

How to make the State House work for YOU: Lobbying 101

EMILY MYRON, GOVERNMENT RELATIONS SPECIALIST, THE NATURE CONSERVANCY

GABBY QUEENAN, POLICY DIRECTOR, MASSACHUSETTS RIVERS ALLIANCE

The Nature
Conservancy



MASSACHUSETTS
Rivers Alliance

What do you
already know?

Turn to a partner and share the following:

- Your current state representative and senator (both for your hometown and your service area)
- The current Speaker of the House
- The current Senate President
- The current House Ways and Means Chair
- The current Senate Ways and Means Chair
- The stages of a bill becoming law

Find your legislator here: <https://malegislature.gov/Search/FindMyLegislator>

See Leadership here: <https://malegislature.gov/Legislators/Leadership>

501(c)3s, don't be afraid to engage...

✓ You can...

- Direct contact (in person, letter, digital) to support/oppose legislation
- Testify/provide testimony
- Educate/conduct requested studies
- Treat all candidates equally

✗ You cannot...

- Endorse candidates
- Engage in campaign activity
- Exceed lobbying thresholds*



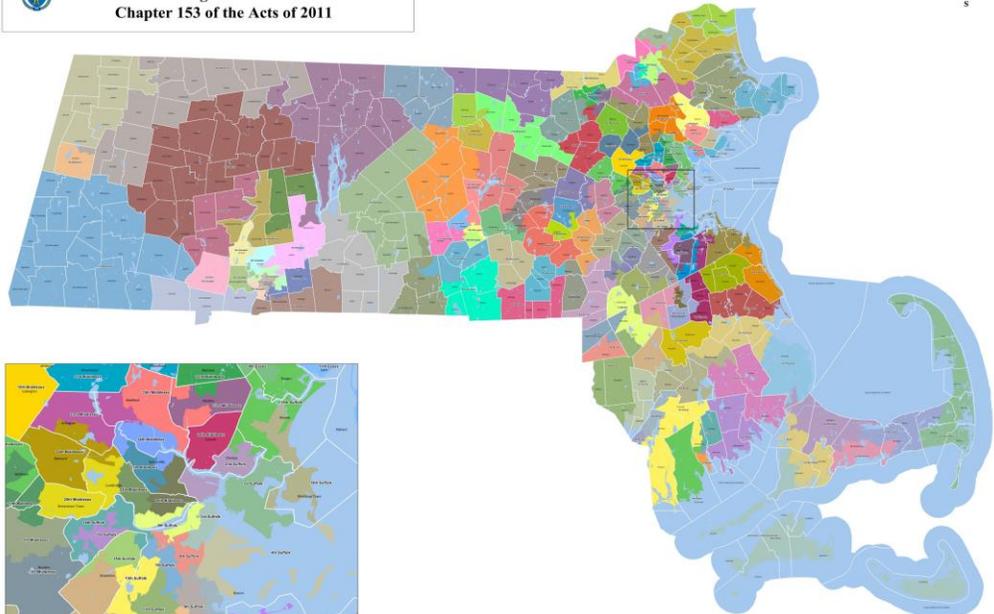
*See Lobbying Disclosure Act if you have questions

The Legislature





Commonwealth of Massachusetts
House Legislative Districts
Chapter 153 of the Acts of 2011



Legend
Districts Color
Town Boundary White
0 2 4 8
Miles

MA
Legislature

Two year session

House
(160
members)

Senate
(40 members)

~37,000
constituent
s

~160,000
constituent
s

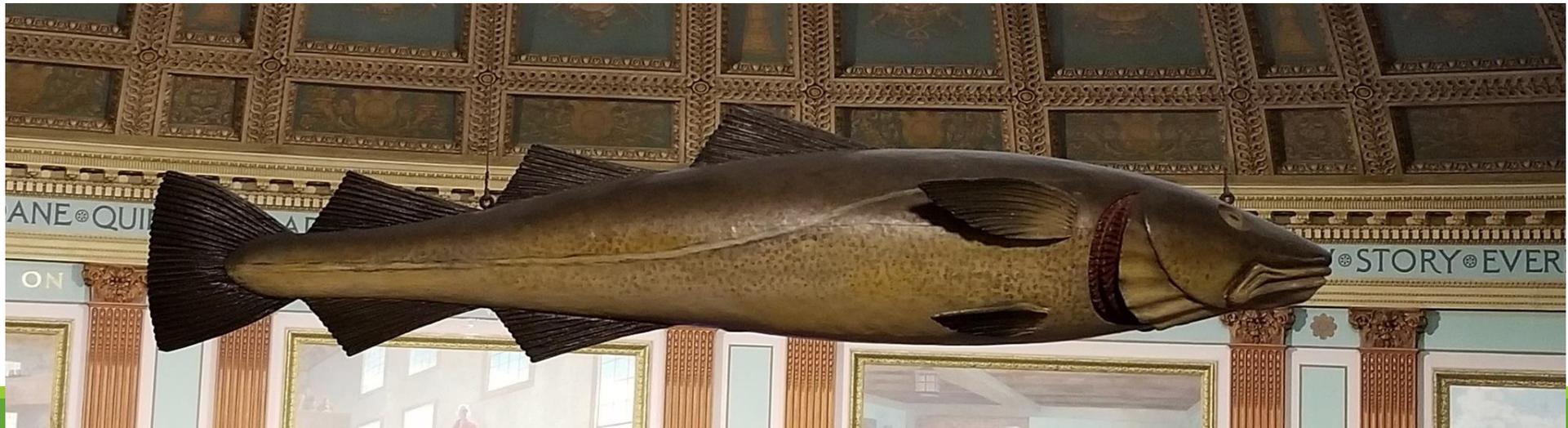
~5,000-7,000 bills introduced
<10% become law

