Community Communication Activities
Louise Suter, Fermilab UEC
For USLUA, SLUO, and FNAL UEC
DPF@Fermilab, Aug 2nd 2017
Annual Users DC trip Overview

- Joint effort of three Users groups
  - **UEC** - Fermilab Users Executive Committee
  - **SLUO** - SLAC Users Organization
  - **USLUA** - US LHC Users Association
- Through election represent nearly entire US HEP user community

In addition the UEC invites FSPA on the trip and USLUA invites winners of ‘lighting round’ competition provided support for the trip

Few additional people invited who can benefit the trip

Running for ~35 yrs
Annual Users DC trip Overview

Purpose: to visit with as many Congressional members and relevant staff offices as possible, as well as with particular representatives of the administration and funding agencies.

Message: garner support for funding of physical science research in general, and HEP in particular.
The P5 report was received within congress

- 2014 House Energy & Water Approp.: “Committee supports the Office of Science’s challenge to the HEP community to identify an LBNE construction approach that avoids large out-year funding spikes or to identify viable alternatives with similar scientific benefits at significantly lower cost.”

- 2015 House Energy & Water Approp.: “Committee notes that the HEP research community is currently engaged in developing a ten-year plan for U.S. particle physics, which will include a ten-year report by the Particle Physics Project Prioritization Panel under various budget scenarios. The Committee applauds the Department for this undertaking . . .”

- 2016 House Energy & Water Approp.: “Committee strongly supports the Department’s efforts to advance the recommendations of the Particle Physics Prioritization Panel and urges the Department to maintain a careful balance among competing priorities and among small, medium, and large scale projects.”

- FY 2017 House ($823M) and Senate ($833M) marks above President’s Request ($818M)
HEP DC Trip basics

- Over the three day trip we visit offices of congresspeople, generally meeting with a staffer.
- Visit in teams of two and we try to get a mix of experience and background.
- Trip is timed based on the appropriations cycle—normally in March/April.
- Use algorithm to assign trip attendees to congresspeople based on where people lived/worked/voted/have family.

Image taken from M Cooke HEP Civics talk Monday
HEP DC Trip basics

- The community works to put together a coherent message before the trip, and all trip attendees go with this one coherent message
  - Message covers P5, the status and priorities of the community
- Bring a packet of material on HEP, and P5, to support our message and help lead the conversation
- Hold multiple practice sessions to teach people about the appropriations process, meeting etiquette, and the material
Summary of 2017 trip

- 54 trip attendees
  - 24 from UEC, 10 from SLUO, 20 from USLA
  - Of which 24/54 are ‘young’ (grad students/post docs) and 21/54 were women
- Contacted 78/100 senators. Meetings were scheduled with 69 offices (69% of senate)
- Contacted 338/435 congressional districts. Meeting scheduled with 307 (70% of house)
- Contacted but not scheduled meetings were mostly not actual rejections
  - Some offices respond they are too busy and we arranged to drop off materials or do not respond at all.
- Trip 29-31st of March 2017
Not pictured: Alaska and Hawaii; both visited.

* one or two Senators
Not pictured:
Alaska - visited.
Summary of 2017 trip

• Had meeting with all of the ‘big 8’ committees (first time)

  • House Subcommittees
    • Approp: Commerce, Justice, Science
    • Approp: Energy & Water Development
    • Science, Space & Tech: Energy
    • Science, Space & Tech: R&T
  
  • Senate Subcommittees
    • Approp: Commerce, Justice, Science
    • Approp: Energy & Water Development
    • Commerce, Science, & Transportation: Space, Science and Competitiveness
    • Energy and Natural Resources: Energy

• Equal coverage of offices from both parties
• Had meetings with DOE, NSF, OSTP and OMB
New Community Communication Material

- In late 2016, groups started a push to make new communication material for the US HEP community to use in all the communication needs, and we able to use these for the Users 2017 DC trip.
- Text was worked on as joint effort by the users groups and DPF EC, and HEPAP.
- Produced updated version of P5 2-pager.
- Two new documents put together a
  - A new ‘What is HEP’ document
  - A new ‘Benefits of HEP’ document

Received very positive feedback on all the new material.
The P5 Report provides the strategy and priorities for U.S. investments in particle physics for the coming decade.

The top four priorities in 2017

- Advance the High-Luminosity LHC (HL-LHC) accelerator and detector upgrade projects on schedule, continuing the highly successful bilateral partnership with Europe. This is P5's highest-priority near-term large project.

- Advance the Long-Baseline Neutrino Facility (LBNF) and Deep Underground Neutrino Experiment (DUNE), working with international partners to move forward with the engineering design, construction site preparation, and long-lead procurements. This is P5's highest-priority large project in its time frame.

