

CAP CON 2025





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Lobbying 3.0

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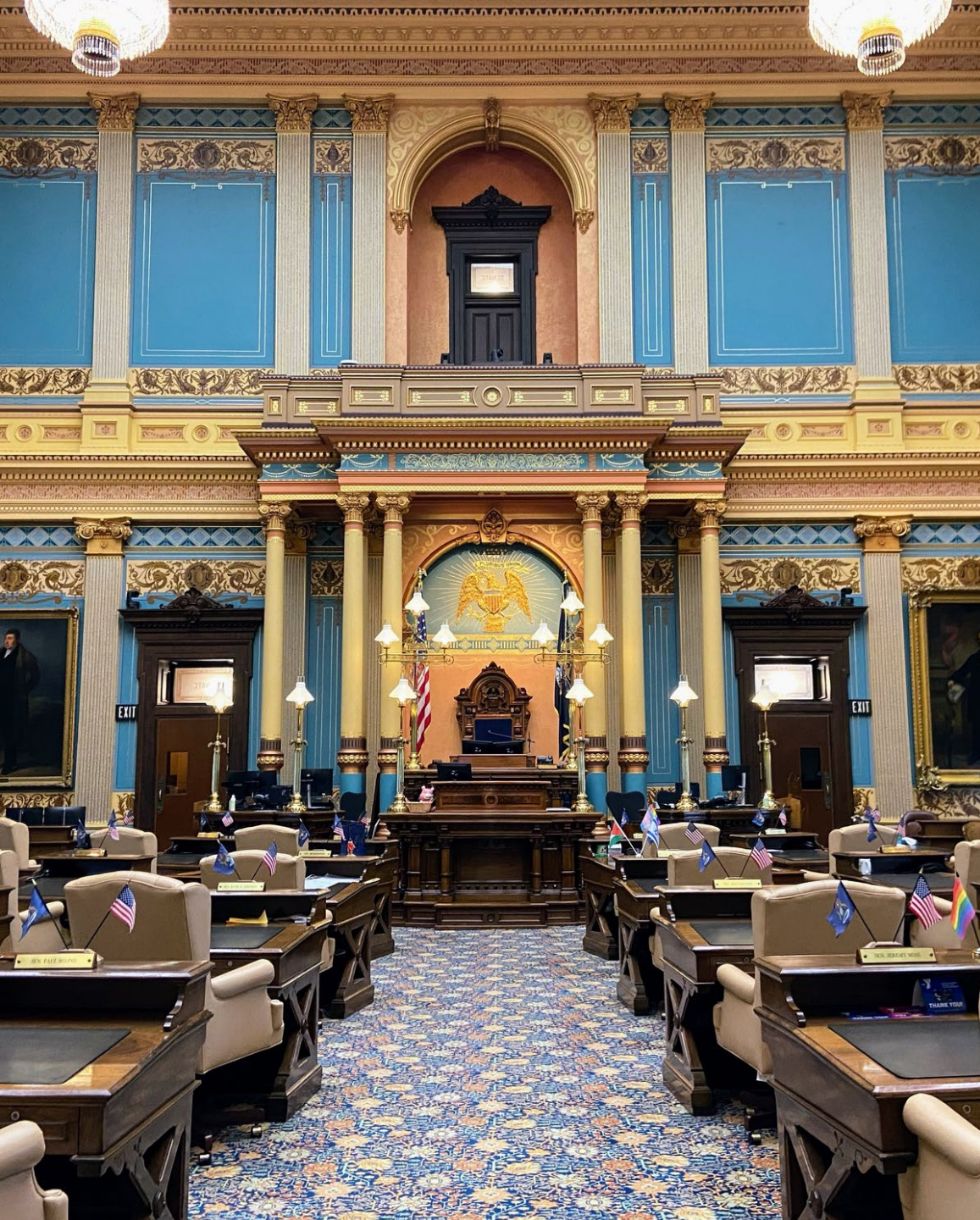
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What does a lobbyist do?

Identify Goals: *What is the issue?* Clearly define the specific policy outcomes you aim to achieve.

Build Relationships: Establish and cultivate relationships with policymakers, their staff, and other interested parties.

Craft Strategy: Determine which elected officials or government agencies are most relevant to your issue and should be the focus of your lobbying efforts.



Identify Goals

Infrastructure

1. Long-term transportation funding solution
2. Investment in Water, Sewer, Stormwater Infrastructure
3. Be Specific
 - Neighborhood Roads Fund
 - Michigan Mobility Trust Fund
 - Stormwater Utility

Why?

