

Advocacy Training

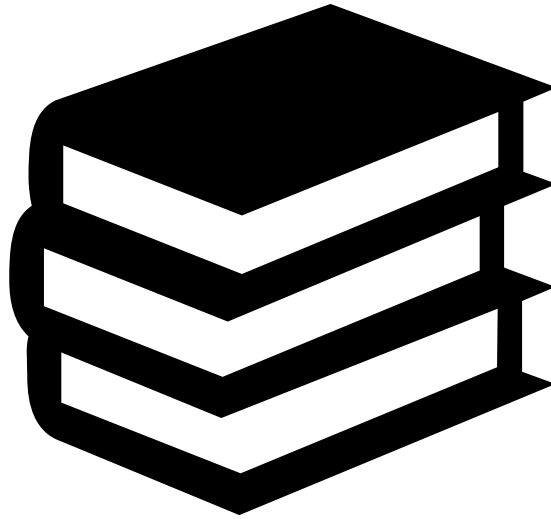
Communicating for Change: Educating Policymakers

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

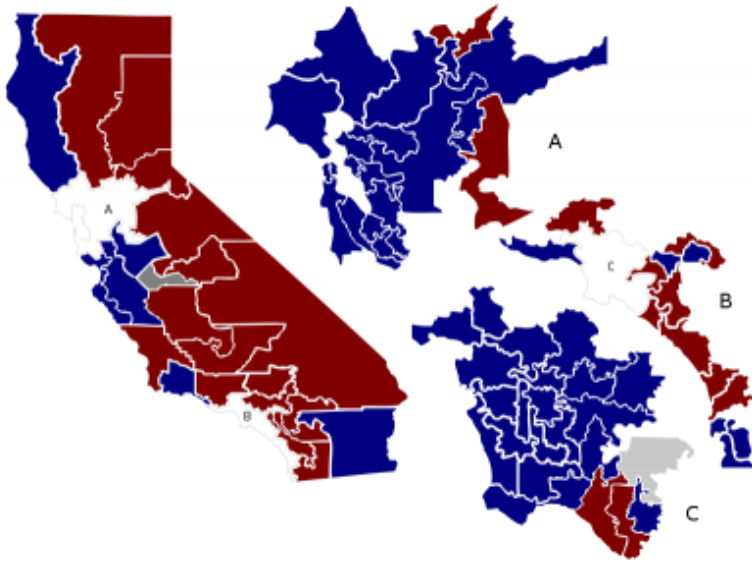


State Senate ("upper house")

- 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

Bill Idea



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.

FIND AN AUTHOR



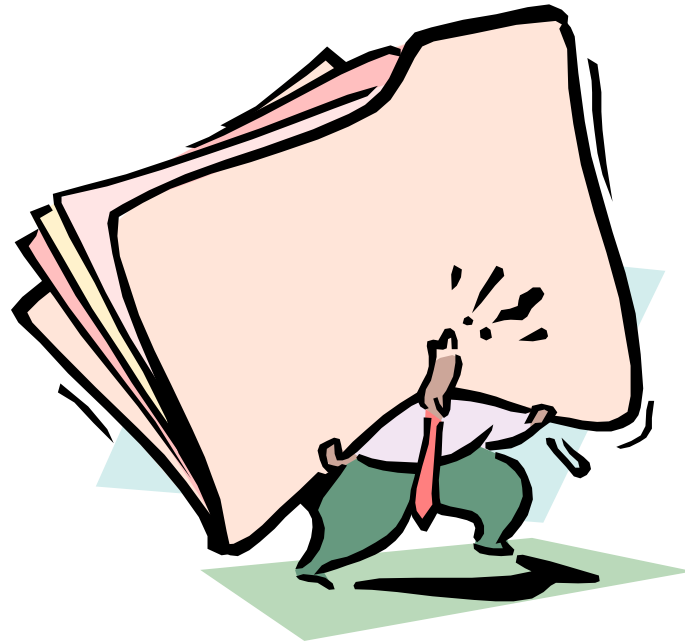
An author is a legislator (Senator or Assembly Member) who agrees to take a bill idea to Legislative Counsel where it is drafted into an actual bill. The draft bill is returned to the Legislator for introduction. If the author is a Senator, the bill is introduced in the Senate. If the author is an Assembly 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.

RULES COMMITTEE



The bill goes to the Assembly or Senate Rules Committee.

POLICY COMMITTEE(S)



The bill goes to one or more policy committees.

