



NATIONAL LOW INCOME
HOUSING COALITION

Lobbying 101

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Outline



- 1. Basics on the federal legislative process**
- 2. Budget**
- 3. Why we advocate**
- 4. Best tips for a lobbying meeting**
- 5. Lobby Day Practice**
- 6. Questions?**

Congress



House of Representatives

- 435 voting members, elected for 2 year terms
- Number of representatives depends on population
 - California: 53 representatives
 - Alaska, Delaware, Montana, North Dakota, South Dakota, Vermont, and Wyoming: 1 representative

Senate

- 100 voting members, elected for 6 year terms
- Each state has two Senators

How a Bill Becomes a Law

Senate

House

It starts with an idea

Bill is introduced, and assigned to committee

Bill is introduced, and assigned to committee



Committee discusses, amends and votes on bill

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Bills must pass through both chambers before going to President



Bill proceeds to full Senate for discussion, amendments and vote

Bill proceeds to full House for discussion, amendments and vote

Conference committee meets to resolve differences between House and Senate versions of bill

Both chambers vote on final bill



President signs the bill and it becomes a law



Veto override = 2/3 vote

President vetoes bill and sends back to congress



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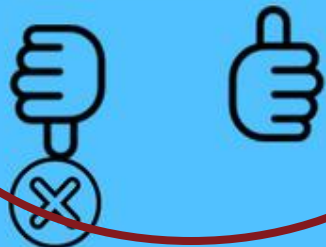
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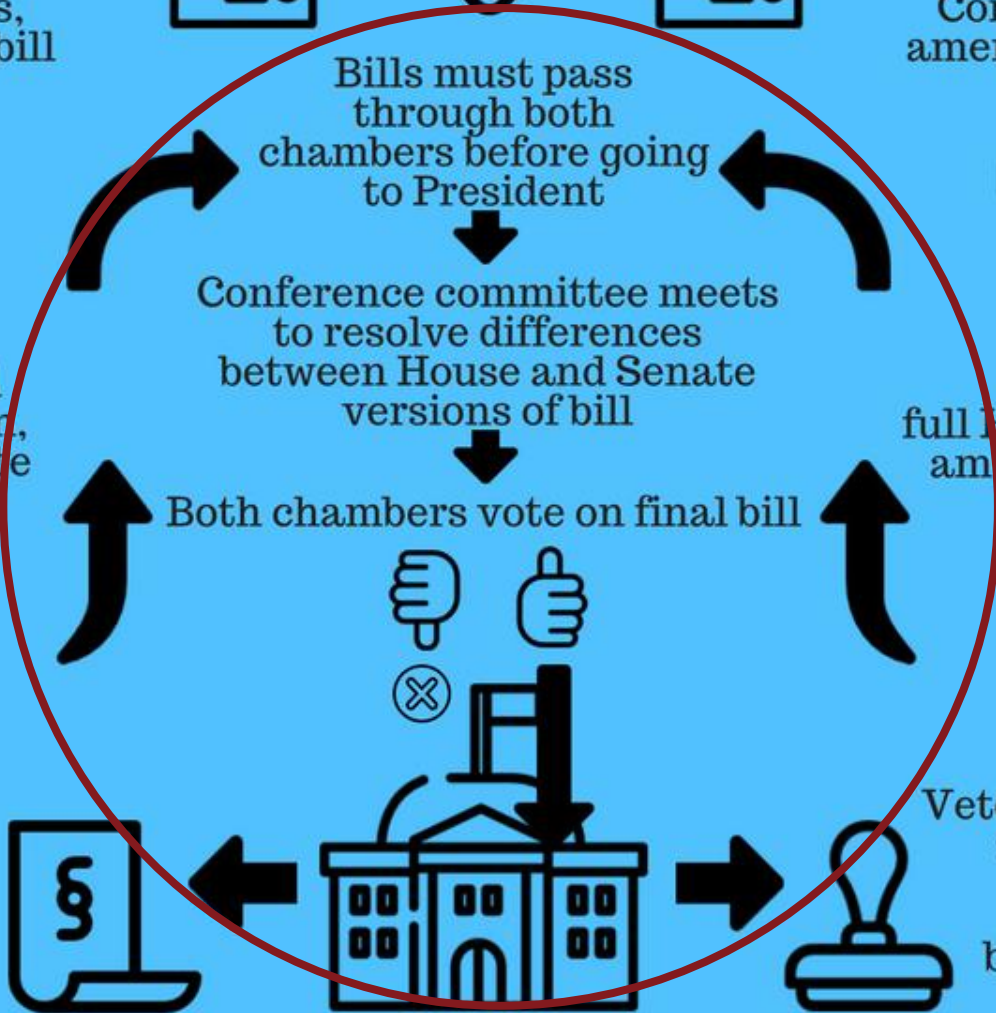