- Support the existing construction projects enabling the next major discoveries in particle physics, including the ATLAS and CMS upgrades, LSST, DESI, Mu2e, Muon g-2, LHCb, LZ, ADMX-G2, and SuperCDMS-SNOLAB.

- Balance scientific research with facility operations and the carefully selected portfolio of small, medium, and large projects that together facilitate the success of the community's strategic vision.

Most used piece on Users DC trip, used in almost every meeting.

“P5 one pager was the only piece of material that I've seen staffers read and keep outside of the carpet 90% of the times” DC trip feedback questionnaire

available from http://www.usparticlephysics.org/
Introduction to HEP

- Overview of main questions in field
- Benefits to society - leads into other booklet
- Intro into P5 - leads into other booklet

Pictures chosen to represent all P5 projects and priorities

Provided a cheat sheet to trip attendees with more details on images and text

“The professional folder was a big upgrade from last year! It had a good amount .. of material.”

DC trip feedback questionnaire

available from http://www.usparticlephysics.org/
Benefits to society

What staffers/representative most
2017 DC trip feedback form

17.3% Grants info
34.6% Procurements info
12.2% STEM
10.9% Medical Benefits
5% Security Benefits
5% Manufacturing Benefits
11% P5
17% Other

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available from http://www.usparticlephysics.org/
Additional Material

- Pamphlet on DUNE
- Pamphlets from UEC, USULA, USLO
- 5 symmetry articles as chosen by the user groups
- Tchotchkes: FNAL wave-length shifting ruler, Particle zoo buttons
- Procurement and grant information: Very useful to make quantitative connection to district/state
  - FNAL provides list of all procurements separated by state and zip code
  - Stanford PhD student M. Baumer's produced new [HEP spending page](#) making grant info per district easy to get

"I really liked the buttons"

"you guys bring the best stuff"
2017 DC trip - ‘Ask’

- In addition to the material we bring, we bring an ‘Ask’.
- This is the statement of what congress can do to help our community
- **The 2017 “Ask” of Congress was simple and focused:** PASS THE FY2017 BUDGET.
  - The Congressionally proposed FY2017 budget was favorable for HEP and offered strong support for the P5
  - Trip attendees were asked to encourage Congress to pass specifically the Energy & Water Appropriations bill and generally the budget for FY2017.

Reminder 2016 Ask was: Please support funding for HEP in FY 2017 by sponsoring:
- $833M for HEO within the DOE Office of Science in the FY 2017 E&W Appropriations bill
- $295M for Physics within the Directorate of Mathematical and Physical Sciences of the NSF in the FY 2017 CJS and Related Agencies Appropriations bill
2017 Budget passed

• On May 1st 2017 Y17 Omnibus Bill released by House and Senate Appropriators

• DOE HEP fared quite well within Office of Science: HEP received $825 million, $8 million more than the PBR
  • FY16 enacted ($795M), FY17 Pres Proposed ($818M, +2.9%), FY17 Omnibus ($825M, +3.8%)

• The HEP mark is between the original House and Senate marks of $823M and $833M respectively.

• Of VERY significant note, HEP was the only area of Office of Science to fare better in the Omnibus than it did in the President's request.

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Maria Spiropulu's congressional testimony

- Maria Spiropulu (Caltech) was invited to testify before the House Appropriations Energy and Water Subcommittee on HEP priorities, May 3, 2017

- Maria highlighted the importance of the P5 plan, neutrino physics and LBNF/DUNE, dark energy/matter experiment program, and U.S. support of the LHC

- Maria also described the contributions of high-energy physics to technical innovation and a well-trained scientific workforce.

[Click for link to video (1:47)]
As you prepare a fiscal year 2018 Energy and Water Development appropriations bill, we strongly urge you to provide $868 million for High Energy Physics in FY2018. This funding level is vital to maintain U.S. leadership in particle physics, move forward with world-class scientific projects, and meet scheduled commitments to our international partners.

We ask that the $868 million include support for construction of the Long Baseline Neutrino Facility/Deep Underground Neutrino Experiment (LBNF/DUNE) at Fermilab, and for the upgraded High Luminosity Large Hadron Collider (HL-LHC) accelerator and experiments at CERN. “
Wider HEP Communication Efforts Going Forward

• Building and improving our community wide communication tools will be important moving forward - this being actively worked on

• Working on getting available communication material out and known to the community

• [http://www.usparticlephysics.org/](http://www.usparticlephysics.org/) could be used to give example on communicating about HEP to the general public, for example providing scenarios/talking points.

• Build and provide the community the tools needed

• Information on best times and ways to get involved

• Provide platform that enables access to the information and tools that the users groups have put together to the wider community

• Determine the best way of communicating information with the whole community, possibly through DPF
Interested participating the 2018 trip? Fill out this form
https://goo.gl/forms/1pWQ6UWIh8yPsCz63
Contacting congress

VoteSmart.org, they are a one stop shop for information on contacting all politicians.