FISCAL COMMITTEE

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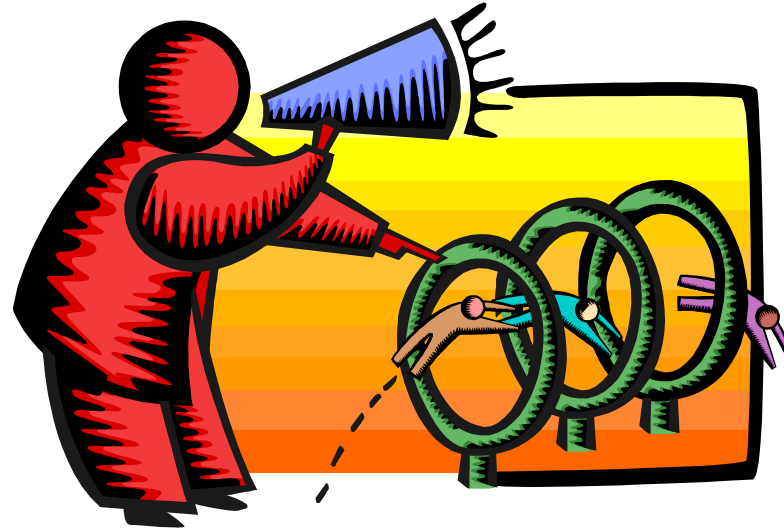
The bill goes to the Senate or Assembly
Appropriations Committee.

SECOND AND THIRD READING: FLOOR VOTE



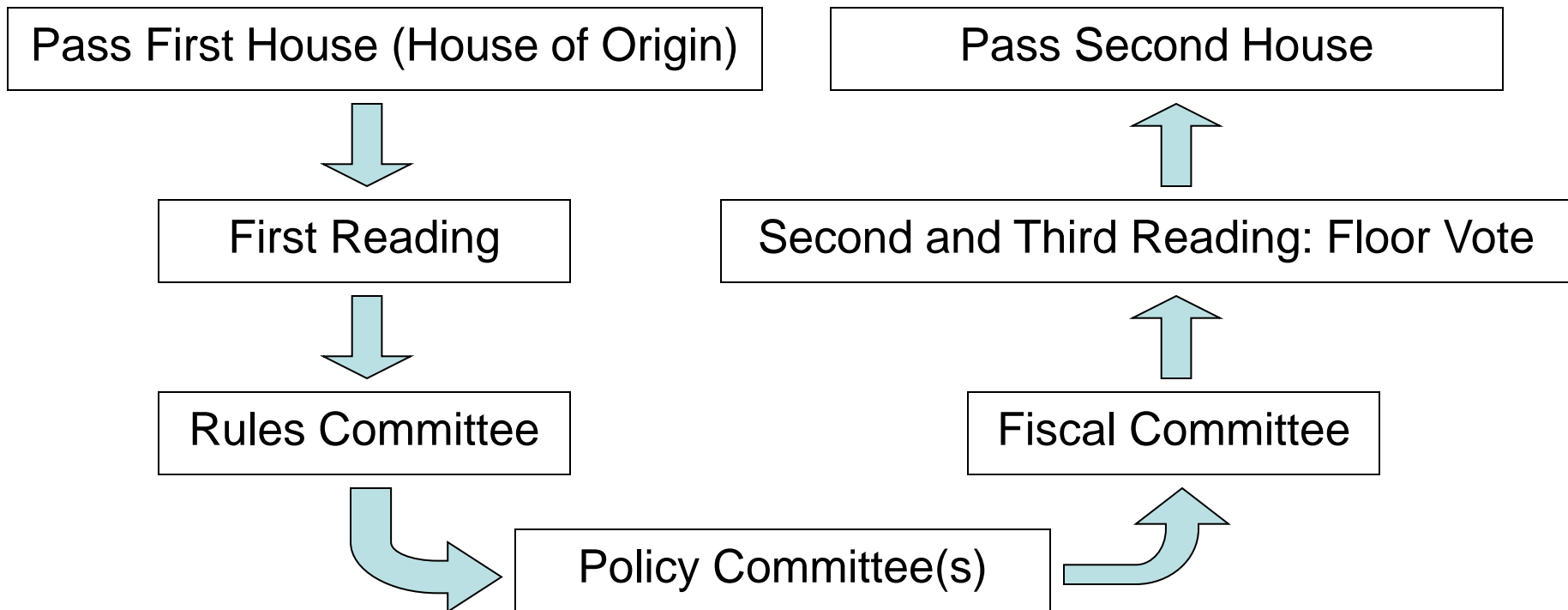
The bill is read a second time on the floor of the house of origin and then assigned to third reading. The author presents the bill to the floor for a vote at the third reading.