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Budget Process

THE BUDGET PROCESS

President
submits budget
to Congress

House & Senate
mark up and
pass budget

House & Senate
conference the
budget
resolution

Spending bills
passed by
Appropriations
Committees

Reconciliation/
authorization

Oct. 1
New Fiscal Year
begins

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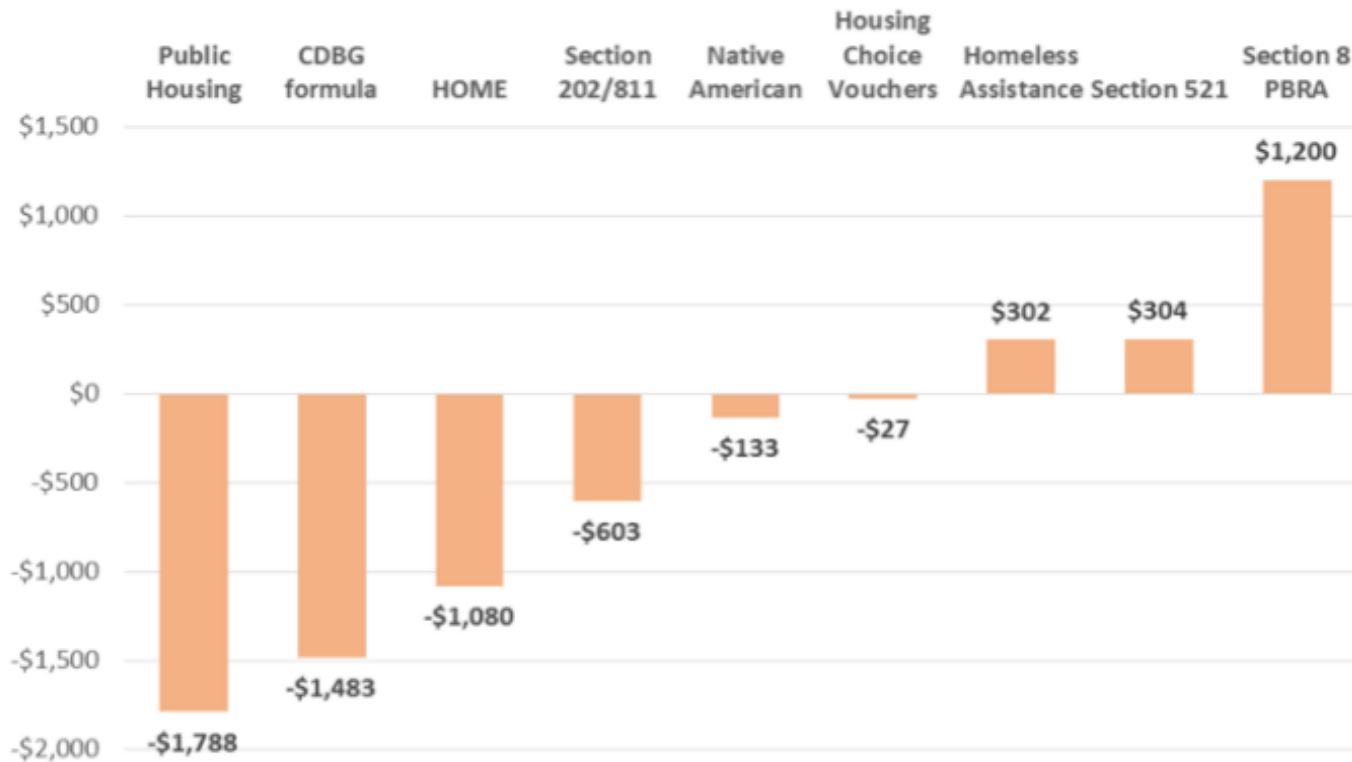


(Photo: Zach Gibson/Getty Images)

HUD's Budget Over Time



Change in funding, 2010 to 2017, in millions of 2017 dollars



Questions?

