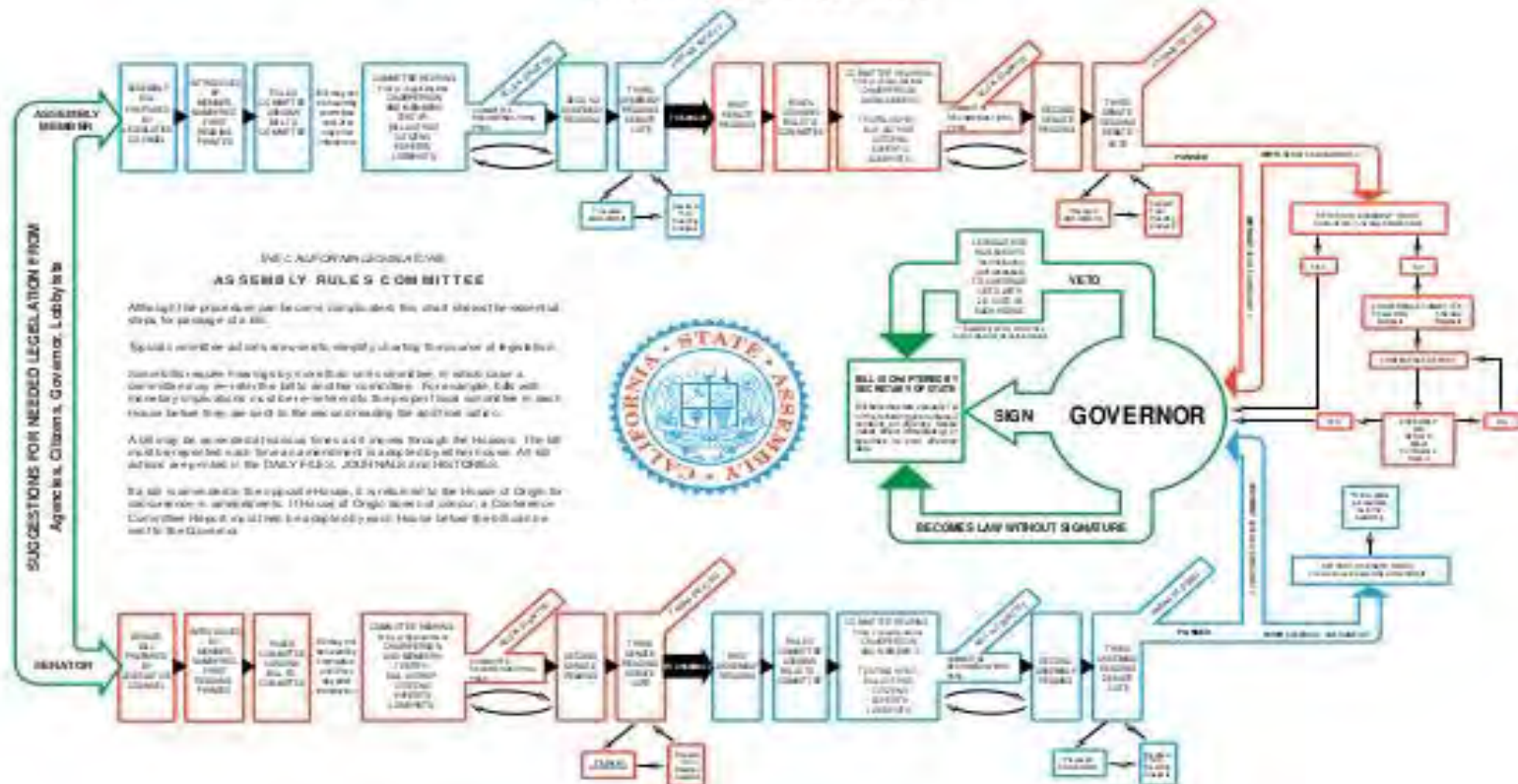


A GUIDE TO EFFECTIVE ADVOCACY

**ANNIE AGUINIGA, FIELD REPRESENTATIVE
STATE SENATOR BILL MONNING**

THE LIFE CYCLE OF LEGISLATION

THE LIFE CYCLE OF LEGISLATION *From Idea into Law*



LEGISLATIVE TIMELINE (2015)