PASSES OUT OF HOUSE OF ORIGIN



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



RESOLUTION OF DIFFERENCES



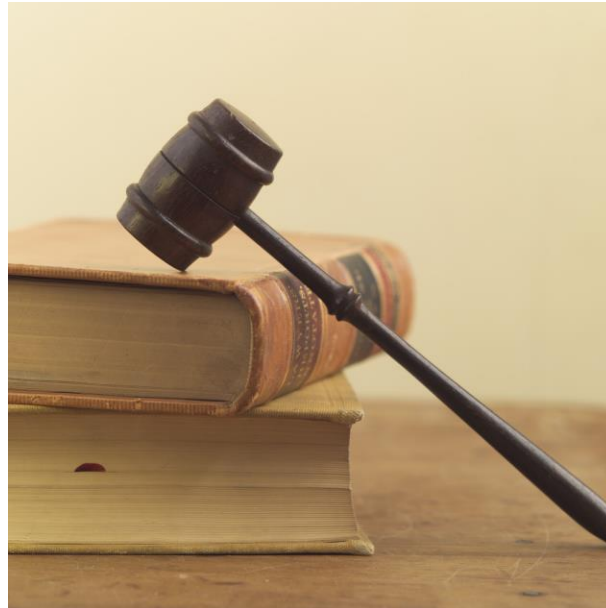
If the bill is amended in the second house, it must go back to the house of origin for concurrence. If agreement cannot be reached the bill must go to a committee made up of Senators and Assembly Members to resolve differences.

BILL GOES TO GOVERNOR



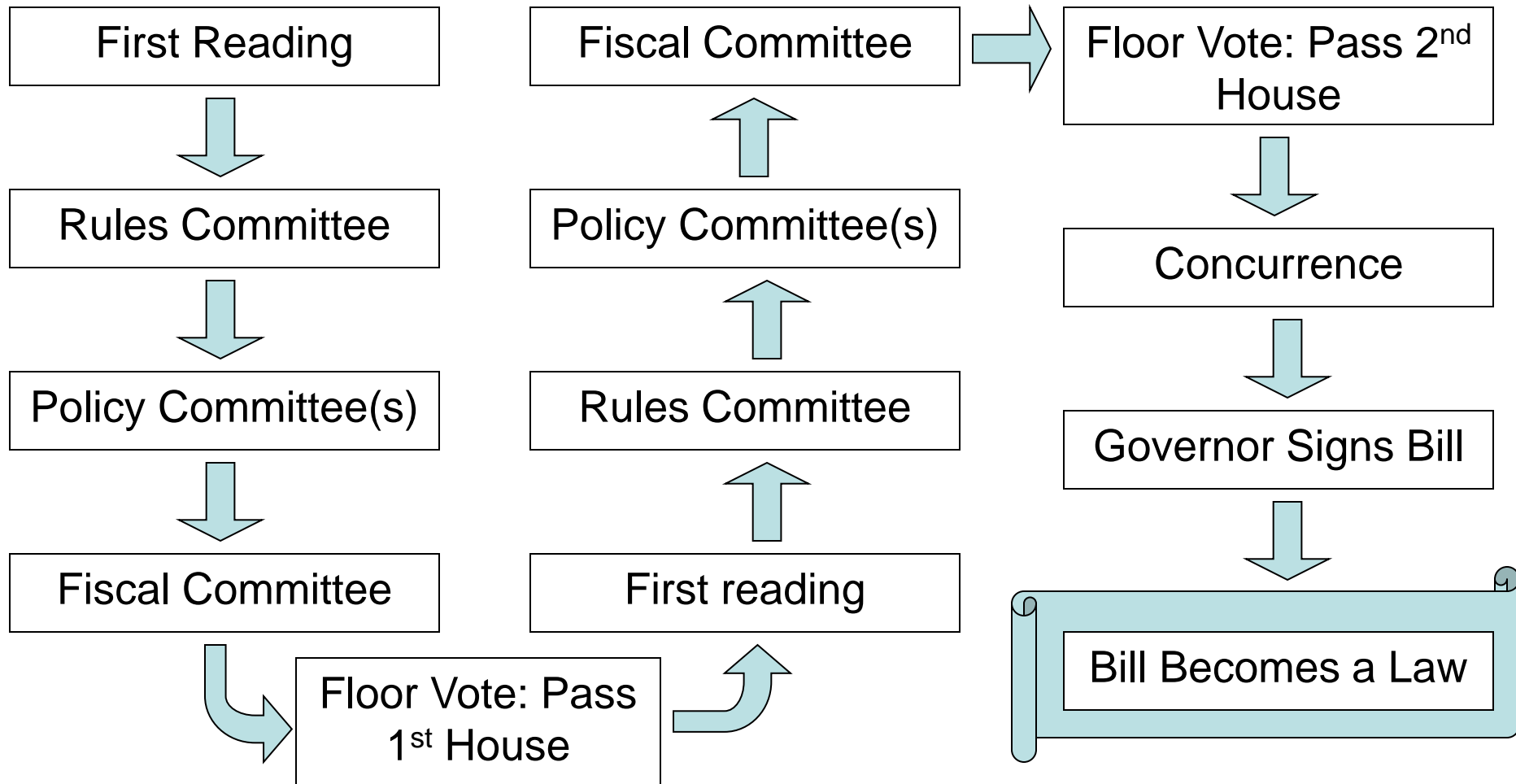
The bill is signed into law or vetoed by the Governor. A governor's veto can be overridden by a two-thirds vote in both houses.

