Advocacy Training

Communicating for Change: Educating Policymakers

CAFA Asthma Summit
June 15, 2022
CAFA Virtual Advocacy Day

- Training - Today
- Confirm participation – Next week
- Group by region – Next week
- Group prep meetings – By July 7th
- Virtual meetings – By end of July
Knowing the Rules
Overview of California’s Legislature

- Bicameral Legislature
- State Budget
- State Taxes
- Laws
- Oversight of State Government
California’s Legislature

State Senate ("upper house")

- 40 members
- 4-year term (12 year max)
- Each district represents ~930,000 people
- 31 Democrats
- 9 Republicans
- 27 votes needed to break 2/3 requirement
California’s Legislature

State Assembly (“lower house”)

- 80 members
- 2-year term (12 year max)
- Each district represents ~465,000 people
- 60 Democrats
- 19 Republicans
- 1 Independent
- 54 votes needed to break 2/3 requirement
All legislation begins as an idea that can come from anyone including citizens and non-profit organizations. Industry lobbyists, state agencies and legislators can also come up with bill ideas.
An author is a legislator (Senator or Assembly Member) who agrees to take a bill idea to Legislative Counsel where it is drafted into an actual bill. The draft bill is returned to the Legislator for introduction. If the author is a Senator, the bill is introduced in the Senate. If the author is an Assembly Member, the bill is introduced in the Assembly.
FIRST READING

The author reads the bill on the floor of the house of origin. The bill is assigned a number and title.
The bill goes to the Assembly or Senate Rules Committee.
The bill goes to one or more policy committees.
The bill goes to the Senate or Assembly Appropriations Committee.
SECOND AND THIRD READING: FLOOR VOTE

The bill is read a second time on the floor of the house of origin and then assigned to third reading. The author presents the bill to the floor for a vote at the third reading.
The bill gets enough votes to pass out of the first house. The bill must repeat the entire process in the second house. If it is an Assembly bill it must go to the Senate. If it is a Senate bill it must go through the Assembly side.
Wash, Rinse, Repeat in the Second House

Pass First House (House of Origin)

First Reading

Rules Committee

Policy Committee(s)

Pass Second House

Second and Third Reading: Floor Vote

Fiscal Committee
RESOLUTION OF DIFFERENCES

If the bill is amended in the second house, it must go back to the house of origin for concurrence. If agreement cannot be reached the bill must go to a committee made up of Senators and Assembly Members to resolve differences.
The bill is signed into law or *vetoed* by the Governor. A governor’s veto can be overridden by a two-thirds vote in both houses.
The bill is written into the California Code and becomes a law or statute.
Advocacy Opportunities

First Reading
  └ Rules Committee
    └ Policy Committee(s)
      └ Fiscal Committee
        └ Floor Vote: Pass 1st House

Fiscal Committee
  └ Policy Committee(s)
    └ Rules Committee
      └ First reading

Floor Vote: Pass 2nd House
  └ Concurrence
    └ Governor Signs Bill
      └ Bill Becomes a Law
Influencing Regulations and Legislation
Influencing Regulations and Legislation – Part 1

• Write the decision-maker

• Call the decision-maker’s office

• Meet with the decision-maker

• Testify at regulatory or legislative hearings
Advocacy Opportunities

First Reading

Rules Committee

Policy Committee(s)

Fiscal Committee

Floor Vote: Pass 1st House

First reading

Policy Committee(s)

Rules Committee

Fiscal Committee

Concurrence

Governor Signs Bill

Floor Vote: Pass 2nd House

Bill Becomes a Law
Meeting with Legislators: Keys to Success

- Be prepared
  - Well-scripted
  - Concise
- Be nice/respectful with all staff
- Have good stories – especially in-district messages
- Develop a personal connection
  - Find common ground and build relationship from there
- Demonstrate your expertise
- Create opportunities for follow up
  - Become a “go-to” expert for the office
- Leave something behind
  - Business cards
  - One-pager
  - Fact sheets
  - Reports
- Have an ask
- Don’t lie
- Follow up
Meeting with Legislators: Structure

- Identify a lead/facilitator
- Introductions
- Summary of group – who are you/what do you care about/what do you have expertise in
- Down to details
  - Personal stories
  - Legislation/Education
    - Why it is important
      - What you want them to do (your “ask”)
  - Discussion/questions
  - Thank you and wrap up (identify any follow up)