- Prioritize
- Focus
- Purpose

Identify Goals

Housing

1. Increase housing supply
 - Build and rehab
2. Create a comprehensive solution addressing costs and regulations
3. Incentivize change
4. Recognize local progress
5. Provide resources across several area
 - The “Five L’s”



Build Relationships

Infrastructure

1. Who are your supporters
 - Identify them and coalesce around an idea/solution
 - Members, other associations, legislators
2. Who is your opposition
 - Know why and be able to explain it
3. Meet, listen, make your case
4. Follow up





Build Relationships

Housing

1. Be honest about the problem
 - Local regulations contribute to costs but are only one factor
2. Be realistic about the solutions
 - Must be multi-faceted and produce results
3. Find non-traditional partners
 - Home builders, local chambers, skills trades, realtors, banks, state agencies
4. Work together not against each other



Craft a Strategy

Infrastructure

1. Develop a proposal
2. Find a lead advocate
 - MML/Urban Core Mayors
3. Find a sponsor
4. Be flexible in your negotiations
5. Attack solution from multiple angles
 - House, Senate, Governor

Craft a Strategy

Housing

1. Develop a proposal
 - Litmus test it with strategic partners
2. Work to reset the narrative and conversation
 - Local regulatory problem vs comprehensive solutions
 - One-pager
3. Get member by-in (MML Board)
4. Create legislative by-in
5. Build outside support
6. Timing, execute, don't quit when others want to take the easy way out



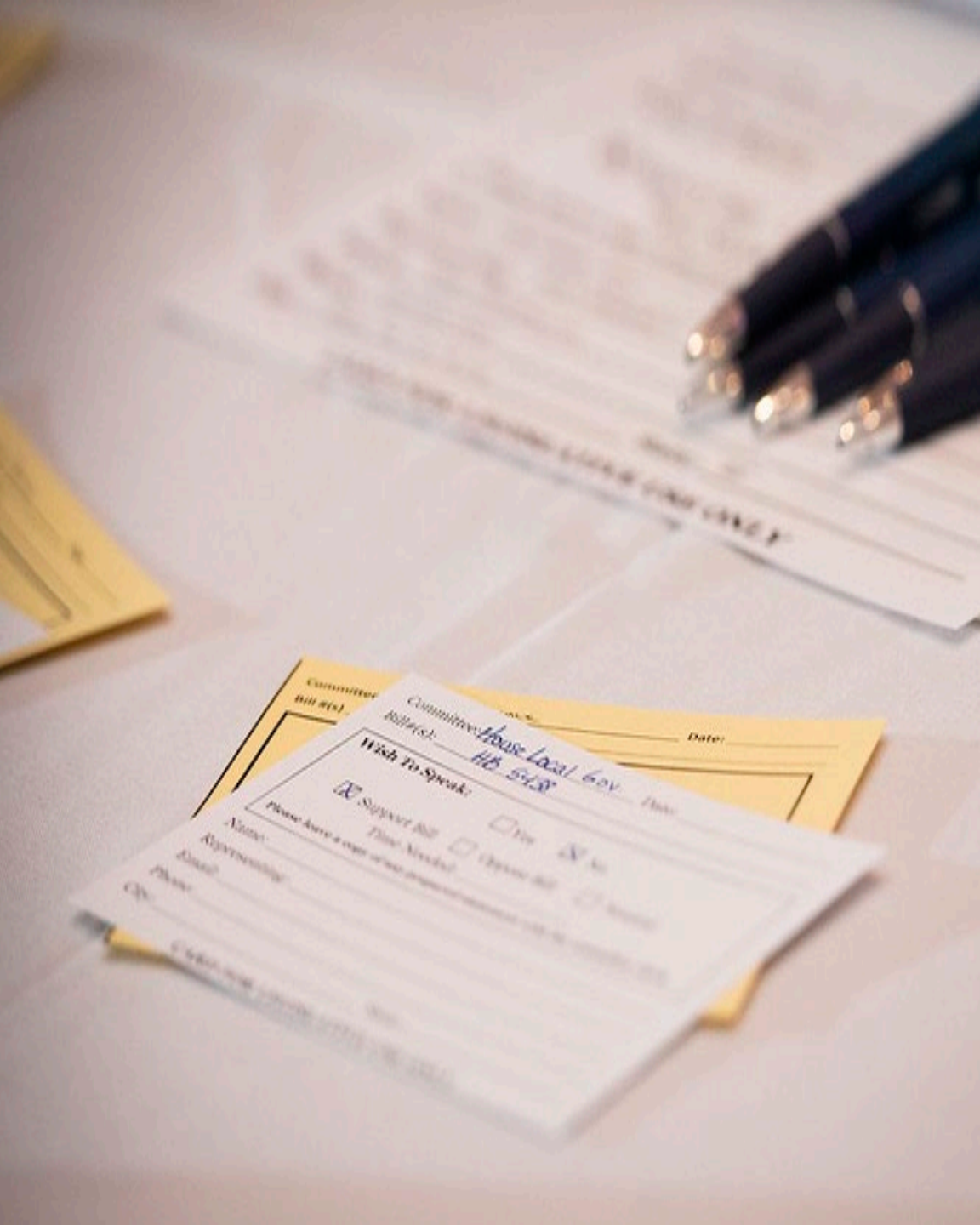
How Can You Help Close the Deal

Neighborhood Roads Fund

- Understand the policy
- Communicate its importance
 - Local officials
 - Legislators
 - Residents
- Explain the need (\$\$\$)
- Show your support (letters and resolutions)
- Invite them to see the issue
 - Driving tour with DPW

Housing

- Be proactive at the local level to create change and identify community specific solutions
- Say no to preemption and yes to an incentive-based solution
- Know the “Five L’s” that are creating an attainability gap for buyers
 - Land, Lumber, Labor, Lending, and Laws
- Educate your legislator!



Call to Action:

Support the Revenue Sharing Trust Fund



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