BILL BECOMES LAW



The bill is written into the California Code and becomes a law or statute.

Advocacy Opportunities



Influencing Regulations and Legislation

Influencing Regulations and Legislation – Part 1



- Write the decision-maker



- Call the decision-maker's office

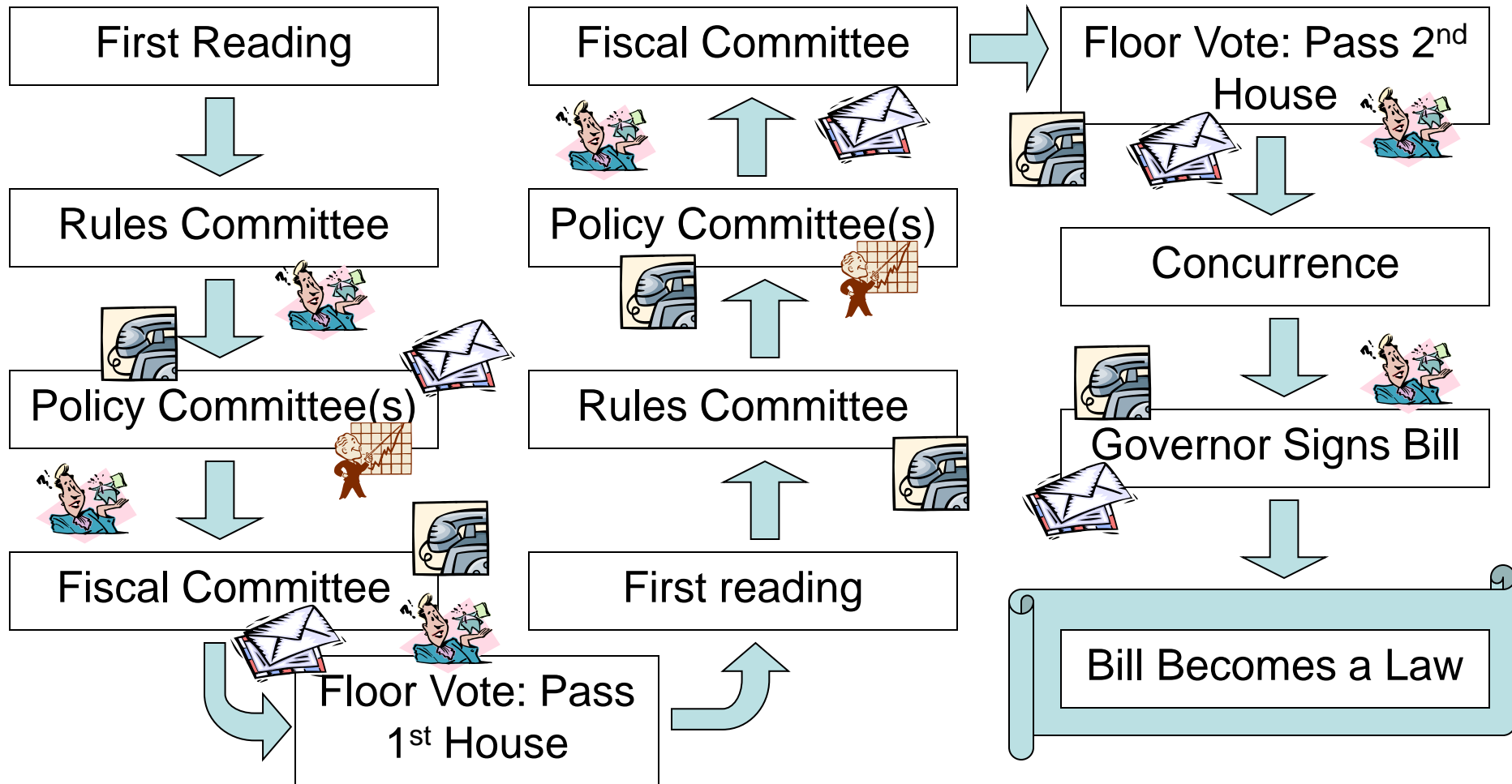


- Meet with the decision-maker



- Testify at regulatory or legislative hearings

Advocacy Opportunities



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)