Lobbying 2.0

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John LaMacchia
Jennifer Rigterink

CAPITAL CONFERENCE
March 21-22, 2017
Lansing Center, Lansing

michigan municipal league
SFAD – Who We Are

- Chris Hackbarth, Director, State & Federal Affairs
  - Municipal Finance, Appropriations, Labor, Elections
  - chackbarth@mml.org
- John LaMacchia, Legislative Associate
  - Transportation & Infrastructure, Energy & Environment, Communications & Tech
  - jlamacchia@mml.org
- Jennifer Rigterink, Legislative Associate
  - Land Use & Economic Development, Municipal Services
  - jrigterink@mml.org
- Ashley Batterbee, Administrative Assistant
  - abatterbee@mml.org
SFAD – What We Do

• Follow member-developed Core Principles and Legislative Agenda

• Testify before legislative committees

• Meet with legislators and staff

• Work with various State Departments and other interest groups as new policies are developed and implemented

• Provide information for you to talk with legislators

• Staff five internal issue committees
SFAD – Committee Process

• Staff five internal issue committees:
  1. Energy, Environment and Technology
  2. Land Use and Economic Development
  3. Municipal Finance
  4. Municipal Services
  5. Transportation and Infrastructure

• Review legislation
• Make recommendations to the League’s board of trustees, which then reviews the policy positions
The Michigan Legislature...

Makes decisions daily that impact communities

- 4,000 bills introduced each session on average; 2/3 will affect your municipality

- Michigan is one of only a handful of states with a true full-time legislature

- You have year-round access to your state legislators
The League at Work for You

...in Washington, D.C.

• Monitor federal legislation and budget that impacts communities

• Meet with congressional leaders and staff in Washington D.C.

• Work with the National League of Cities on legislative efforts
  • www.nlc.org
Day of a Legislator

• Face hundreds of issues daily, majority of which are complex and they may have little background in
• Always at work, whether in District or in Lansing
• Lobbyist for nearly every special interest
• Meet with many lobbyists each day
• In the age of term limits, lobbyists also educators
• Exactly why local officials must be proactive in educating their lawmakers
Local Concerns are Complex

- Financial concerns
- Aging infrastructure
- Economic factors
- Personnel and human resources issues

- Again, many legislators have little experience with local issues = Be An Active Voice!
Help Us Help You

Stay Informed

• mml.org
• Inside 208 blog
• Sign-up on mml.org to receive action alerts, issue advisories and the weekly Legislative Link e-Newsletter
• Tell us when issues arise in your community
• Tell us when you will be in Lansing
Relationships with Lawmakers

• Make it a priority to develop relationships with your legislators
• Talk regularly during legislative session on key issues
• Meet with them in district
• Let them know your priorities
• Build relationships with their staff
• Get connected with them on social media (Facebook, Twitter, Instagram, etc).
Say “Thank You”

• Thank legislators and the governor when they help your community

• Ways to express gratitude:
  • Simple phone call
  • Favorable remarks at local functions
  • Acknowledgments on cable television, etc.
  • News releases
  • Press events
  • Council resolutions
  • Public letters
Invite Lawmakers to Town

- Invite them to local meetings
- Host roundtable discussions
- Provide opportunities for lawmakers to address local officials and the public
- Get them on your local T.V. stations, radio talk shows and in the newspapers
Constant Contact

• Both when there is an issue and when there is not.
• Put your issues at the top of their “to-do” list:
  • Contact legislators frequently and repeatedly
  • Phone, email, letters (use our online Action Center for info.)
  • Never assume they know your position
Strength in Numbers

• Build Coalitions
• Coalitions get the Legislature’s attention
• Other communities, associations, local groups can be effective allies
• An opponent on one issue may be an ally on another
Be Active with the League

• Visit Lansing and spend time in our Capital Office!
• Attend League events like Capital Conference
• Build relationships with your legislators
• Testify before legislative committees
• Respond to League action alerts
Michigan Legislature Website