Jan 1: Statutes take effect

Jan 5: Legislature reconvenes

Jan 10: Budget must be submitted by Governor

Jan 30: Last day to submit bill requests to OLC

Feb 27: Last day for bills to be introduced

June 5: Last day for bills to pass out of House of Origin

June 15: Budget must be passed by midnight

Sept 4: Last day to amend bills on the Floor

Sept 11: Last day for each house to pass bills

Oct 11: Last day for Governor to sign or veto bills

THE POLICYMAKING PROCESS

Six Step Policymaking Process

- 1. Issue Formulation**
- 2. Policy Agenda**
- 3. Formulation**
- 4. Adoption**
- 5. Implementation**
- 6. Evaluation**

ISSUE FORMULATION

Four “basic” types of issue creation

- 1.Perception of a missing piece or biases in policy**
- 2.Science/ emergence of new data**
- 3.Unanticipated events or circumstances**
- 4.“Altruism” for public interest**

POLICY AGENDA

- **Determine the best “venue” to advocate for your policy**
- **Contact your government representative(s)**

Remember: ACCESS IS EVERYTHING. This requires going through “gatekeepers” or Staff. Everyone has their own agenda.

VENUE SHOPPING

Venue Shopping: Refers to the area or level of government best identified to address a specific issue or policy problem. Strategic choice made by advocates to gain the most political leverage.

Questions to consider when venue shopping:

- 1. Where is the issue located?**
- 2. What is the scale of the issue?**
- 3. Does the issue cross city, county/regional, state or international borders?**
- 4. Are there multiple actors (i.e. organizations, people, groups) involved? If so, to what extent is their involvement?**
- 5. Would regulation be appropriate for 316.1 million, 38.3 million or 277,000 people?**
- 6. Do not be afraid to make an educated guess!**

TRICKLE DOWN POLICY: CLEAN AIR ACT

Environmental Policy

Federal Policy: Clean Air Act (CAA) 1955

Published list of pollutants

Established National Ambient Air Quality Standards (NAAQS)

Tighter tailpipe and fuel standards for vehicles

Cap & Trade Market

Established Air Quality Control Regions (AQCR)

California Policy: AB 32 Global Warming Solutions Act 2006

Lowering emissions to 1990 levels by 2020

Stricter Cap & Trade Market

Annually updated Air Resources Board (ARB) list of GHG Emissions

Created a tangible timeline to reduce emissions

Established a Climate Action Team and Environmental Justice Advisory Board

County Policy: Climate Action Plan (CAP)

Reflects AB 32

CHANNELS OF COMMUNICATION

Write letters

Make phone calls

Meet with Staff

Website submissions

DOS AND DON'TS

Be respectful to Staff

Do your homework

Back it up

Create a concise “ask”

Identify a tangible solution

Be willing to compromise

Follow up

**Maintain lasting
relationship**

TALK ABOUT CAMPAIGNS

**Be vague or simply
complain**

Be combative

Use a form letter

Threaten with your vote

**Rule out legislators based
on party**

FOLLOW LEGISLATION!

Bill Track- California

<http://leginfo.legislature.ca.gov/>

TIPS FOR TESTIFYING

Contact the author

Coordinate with your coalition

Limit your argument to five minutes

Be prepared to answer questions

Thank the committee!

WRITTEN CORRESPONDENCE PITFALLS

Addressing the elected with an incorrect title

State Senator vs. US Senator

Include your address, phone number and email

Three Cs: Clear, Concise and Correct

Type when possible!

GET TO KNOW YOUR ELECTED

Senator Bill Monning (17th District)

District includes: South Santa Clara County, Santa Cruz, Monterey and San Luis Obispo

Senate Majority Leader in Sacramento

Committee Membership: Budget Subcommittee 3- Health and Human Services, Budget & Fiscal Review, Ethics (Chair), Public Safety, Education, Health, Judiciary, Natural Resources and Water, Select Committee on Mental Health, Select Committee on CA Wine Industry, Select Committee on Refugio Oil Spill, Joint Legislative Budget Committee and Joint Committee on Rules



THANK YOU!!

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