Your Role

Your Role



Your Senators and Representatives make their decisions about votes by considering:

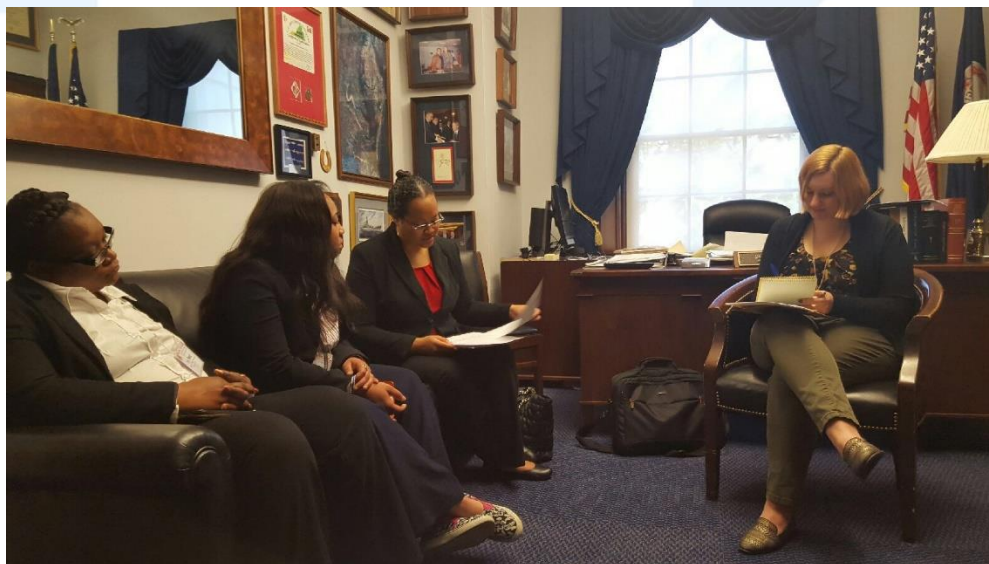
- Their political party position
- What their constituents value
- Their personal values
- Political and financial feasibility

Your views and priorities influence their positions on issues

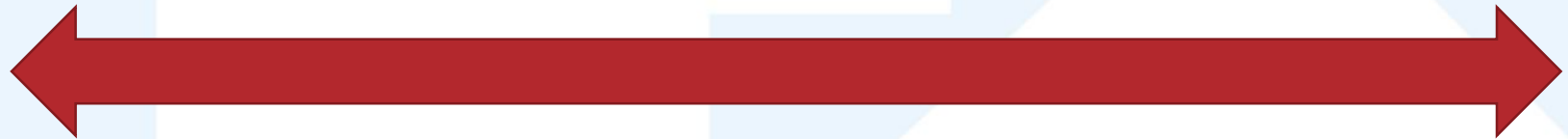
Does Advocacy Work?

What do staffers say?

Examples of advocacy working



Does Advocacy Work?



**Staunch
Opponent**

Opponent

Neutral

Supporter

**Staunch
Supporter**

Lobby Meetings

Advocacy: Lobby Meetings



Before your meeting:

- Coordinate meetings with a coalition.
- Schedule meetings in advance by calling the appropriate office. Make sure to look up office locations before hand so you can schedule visits accordingly. Offices are spread out.
- Meeting with staff is often just as good as meeting with the actual elected official—sometimes better. Try to meet with the staff who handles housing policy.
- Do research on the person you are meeting.