To find your(a) representative
http://www.house.gov/representatives/find/
https://www.govtrack.us/congress/members/map

Senators contact info
https://www.senate.gov/general/contact_information/senators_cfm.cfm

Info on congressional staff
http://congressional-staff.insidegov.com/

Info on committee membership
https://www.congress.gov/committees
P5-Particle physics project prioritization panel


- Community wide effort to produce a develop a clear vision for the future
- Report was released in 2014 but it was multi year effort to produce it.
  - P5 take 2 process to start around 2021
- Laid out the communities priories for the next 10 years
- The P5 plan balanced investments between research at leading universities and laboratories throughout the country and overseas, and the construction of new U.S. facilities.
- The P5 report worked with two constrained budget Scenarios, and a third, unconstrained Scenatio.
  - This effort is focusing on the science not on the budget

U.S. Particle Physics: Building for Discovery

U.S. Particle Physics Strategy  Education and Outreach Site

http://www.usparticlephysics.org/
Connections file: text file containing the complete description of connections between a team member and members of Congress. Essentially a mapping between Congressional districts and connection codes for any given person.

Connection code: two-letter code used to describe the kind of connection with members of Congress.

State code: two-letter code representing the state.

Meeting roles: Primary/Secondary. Primary is the person with the strongest connection to a member of Congress and therefore will be in direct communication with that specific office. Secondary is usually an overloaded term (more on that later).

Primaries (secondaries): list of Congressional offices a person will visit as primary (secondary).

Mapping to determine the kind of connection each team member has with members of Congress.

A text file with lines with the following format:

    Congressperson;StateCode;DistrictNumber;ConnectionCode1,ConnectionCode2

where:

Congressperson is the name of the Congressperson (must be identical to that in the congresspersons.txt file that will be provided).

StateCode is one of:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PW, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY

DistrictNumber is either:
- a two digit number, or
- the same as StateCode for Senators or at-large House Members.
**Connection Code**N is one of the following:

IF = immediate family (mother, father, siblings)  
EF = extended family (grandmother, cousins, uncles and aunts, etc)  
CR = current resident  
FR = former resident  
RV = registered voter  
CW = current workplace  
FW = former workplace  
ED = educated in district/state  
PC = personal/previous connection (e.g. met with them before, know a staffer, etc.)

Depending on the relationship with specific members of Congress, each line can contain several connection codes separated by commas.

Each team member will provide a connections file describing as many relevant connections as they can.

To facilitate association, please name the connections file using simply your first and last name (for Jesus Orduna: JesusOrduna.txt).

See next slide for two examples of connections files...
Find your representatives

https://www.house.gov/representatives/find/
Find your senators

https://www.senate.gov/senators/contact/

Senators of the 115th Congress

Sort by: Name  State  Party

XML

Choose a State  ▼  Choose a Senator  ▼  Choose a Class  ▼

What is a class?

Alexander, Lamar - (R - TN)
455 Dirksen Senate Office Building Washington DC 20510
(202) 224-4944
Contact: www.alexander.senate.gov/public/index.cfm?p=Email

Baldwin, Tammy - (D - WI)
709 Hart Senate Office Building Washington DC 20510
(202) 224-5653
Contact: www.baldwin.senate.gov/feedback

Barrasso, John - (R - WY)
307 Dirksen Senate Office Building Washington DC 20510
(202) 224-6441
Contact: www.barrasso.senate.gov/public/index.cfm/contact-form

Bennet, Michael F. - (D - CO)
261 Russell Senate Office Building Washington DC 20510
(202) 224-5852
Contact: www.bennet.senate.gov/?p=contact

Blumenthal, Richard - (D - CT)
706 Hart Senate Office Building Washington DC 20510
(202) 224-2823
Received very positive feedback on all the new material
Community 2018 Appropriations House Letter

June 2, 2017

Chairman Mike Simpson
Subcommittee on Energy and Water Development
2362-B Rayburn House Office Building
Washington, D.C. 20515

Ranking Member Marcy Kaptur
Subcommittee on Energy and Water Development
1016 Longworth House Office
Washington, D.C. 20515

Dear Chairman Simpson and Ranking Member Kaptur:

We are writing on behalf of the U.S. community of approximately 6,000 scientists, engineers and students from 160 universities and DOE national labs that conducts research on high energy physics. We thank you for your continued support for the High Energy Physics (HEP) program in the DOE Office of Science. As you prepare a fiscal year 2018 Energy and Water Development appropriations bill, we strongly urge you to provide $868 million for High Energy Physics in FY2018. This funding level is vital to maintain U.S. leadership in particle physics, move forward with world-class scientific projects, and meet scheduled commitments to our international partners.

