Lobbying 101

NLIHC Field Team

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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
The Bill is Introduced

Senate
- Bill is introduced, and assigned to committee
- Committee discusses, amends and votes on bill
- Bill proceeds to full Senate for discussion, amendments and vote
- Both chambers vote on final bill
- Conference committee meets to resolve differences between House and Senate versions of bill
- Bills must pass through both chambers before going to President
- President signs the bill and it becomes a law

House
- Bill is introduced, and assigned to committee
- Committee discusses, amends and votes on bill
- Bill proceeds to full House for discussion, amendments and vote
- Both chambers vote on final bill
- Veto override = 2/3 vote
- President vetoes bill and sends back to Congress
The Bill Goes to Committee

**Senate**
- Bill is introduced, and assigned to committee
- Committee discusses, amends and votes on bill
- Committee votes on bill
  - Bill is passed
  - Bill is not passed
- Bill proceeds to full Senate for discussion, amendments and vote
- Both chambers vote on final bill
- Both chambers pass bill
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Veto override = 2/3 vote
- President vetoes bill and sends back to Congress
The Bill Goes to the Floor

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Bill is introduced, and assigned to committee
Committee discusses, amends and votes on bill
Bill proceeds to full Senate for discussion, amendments and vote
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**House**
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Committee discusses, amends and votes on bill
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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

- 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 requires a 2/3 vote.
The Bill Passes through Congress

It starts with an idea

Senate
Bill is introduced, and assigned to committee
Committee discusses, amends and votes on bill
Bill proceeds to full Senate for discussion, amendments and vote
President signs the bill and it becomes a law

House
Bill is introduced, and assigned to committee
Committee discusses, amends and votes on bill
Bill proceeds to full House for discussion, amendments and vote
President vetoes bill and sends back to Congress

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
The Budget Process
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

1. President submits budget to Congress
2. House & Senate mark up and pass budget
3. House & Senate conference the budget resolution
4. Spending bills passed by Appropriations Committees
5. Reconciliation/authorization
6. New Fiscal Year begins on Oct. 1
Budget Process

(Photo: Zach Gibson/Getty Images)
HUD’s Budget Over Time

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

- 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](http://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.
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
## Congressional District Housing Profile

### District-Level Renter Statistics

<table>
<thead>
<tr>
<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>13,642</td>
<td>9,921</td>
<td>73%</td>
<td>Income at or below 30% of AMI</td>
</tr>
<tr>
<td>Income between 31% and 50% of AMI</td>
<td>12,580</td>
<td>3,249</td>
<td>26%</td>
<td>Income at or below 50% of AMI</td>
</tr>
<tr>
<td>Income between 51% and 80% of AMI</td>
<td>11,113</td>
<td>556</td>
<td>5%</td>
<td>Income at or below 80% of AMI</td>
</tr>
<tr>
<td>All Renter Households</td>
<td>64,768</td>
<td>14,031</td>
<td>22%</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<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>257,338</td>
<td>185,403</td>
<td>72%</td>
<td>Income at or below 30%** of AMI</td>
</tr>
<tr>
<td>Income between 31% and 50% of AMI</td>
<td>160,178</td>
<td>54,148</td>
<td>34%</td>
<td>Income at or below 50% of AMI</td>
</tr>
<tr>
<td>Income between 51% and 80% of AMI</td>
<td>222,778</td>
<td>11,846</td>
<td>5%</td>
<td>Income at or below 80% of AMI</td>
</tr>
<tr>
<td>All Renter Households</td>
<td>1,083,047</td>
<td>253,915</td>
<td>23%</td>
<td></td>
</tr>
</tbody>
</table>

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 Renter 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>334,899</td>
<td>$117,200</td>
<td>$35,160</td>
<td>$879</td>
<td>$1,561</td>
<td>$30.02</td>
<td>$1,793</td>
<td>$34.48</td>
<td>190</td>
<td>$23.51</td>
</tr>
<tr>
<td>Virginia Beach-Norfolk-Newport News HMFA</td>
<td>245,633</td>
<td>$75,000</td>
<td>$22,500</td>
<td>$563</td>
<td>$912</td>
<td>$17.54</td>
<td>$1,095</td>
<td>$21.06</td>
<td>116</td>
<td>$14.57</td>
</tr>
<tr>
<td>Richmond MSA</td>
<td>165,657</td>
<td>$83,200</td>
<td>$24,960</td>
<td>$624</td>
<td>$907</td>
<td>$17.44</td>
<td>$1,042</td>
<td>$20.04</td>
<td>111</td>
<td>$16.56</td>
</tr>
<tr>
<td>King George County</td>
<td>2,320</td>
<td>$95,200</td>
<td>$28,560</td>
<td>$714</td>
<td>$888</td>
<td>$17.08</td>
<td>$1,079</td>
<td>$20.75</td>
<td>114</td>
<td>$18.12</td>
</tr>
<tr>
<td>Westmoreland County</td>
<td>1,614</td>
<td>$61,800</td>
<td>$18,540</td>
<td>$484</td>
<td>$647</td>
<td>$12.44</td>
<td>$794</td>
<td>$15.27</td>
<td>84</td>
<td>$9.21</td>
</tr>
<tr>
<td>Lancaster County</td>
<td>1,275</td>
<td>$67,800</td>
<td>$20,340</td>
<td>$509</td>
<td>$773</td>
<td>$14.87</td>
<td>$948</td>
<td>$18.23</td>
<td>101</td>
<td>$10.92</td>
</tr>
<tr>
<td>Essex County</td>
<td>1,270</td>
<td>$56,300</td>
<td>$16,890</td>
<td>$422</td>
<td>$702</td>
<td>$13.50</td>
<td>$934</td>
<td>$17.96</td>
<td>99</td>
<td>$11.58</td>
</tr>
</tbody>
</table>

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

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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