Advocacy: Lobby Meetings



During your meeting:

- Introduce yourself and your organization
- Use this as an opportunity to educate your elected official about the work you do and the issues more broadly
 - Provide data and experience (numbers and stories)
- Connect your work with the elected official
- Make a specific ask
 - “Support/oppose xyz legislation”
- Leave behind materials

DISTRICT-LEVEL RENTER STATISTICS

	Total Renter Households	Severely Burdened Households*	% with Severe Burden		Affordable and Available Rental Units Per 100	Surplus/ (Deficit) of Affordable and Available Rental Units
Income at or below 30% of AMI	12,006	8,811	73%	Income at or below 30% of AMI	30	-8,420
Income between 31% and 50% of AMI	11,267	2,779	25%	Income at or below 50% of AMI	64	-8,363
Income between 51% and 80% of AMI	10,282	732	7%	Income at or below 80% of AMI	95	-1,669
All Renter Households	60,093	12,705	21%			

Renters make up 23% of all households in the District

Source: NLIHC tabulations of 2009-2013 Comprehensive Housing Affordability Strategy (CHAS) data

STATE-LEVEL RENTER STATISTICS

	Total Renter Households	Severely Burdened Households*	% with Severe Burden		Affordable and Available Rental Units Per 100	Surplus/ (Deficit) of Affordable and Available Rental Units
Income at or below 30%** of AMI	246,862	184,355	75%	Income at or below 30%** of AMI	37	-156,646
Income between 31% and 50% of AMI	159,241	56,338	35%	Income at or below 50% of AMI	54	-188,507
Income between 51% and 80% of AMI	229,827	15,989	7%	Income at or below 80% of AMI	97	-19,019
All Renter Households	1,079,988	258,365	24%			

Renters make up 35% of all households in the state

Source: NLIHC tabulations of 2015 American Community Survey (ACS) Public Use Microdata Sample (PUMS)

REGIONAL RENTAL AFFORDABILITY STATISTICS

Metropolitan Statistical Areas (MSAs) and Counties in Districts	Total Renter Households	AMI	30% of AMI	Rent Affordable at 30% of AMI	One Bdrm Fair Market Rent	One Bdrm Housing Wage	Two Bdrm Fair Market Rent	Two Bdrm Housing Wage	Hours at Minimum Wage for Two Bdrm	Avg Renter Wage
Washington-Arlington-Alexandria HMFA	328,679	\$110,300	\$33,090	\$827	\$1,513	\$29.10	\$1,746	\$33.58	185	\$23.30
Virginia Beach-Norfolk-Newport News HMFA	240,002	\$73,000	\$21,900	\$548	\$939	\$18.06	\$1,130	\$21.73	120	\$14.28
Richmond MSA	160,407	\$78,700	\$23,610	\$590	\$871	\$16.75	\$1,005	\$19.33	107	\$16.28
King George County	2,259	\$96,900	\$29,070	\$727	\$752	\$14.46	\$963	\$18.52	102	\$18.10
Westmoreland County	1,765	\$59,600	\$17,880	\$447	\$570	\$10.96	\$746	\$14.35	79	\$8.93
Lancaster County	1,290	\$65,800	\$19,740	\$494	\$686	\$13.19	\$912	\$17.54	97	\$11.19
Essex County	1,143	\$54,700	\$16,410	\$410	\$723	\$13.90	\$884	\$17.00	94	\$10.34

Source: Out of Reach 2017. This congressional district includes at least a portion of the Fair Market Rent (FMR) areas listed above. For FMR areas that span more than one state, the data reflect this state's geography. For districts covering more than seven FMR areas, only the seven largest are shown.

*Severely Burdened: Households spending more than 50% of income on housing costs, including utilities. **Or poverty guideline, if higher. AMI = Area Median Income.

Last updated in June 2017. Please contact NLIHC research staff at (202) 662-1530 to request additional information.

Advocacy: Lobby Meetings



After your meeting:

- Thank you! Let the Member or staff know you appreciate the meeting
- Share what you learned
- Follow up and build a relationship with the office
- Continue the conversation

Advocacy: Lobbying



Advocacy

- Public education and organizing in support of your mission
- Includes informing public officials about an issue or problem without specific legislation

Lobbying

- A subcategory of advocacy
- Lobbying involves taking a position on a specific piece of legislation and working for its passage or defeat

Questions?

Role Play

Questions?

Policy Priorities Webinar

March 13, 3 pm EST

<http://bit.ly/2ERqEoM>

It's never been easy.

Our commitment is unwavering.

**Join us and amplify the voices of
the poorest families in need.**

**OUR MEMBERS
ARE OUR STRENGTH.**



NATIONAL LOW INCOME
HOUSING COALITION

JOIN TODAY

WWW.NLIHC.ORG/MEMBERSHIP

Stay in touch!



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