We ask that the $868 million include support for construction of the Long Baseline Neutrino Facility/Deep Underground Neutrino Experiment (LBNF/DUNE) at Fermilab, and for the upgraded High Luminosity Large Hadron Collider (HL-LHC) accelerator and experiments at CERN. These are the two highest priority large projects, and critical to maintain U.S. leadership in particle physics over the next several decades. LBNF/DUNE is an international neutrino facility hosted in the U.S. This level of funding is needed to enable prototype detector construction with our international partners as well as to excavate underground caverns that will house the final neutrino detectors. Funding for the HL-LHC enables leading U.S. responsibilities including essential upgrades to the accelerator and experiments, to empower the next round of discoveries at the highest energies.

In addition to these major projects, the $868 million funding level will advance and support world-leading undertakings including the next generation dark matter and dark energy experiments which are critical to understanding what makes up our universe and what is causing its expansion, as well as particle physics and accelerator research at universities and DOE national labs across the U.S. Funding at this level would continue to drive forward the stream of innovations that result as we push the boundaries of technology development, from superconducting magnets, to accelerator-based medical treatment and biomedical research, to advanced scientific computing; innovations whose benefits improve the quality of our daily lives.

Our priorities are based on the 10-year strategic plan "Building for Discovery", also known as P5, that was developed by the High Energy Physics community in close consultation with our funding agencies. Our community has come together behind the P5 plan, its compelling comprehensive scientific vision, and the tough decisions made to fit the research program within the available funding envelope. Our community continues to achieve its groundbreaking scientific milestones, and has an excellent track record of delivering projects on time and on budget. Since the implementation of the P5 strategic plan in 2014, we have explored the nature of the Higgs boson and new states of four-quark matter with LHC experiments that have outperformed expectations, delivered the world’s highest intensity neutrino beam, set the world’s best constraints on dark matter, constructed a successful prototype of the strongest accelerator magnet ever built, and demonstrated multi-stage acceleration in laser-driven plasmas.

The President’s budget request for FY2018 of $672.7M, an 18.5% cut below the FY2017 enacted level, falls far short of the funding needed for a healthy HEP program, and further short of a world-leading program. The PBR, if enacted, would have dire, long-term consequences both for our highest priority projects and for the field as a whole. The P5 report warned of the impact of such budgets on the field. Research would be severely compromised through reductions in scientific staff, failure to attract the best minds, and major cuts to operations of user facilities that support hundreds of scientists and students. Projects for future research, such as LBNF/DUNE, would be substantially delayed, and costs would increase. Existing international commitments, such as for the HL-LHC, would be jeopardized, and international partnerships that are fundamental to particle physics as a global field would be damaged, with lasting consequences. Training of the science and technology workforce would be dramatically reduced, and the inspiration and attraction to the public and the future workforce would be compromised.

Robust funding, at the $865M level, is necessary to build on recent progress. We are grateful for your continued leadership in funding this important field of science.

[Signature]

Professor Marcela Carena
Chair Division of Particles and Fields
of the American Physical Society
Enrico Fermi Institute and Kavli Institute for Cosmological Physics
Department of Physics at The University of Chicago
5440 Ellis Ave.
Chicago, IL 60637

[Signature]

Professor Harvey B. Newman
Chair SLAC Users Organization Executive Committee
Handen Experimental Physics Laboratory and
Kavli Institute for Particle Astrophysics and Cosmology
Stanford University
Stanford, CA 94305

[Signature]

Dr. Nicola Omodei
Chair US LHC Users Executive Committee
Division of Physics, Mathematics and Astronomy
California Institute of Technology
1200 East California Boulevard
Pasadena, CA 91125

[Signature]

https://goo.gl/aOrxMR
Community 2018 Appropriations Senate Letter

May 31st, 2017

Chairman Lamar Alexander
Subcommittee on Energy and Water Development
Committee on Appropriations
186 Dirksen Senate Office Building
Washington, D.C. 20510

Ranking Member Dianne Feinstein
Subcommittee on Energy and Water Development
Committee on Appropriations
188 Dirksen Senate Office Building
Washington, D.C. 20510

Dear Chairman Alexander and Ranking Member Feinstein:

We are writing on behalf of the U.S. community of approximately 6,000 scientists, engineers and students from 160 universities and DOE national labs that conducts research on high energy physics. We thank you for your continued support for the High Energy Physics (HEP) program in the DOE Office of Science. We are grateful for the letters you have already sent to President Trump supporting the DOE basic research programs. As you prepare a fiscal year 2018 Energy and Water Development appropriations bill, we strongly urge you to provide $868 million for High Energy Physics in FY2018. This funding level is vital to maintain U.S. leadership in particle physics, move forward with world-class scientific projects, and meet scheduled commitments to our international partners.

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[Signatures]

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1200 East California Boulevard
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* one or two Senators
**House Meetings**

* one or two Senators visited

No confirmation

*HEP institution

**DC Trip 2016**

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Alaska - visited.

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