Lobbying 101

NLIHC Field Team

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March 8, 2017
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
The Bill is Introduced

- Bill is introduced, and assigned to committee
- Committee discusses, amends and votes on bill

It starts with an idea

- Bills must pass through both chambers before going to President
- Conference committee meets to resolve differences between House and Senate versions of bill
- Both chambers vote on final bill

Senate

- Bill proceeds to full Senate for discussion, amendments and vote
- President signs the bill and it becomes a law

House

- Bill proceeds to full House for discussion, amendments and vote
- Veto override = 2/3 vote
- President vetoes bill and sends back to Congress
It starts with an idea. Bills must pass through both chambers before going to President. Conference committee meets to resolve differences between House and Senate versions of bill. Both chambers vote on final bill. Veto override = 2/3 vote. President signs the bill and it becomes a law.
The Bill Goes to the Floor

**Senate**
- Bill is introduced, and assigned to committee
- Committee discusses, amends and votes on bill
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**House**
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**It starts with an idea**
- Bills must pass through both chambers before going to President
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The Bill Passes through Congress

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**Veto override = 2/3 vote**
Budget Process

THE BUDGET PROCESS

1. President submits budget to Congress
2. House & Senate mark up and pass budget
3. House & Senate conference the budget resolution

Spending bills passed by Appropriations Committees

Reconciliation/authorization

Oct. 1
New Fiscal Year begins
Budget Process

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1. President submits budget to Congress
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4. Spending bills passed by Appropriations Committees
5. Reconciliation/authorization
6. Oct. 1 - New Fiscal Year begins

(Flow chart showing the budget process)
HUD’s Budget Over Time

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

- Public Housing: -$1,788
- CDBG formula: -$1,483
- HOME: -$1,080
- Section 202/811: -$603
- Native American: -$133
- Housing Choice Vouchers: -$27
- Homeless Assistance Section 521: $302
- Section 8 PBRA: $1,200

Campaign for Housing and Community Development Funding
Working to ensure maximum federal resources for housing and community development
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?
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
## Congressional District Housing Profile

### District-Level Renter Statistics

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

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

<table>
<thead>
<tr>
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<th>Total Renter Households</th>
<th>Severely Burdened Households*</th>
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<th>Surplus/ (Deficit) of Affordable and Available Rental Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income at or below 30%** of AMI</td>
<td>246,862</td>
<td>184,355</td>
<td>75%</td>
<td>Income at or below 30%** of AMI</td>
<td>37</td>
</tr>
<tr>
<td>Income between 31% and 50% of AMI</td>
<td>159,241</td>
<td>56,338</td>
<td>35%</td>
<td>Income at or below 50% of AMI</td>
<td>54</td>
</tr>
<tr>
<td>Income between 51% and 80% of AMI</td>
<td>229,827</td>
<td>15,989</td>
<td>7%</td>
<td>Income at or below 80% of AMI</td>
<td>97</td>
</tr>
<tr>
<td>All Renter Households</td>
<td>1,079,988</td>
<td>258,365</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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.

JOIN TODAY
WWW.NLIHC.ORG/MEMBERSHIP
Stay in touch!

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