Becoming familiar with legislation and the Michigan Legislature’s website:

www.legislature.mi.gov
<table>
<thead>
<tr>
<th>Date</th>
<th>House Actions</th>
<th>Senate Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/14/2011</td>
<td>HJ 53 Pg. 1435</td>
<td>Read a first time</td>
</tr>
<tr>
<td>6/14/2011</td>
<td>HJ 53 Pg. 1435</td>
<td>Referred to Committee on Natural Resources, Tourism, and Outdoor Recreation</td>
</tr>
<tr>
<td>6/14/2011</td>
<td>HJ 56 Pg. 1444</td>
<td>Printed bill filed 06/15/2011</td>
</tr>
<tr>
<td>6/16/2011</td>
<td>HJ 57 Pg. 1441</td>
<td>Reported with recommendation without amendment</td>
</tr>
<tr>
<td>6/16/2011</td>
<td>HJ 57 Pg. 1461</td>
<td>Referred to second reading</td>
</tr>
<tr>
<td>6/16/2011</td>
<td>HJ 57 Pg. 1461</td>
<td>Read a second time</td>
</tr>
<tr>
<td>6/16/2011</td>
<td>HJ 57 Pg. 1462</td>
<td>Placed on third reading</td>
</tr>
<tr>
<td>6/17/2011</td>
<td>HJ 59 Pg. 1510</td>
<td>Read a third time</td>
</tr>
<tr>
<td>6/22/2011</td>
<td>HJ 59 Pg. 1510</td>
<td>Substitute H-3 adopted</td>
</tr>
<tr>
<td>6/22/2011</td>
<td>HJ 59 Pg. 1510</td>
<td>Passed, given immediate effect Roll Call # 212 Yes 55 Nays 25</td>
</tr>
<tr>
<td>6/22/2011</td>
<td>HJ 59 Pg. 1510</td>
<td>Transmit to Committee on Ways and Means</td>
</tr>
<tr>
<td>6/22/2011</td>
<td>Sj 57 Pg. 1561</td>
<td>Referred to Committee on Natural Resources, Environment and Great Lakes</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1598</td>
<td>Reported favorably with Substitute S-5</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1598</td>
<td>Committee recommended immediate effect</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1598</td>
<td>Referred to Committee of the Whole with Substitute S-4</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1599</td>
<td>Reported by Committee of the Whole favorably with Substitute S-5</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1599</td>
<td>Substitute S-5 suspended</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1599</td>
<td>Placed on immediate passage</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1599</td>
<td>Passed, given immediate effect Roll Call # 433 Yes 26 Nays 12 Excused 0 Not Voting 0</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Sj 61 Pg. 1599</td>
<td>Inserted full title</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2045</td>
<td>Returned from Senate with substitute S-5 with immediate effect and full title</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Laid over one day under the rules</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Rule suspended</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Senate substitute S-5 concurred in</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Roll Call # 292 Yes 55 Nays 25</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Full title agreed to</td>
</tr>
<tr>
<td>6/30/2011</td>
<td>Hj 63 Pg. 2046</td>
<td>Bill ordered amended</td>
</tr>
<tr>
<td>7/27/2011</td>
<td>Hj 64 Pg. 2072</td>
<td>Presented to the Governor 7/27/2011 @ 3:56 PM</td>
</tr>
<tr>
<td>7/27/2011</td>
<td>Hj 64 Pg. 2072</td>
<td>Approved by the Governor 7/20/2011 @ 9:40 AM</td>
</tr>
<tr>
<td>7/27/2011</td>
<td>Hj 64 Pg. 2072</td>
<td>Filed with Secretary of State 7/20/2011 @ 11:10 AM</td>
</tr>
<tr>
<td>7/27/2011</td>
<td>Hj 64 Pg. 2072</td>
<td>Assigned OA 111711 with immediate effect</td>
</tr>
</tbody>
</table>
How to read a Bill - Webpage

- Bold language
- Stricken language
- New acts
- Single vs. multi-section bills
Don’t Forget Congress

U.S. Reps. And Sens. Need to Hear from you Too!

• Phone calls, emails, Capitol Hill visits
• Invite senators and representatives to your community when they are in town.
• Visit face-to-face on Capitol Hill
• https://www.congress.gov/
Legislative Team

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Thank You!

Questions?