



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?**

The Branches of Government

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

It starts with an idea

House

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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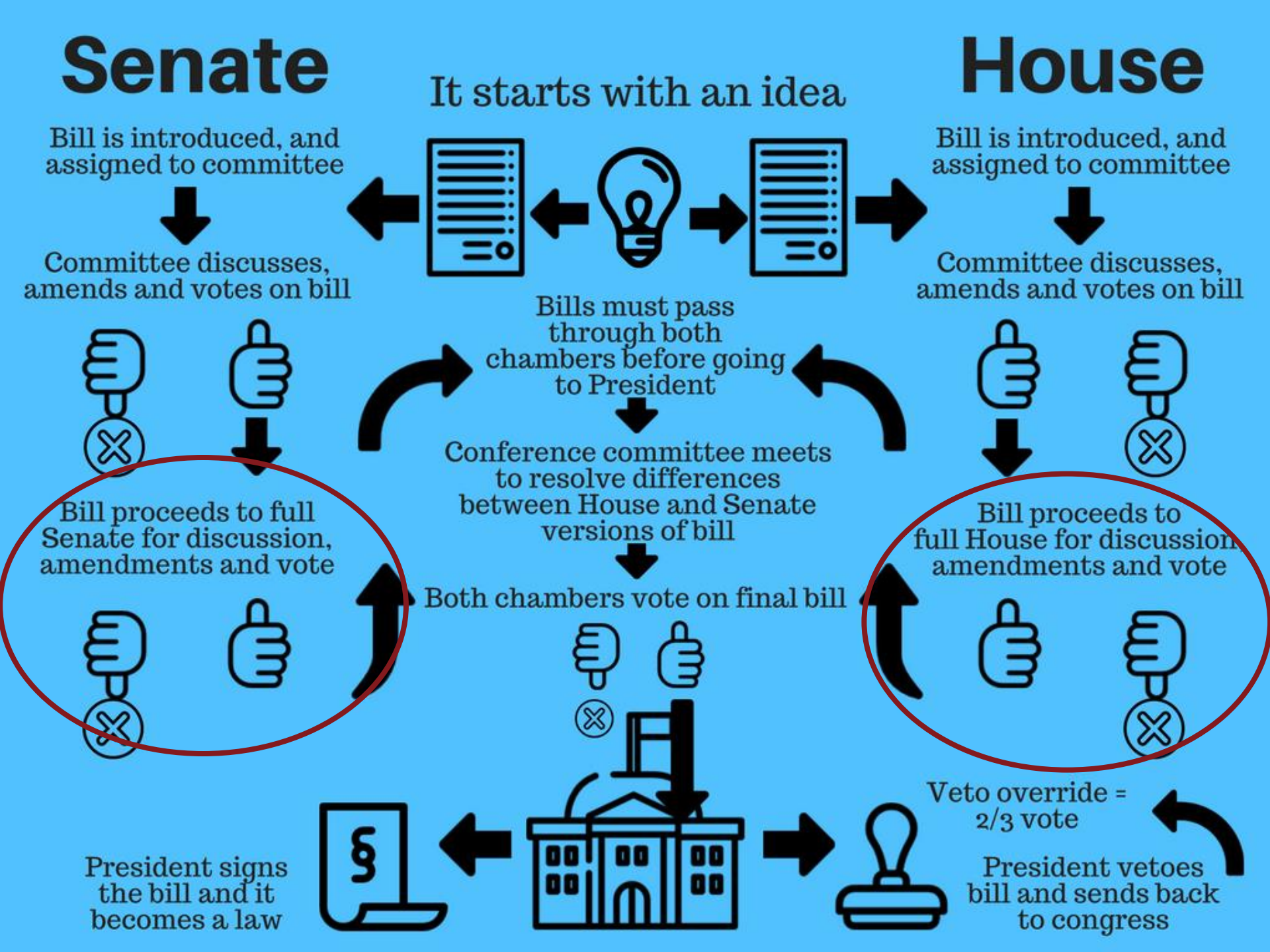
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The Budget Process

