demographics

Public Lands



Public Lands, Federal Funding, Energy and Environment

Telecommunications &
Technology



County Governance, Economy, Federal Funding

Transportation



Transportation & Infrastructure, County Finance, Federal Funding

County Explorer Category



TODAY'S EXAMPLE

SURFACE TRANSPORTATION

Why it matters:

Counties own and maintain **44% of public roads** and **38% of bridges**, infrastructure essential not only for daily travel but also for economic competitiveness, national security and quality of life.





TODAY'S EXAMPLE

SURFACE TRANSPORTATION

Explorer.NACo.org



WHY DOES SURFACE TRANSPORTATION MATTER TO MY COUNTY?

Counties own and maintain **44% of public roads** and **38% of bridges**, infrastructure essential not only for daily travel but also for economic competitiveness, national security and quality of life.

Nationwide, counties:



invest over \$146B in physical infrastructure and public works



own and maintain 44% of all public road miles



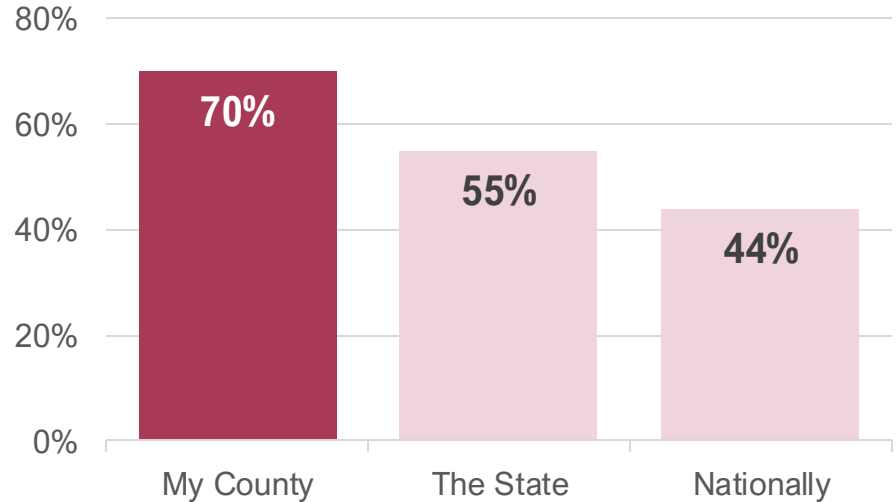
own and maintain 38% of all bridges



support 40% of transit agencies and 34% of airports



Percent Roads Owned by Counties within Each Jurisdiction





NACo'S COUNTY EXPLORER

Compare counties across **13 categories, 100+ datasets,** and **1,000+ data points** on local issues including economies, transportation & infrastructure, and health & public safety



THE COUNTY LANDSCAPE PROJECT

The County Landscape Project is NACo's **comprehensive guide to how county governments are organized, financed, and operated,** designed to serve as a unified resource for officials, policymakers, researchers, and the public.



RESEARCH REPORTS & PUBLICATIONS

NACo's Resource Library is the central hub. It contains all of NACo's latest reports, analysis, advocacy tools, and more. The library includes resources from the Research team, County Practices & Innovations and our Government Affairs team.





The County Landscape Project: Maps and Stats





REACH OUT TO US!

Research@NACo.org



You have the data. Now what do you do with it?

COMMON ask

"We ask Congress to support surface transportation funding."

STRONG ask

"In [COUNTY], [NUMBER] of roads are in poor condition. Last year, we received [DOLLARS] in funding. We ask Congress to include provisions from the BASICS Act in the next surface transportation reauthorization bill to ensure counties retain a baseline level of access to federal funding."

Turn data into a conversation that moves people.

A simple framework

Local hook

Start with a number from your county — use County Explorer to find the right stat.

Connect the dots

Explain what that number means for your community's services and your residents.

Name the bill

Reference the specific legislation by name — be ready for them to ask for the bill number, what chamber it is in and if it is bipartisan.

Make the ask

Ask for a specific vote, co-sponsorship, introduction, or help in working with a federal agency on rulemaking.

Resource Feature

Effective Federal Policy Advocacy in Washington, D.C.

Step-by-step guidance on preparing for meetings, telling your county's story and handling tough questions.



Action Items

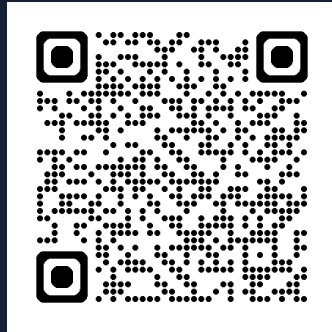
1

Visit the
Grassroots
Advocacy
Hub



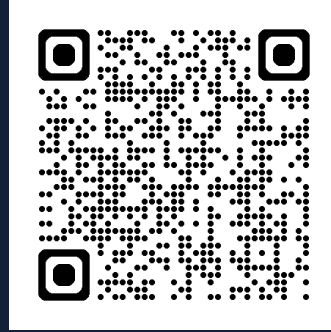
2

Find your
County in
County
Explorer



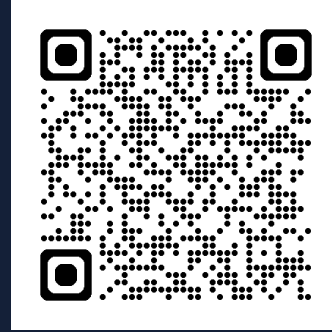
3

Send a
Letter Using
NACo's
Resources



4

Join a Policy
Steering
Committee



Questions?

*To learn more about the NACo Grassroots Advocacy initiative or offer feedback on areas you could use support for your advocacy goals, reach out to **Naomi Freel, Associate Director for Grassroots & Legislative Advocacy** at nfreel@naco.org or **(202) 942-4237**.*

*To learn more about County Explorer, reach out to **Ricardo Aguilar, Director, Data Analytics** at raguilar@naco.org or **(202) 661-8806**.*