What are Curate & VoterVoice

Curate and VoterVoice are complementary advocacy and government relations tools designed to help organizations monitor policy, engage stakeholders, and influence outcomes efficiently. PACA has been considering the use of these tools explain the potential they hold for the Association.

Curate is an AI-powered local legislative tracking platform focused on municipal, county, and school district-level policy. This tool scans 400,000+ meeting minutes/agendas weekly from 12,000+ municipalities and thousands of school districts which can be focused on Pennsylvania specifically. It allows for a customizable dashboard, with daily alerts, and report generation filtered by topics (e.g., zoning, environmental regs, permitting, infrastructure, beneficial use of materials, taxes, or land use). Curate would allow PACA to triage issues, save favorites, comment, share internally, and act quickly.

How can Curate help PACA?

- Early warning on local risks/opportunities: Track ordinances, zoning changes, stormwater rules, reclamation, or permitting that impact members' operations across PA counties/municipalities.
- Scalable monitoring without massive staff time: Automated alerts reduce manual website checks.
- Proactive advocacy: Spot issues early, identify decision-makers quickly, and coordinate responses needed.

VoterVoice is a digital advocacy platform for mobilizing supporters, contacting lawmakers, and running campaigns at local, state, and federal levels. PACA could use this tool to build targeted campaigns through emails, texts, petitions, surveys, events, scorecards, and legislator outreach. It has real-time analytics, reporting, and the ability to integrate with our current management system. This platform will mobilize member action, amplify our voice and increase member engagement with positive influence on issues affecting our industries.

When used together, Curate spots emerging local/state issues and VoterVoice mobilizes our members and unifies stakeholder advocacy efforts. These tools would be very helpful for our Association and we welcome any member feedback.