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
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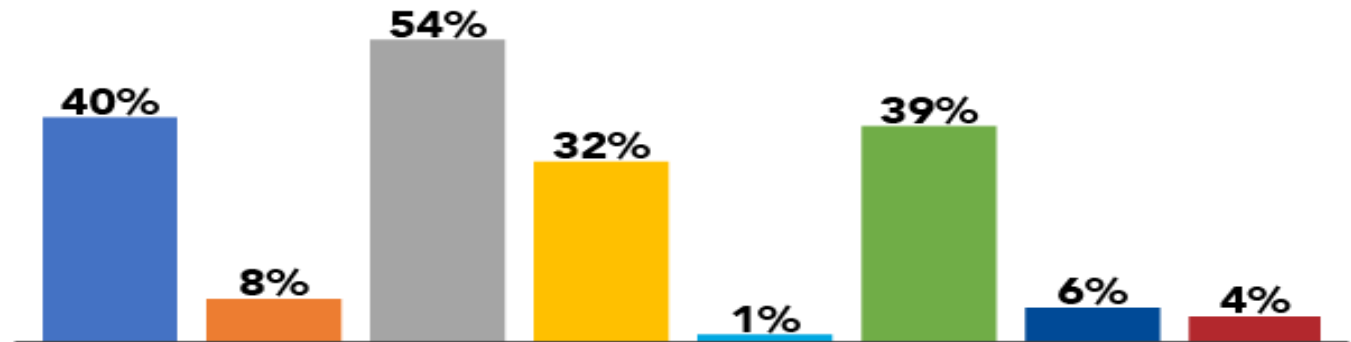
(Photo: Zach Gibson/Getty Images)

HUD's Budget Over Time

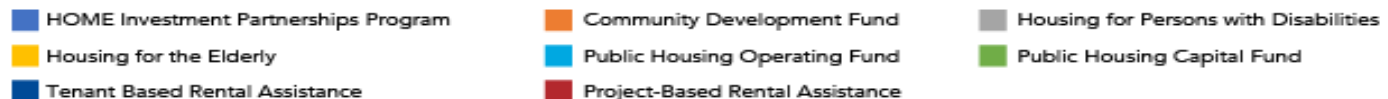
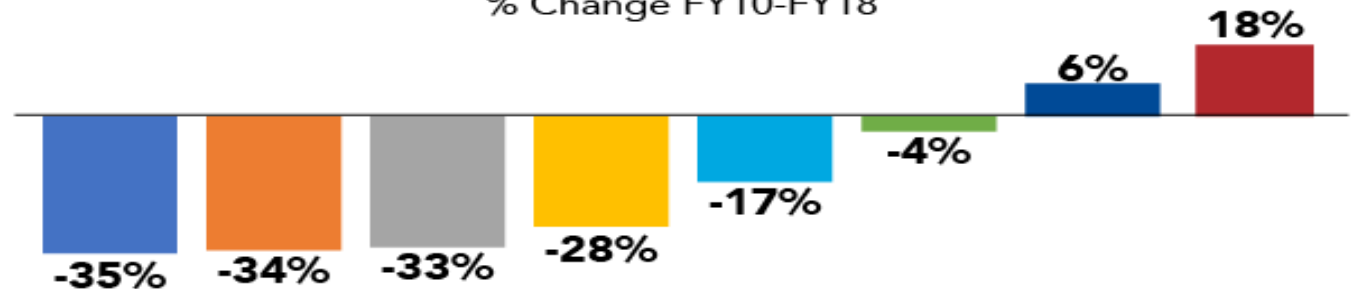
- Major gains in FY18 over FY17 for key HUD programs (top).

Changes in Enacted Funding Levels for Key HUD Programs: Recent Gains and Long Term Challenges

% Change FY17-FY18



% Change FY10-FY18



Note: Adjusted for inflation.

- Funding levels for key programs still well below FY10 levels (bottom).

Questions?

Advocacy vs. Lobbying

Advocacy vs. 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
- **Resources**
 - www.bolderadvocacy.org

