CHAPA
Housing Lobby Day Training

January 21, 2014

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CHAPA Housing Lobby Day

January 29th, 2014
State House
Great Hall
9am-2pm
Webinar Agenda

1. Welcome and Thank you
2. Webinar Survey
3. Lobby Day Agenda
4. CHAPA Policy Priorities
5. How the State House “really” Works
6. MA Lobby Law
7. Legislative Meeting Coordination
8. Recap, Questions
**Thank You Cosponsors**

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<th>Massachusetts Affordable Housing Alliance</th>
<th>Massachusetts Association of Community Development Corporations</th>
<th>Massachusetts Association for Community Action</th>
<th>Massachusetts Coalition for the Homeless</th>
<th>Massachusetts Law Reform Institute</th>
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<td>Metropolitan Boston Housing Partnership</td>
<td>United Way of Massachusetts Bay and Merrimack Valley</td>
<td>Urban Edge</td>
<td>The Neighborhood Developers</td>
<td>Somerville Homeless Coalition</td>
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<td>Regional Housing Network of Massachusetts</td>
<td>North Shore Community Development Coalition*</td>
<td>Horizons for Homeless Children</td>
<td>Home Funders</td>
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<td>Dakota Partners</td>
<td>Advocacy Network to End Family Homelessness</td>
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*Housing Day PPP Logo designed by NSCDC
"Okay, you've convinced me. Now go out and bring pressure on me."  
President Franklin D. Roosevelt

Why do we lobby?

- This is a great opportunity for Citizens' Housing and Planning Association (CHAPA) members to come together and meet with legislators about our shared policy agenda.

- Our goal is to build support for CHAPA priorities, generate visibility for important housing programs, share constituent services resources with legislators and their staff and help build relationships between our members and legislators.
Interactive survey

- Have you have written a letter to a legislator before?
- Have you have used email to contact a legislator before?
- Have you met face-to-face with an aide?
- Have you met a legislator face-to-face before? *Met many times?*
- Do you have a strong relationship with your legislator/s? *Never communicated with them; Not strong; Somewhat strong, Very strong?*
Lobby Day Agenda

9 a.m. Registration – Great Hall (refreshments provided)

9:30 Opening Remarks with Brenda Clement, Executive Director of CHAPA and United Way of Massachusetts Bay & Merrimack Valley President & CEO Michael Durkin

10 a.m. Welcome by State Senator Jamie B. Eldridge and State Representative Kevin G. Honan, Chairs of the Joint Committee on Housing. Award presentation.

11 a.m. Remarks by House Speaker Pro Tempore Patricia A. Haddad

11:15-12:45 Lunch in Grand Staircase and Legislative Visits

1 p.m. Closing Remarks in Gardner Auditorium by Senate President Therese Murray

1:30 Next Steps
Overview of CHAPA Priorities

- Housing and Homelessness Prevention Programs in FY15 Budget
- Brownfields Redevelopment Fund
- Housing Bond Cap
- Affordable Housing Law
Guest Speaker:

Mary Ann Mulligan
Lobbyist and Partner at Governmental Strategies, Inc.

How the State House “really” Works

“The legislative process is sometimes frustrating, often rewarding, always fascinating.”

Secretary of State William Galvin
Lawmaking in Massachusetts
The Four “R”s of Effective Lobbying

- **The Right Information**: Accuracy is Key.

- **The Right Person**: Decision makers who can transform information into action.

- **The Right Time**: Timing is everything in Public Policy.

- **The Right Approach**: Respectful, appropriate tone, content and follow up.
In each 2 year legislative session roughly 6000 – 8,000 bills are filed for consideration.

On average less than 10 percent actually become law

In the Year 2013 – 177 bills were passed into law.

In the Year 2012 – 464 were passed into law.

Less than half of the bills passed each session involve public policy - most are land takings, local option bills.

The State Budget is the largest bill and impacts public policy more than all other bills combined. It has what every bill wants—a deadline—it must be passed each year.

How an idea becomes a law: https://malegislature.gov/engage/howideabecomeslaw
The lobbying laws are set forth in M.G.L. Chapter 3, Sections 39 – 50.

**MA Legislative Lobbyist Thresholds for Reporting**

*must meet all 3*

1) Makes at least one “lobbying communication” with a government employee;

2) Receives “compensation or reward” for “legislative lobbying,” defined as a) any act to promote, oppose, influence or attempt to influence legislation, b) any act to promote, oppose or influence the governor’s approval or veto of legislation, c) any act to influence the introduction, sponsorship, consideration, action, or non-action on any piece of legislation, or d) “strategizing, planning and research,” if performed either in connection with or for use in an actual lobbying communication; and

3) Engages in legislative lobbying for more than 25 hours, or receives $2500 or more in compensation for legislative lobbying activity.

*Consult with an attorney*

http://www.sec.state.ma.us/lob/lobfaq/lobfaq.htm
Legislative Meeting Agenda

• Introductions

• Opening by Meeting Leader (set context and goal for meeting)

• Deliver Thank You Card for Bond Bill

• Budget Priorities - Housing and Homelessness Prevention

• Brownfields Fund - Ask if they will sign onto the letter.

• Bond Cap - Ask if they will ask Governor for higher cap.

• Affordable Housing Law

• Thank you
Legislative Meeting Coordination

• List of meeting leaders and meeting assignments will be emailed and posted on the CHAPA website.

What is in the packet for legislators?
• CHAPA Budget and Legislative Priorities
• Thank You Card for Bond Bill
• Brownfields Redevelopment Fund Factsheet & Sign-on letter
• Affordable Housing Law Factsheet
• CHAPA Board/Member info sheet
• Cosponsor Info Sheet
• Rachel Heller’s Business Card

Staff will be there to help with State House directions

Extra packets of materials will be available for drop-offs
# Tips for a Powerful Meeting

**Before the meeting:**
- Read factsheets
- Think of ways these programs enhance the community and the State
- Touch base with meeting leader regarding the meeting agenda

**At the meeting:**
- Introduce yourself and briefly state any connection you have with the legislator’s district
- Thank legislator and staff for the meeting. Don’t be surprised if the legislator’s schedule changes and you only meet with staff.
- Be concise.
- Paint the big picture and the small picture.
- Make specific, clear requests and ask for an answer.
- Get business cards of staff so you/we can follow up.

**After the Meeting:**
- Fill out the [Lobby Report Form](#). Stay connected to CHAPA.

Dress code is professional
Effective Communication and Messaging

**DO** connect affordable homes with jobs, the economy, and opportunity.

**DO** localize your message, when possible, with specific examples.

**DO** communicate the urgency.

**DO** get to know staff for ongoing communication.

**DON’T** be drawn into a debate regarding the opposing view.

**DON’T** focus too much on the mechanics of legislation.

Instead of . . .

"Affordable housing"

"Low-income housing"

"Subsidized housing"

"Projects"

Say . . .

"Affordable homes"

"Homes affordable for all"

"Affordable places to live"
Recap
Questions?
Thank you!
Contact Information

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Housing Briefs: http://www.chapa.org/JoinEmailList

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