Your Role

Your Role



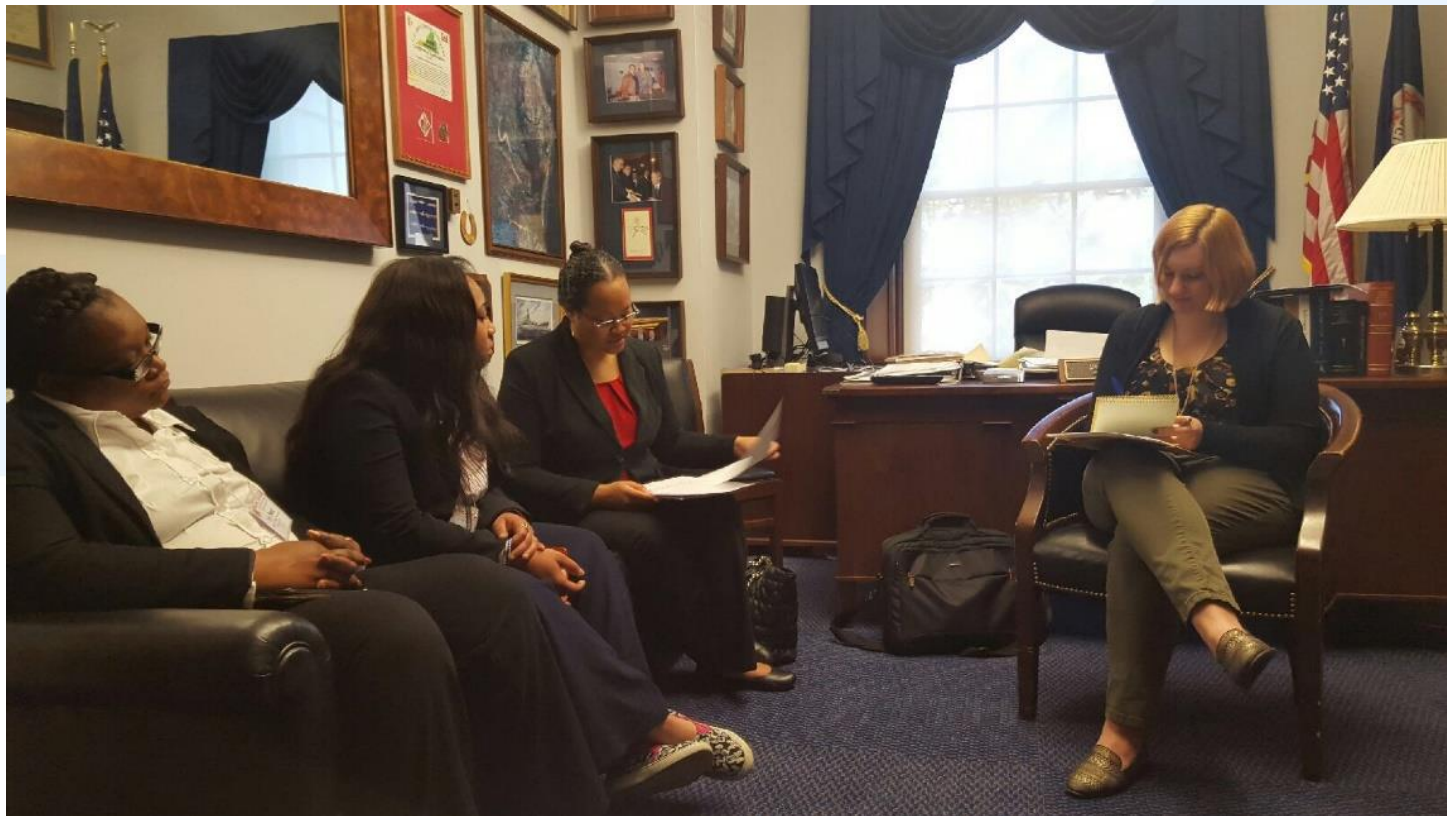
Your Senators and Representatives make their decisions about votes by considering:

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

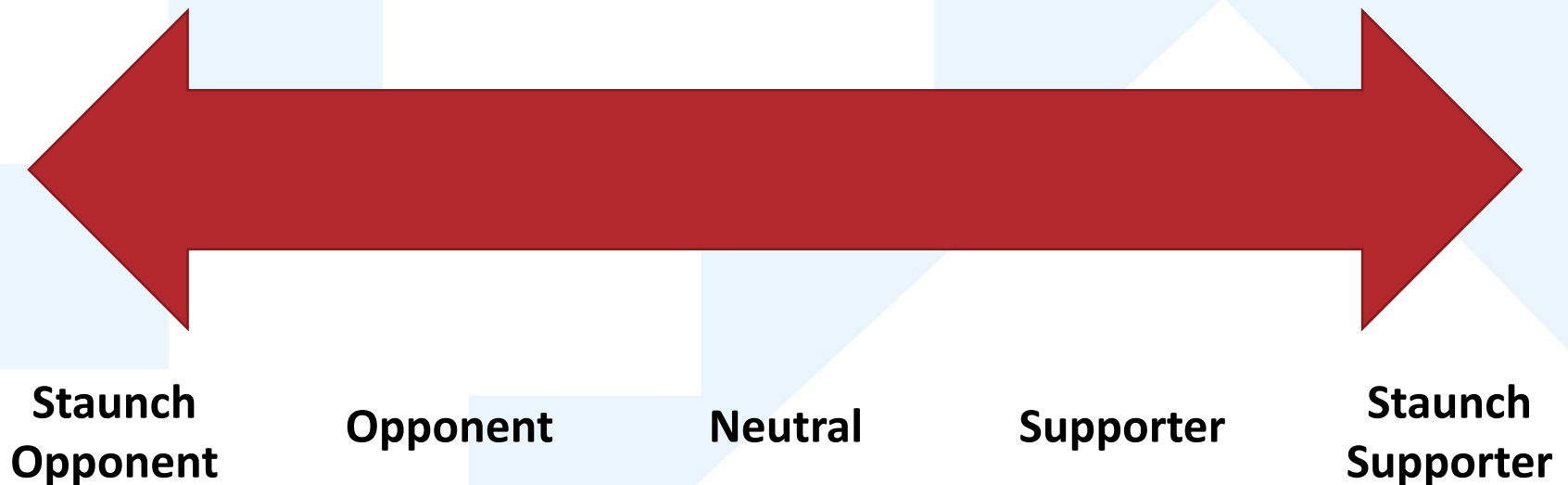
Your views and priorities influence their positions on issues

Does Advocacy Work?

Does Advocacy Work?



Does Advocacy Work?



Lobby Meetings

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.

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

Lobby Meetings



Logistics:

- Arrive early
 - Allow time for security and finding the room
- Have an agenda of who speaks when and on what issues
- Choose which issues are most important to bring up
- Make a specific ask

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	13,642	9,921	73%	Income at or below 30% of AMI	29	-9,652
Income between 31% and 50% of AMI	12,580	3,249	26%	Income at or below 50% of AMI	59	-10,669
Income between 51% and 80% of AMI	11,113	556	5%	Income at or below 80% of AMI	91	-3,262
All Renter Households	64,768	14,031	22%			

Renters make up 24% of all households in the District

Source: NLIHC tabulations of 2011-2015 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	257,338	185,403	72%	Income at or below 30%** of AMI	36	-164,363
Income between 31% and 50% of AMI	160,178	54,148	34%	Income at or below 50% of AMI	54	-193,319
Income between 51% and 80% of AMI	222,778	11,846	5%	Income at or below 80% of AMI	100	-1,136
All Renter Households	1,083,047	253,915	23%			

Renters make up 35% of all households in the state

Source: NLIHC tabulations of 2016 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	334,899	\$117,200	\$35,160	\$879	\$1,561	\$30.02	\$1,793	\$34.48	190	\$23.51
Virginia Beach-Norfolk-Newport News HMFA	245,633	\$75,000	\$22,500	\$563	\$912	\$17.54	\$1,095	\$21.06	116	\$14.57
Richmond MSA	165,657	\$83,200	\$24,960	\$624	\$907	\$17.44	\$1,042	\$20.04	111	\$16.56
King George County	2,320	\$95,200	\$28,560	\$714	\$888	\$17.08	\$1,079	\$20.75	114	\$18.12
Westmoreland County	1,614	\$61,800	\$18,540	\$464	\$647	\$12.44	\$794	\$15.27	84	\$9.21
Lancaster County	1,275	\$67,800	\$20,340	\$509	\$773	\$14.87	\$948	\$18.23	101	\$10.92
Essex County	1,270	\$56,300	\$16,890	\$422	\$702	\$13.50	\$934	\$17.96	99	\$11.58

Source: Out of Reach 2018. 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 November 2018. Please Contact NLIHC research staff at (202) 662-1530 to request additional information.

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

Questions?

Role Play

Answering Difficult Questions

Questions?

Policy Priorities Webinar

March 14, 2 pm EST

<https://bit.ly/2Bwvilt>

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.**



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HOUSING COALITION

JOIN TODAY

WWW.NLIHC.ORG/MEMBERSHIP

Stay in touch!



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