Find your legislator here:

<https://malegislature.gov/Search/FindMyLegislator>

Legislator Roles

- Representative of constituents (individuals)
- Delegate of communities (municipalities)
- Allocation of Resources
- Leader
- Policy expert





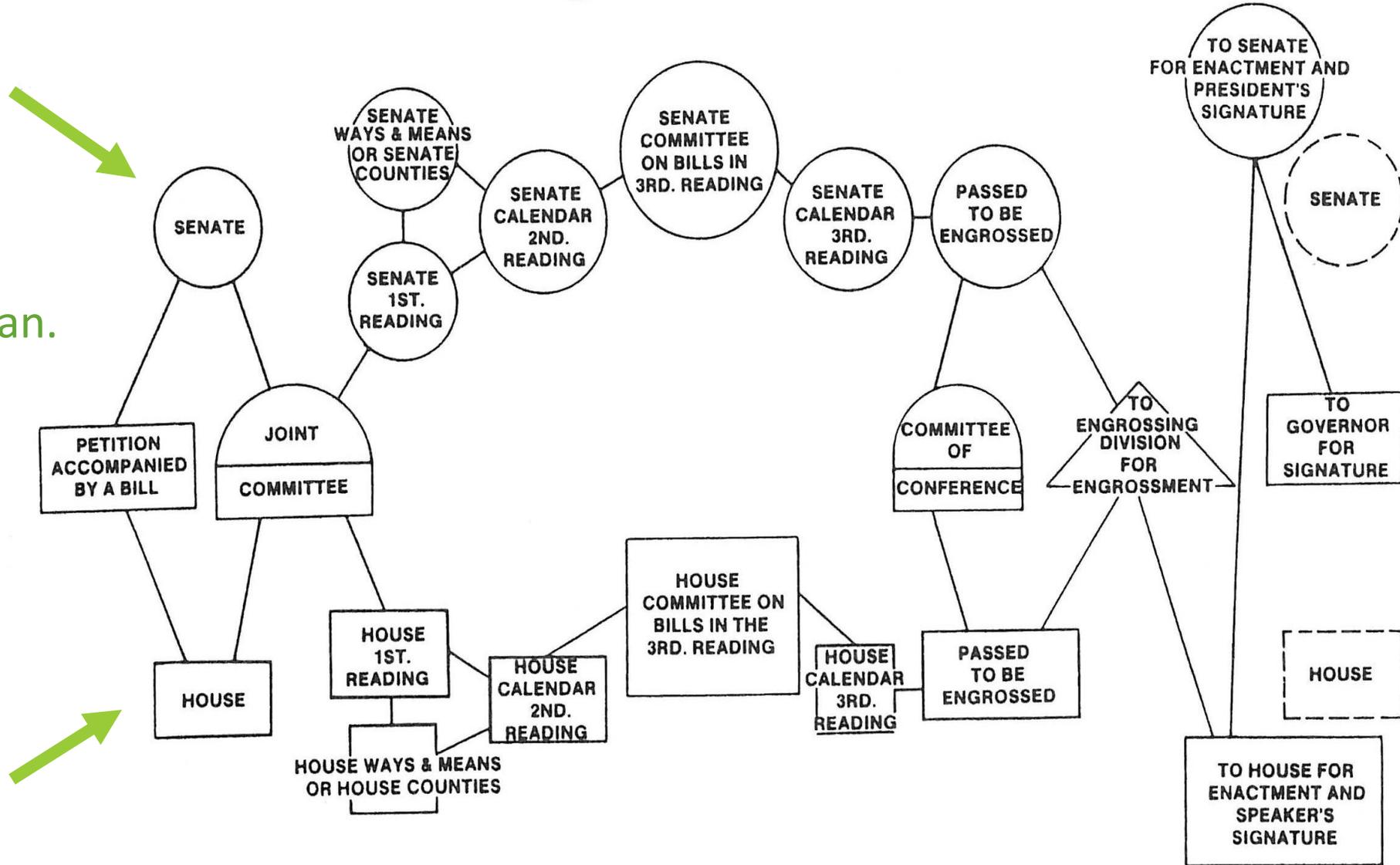
The Legislative Process

Track a bill here:

<https://malegislature.gov/Bills/Search>

Law Making in Massachusetts

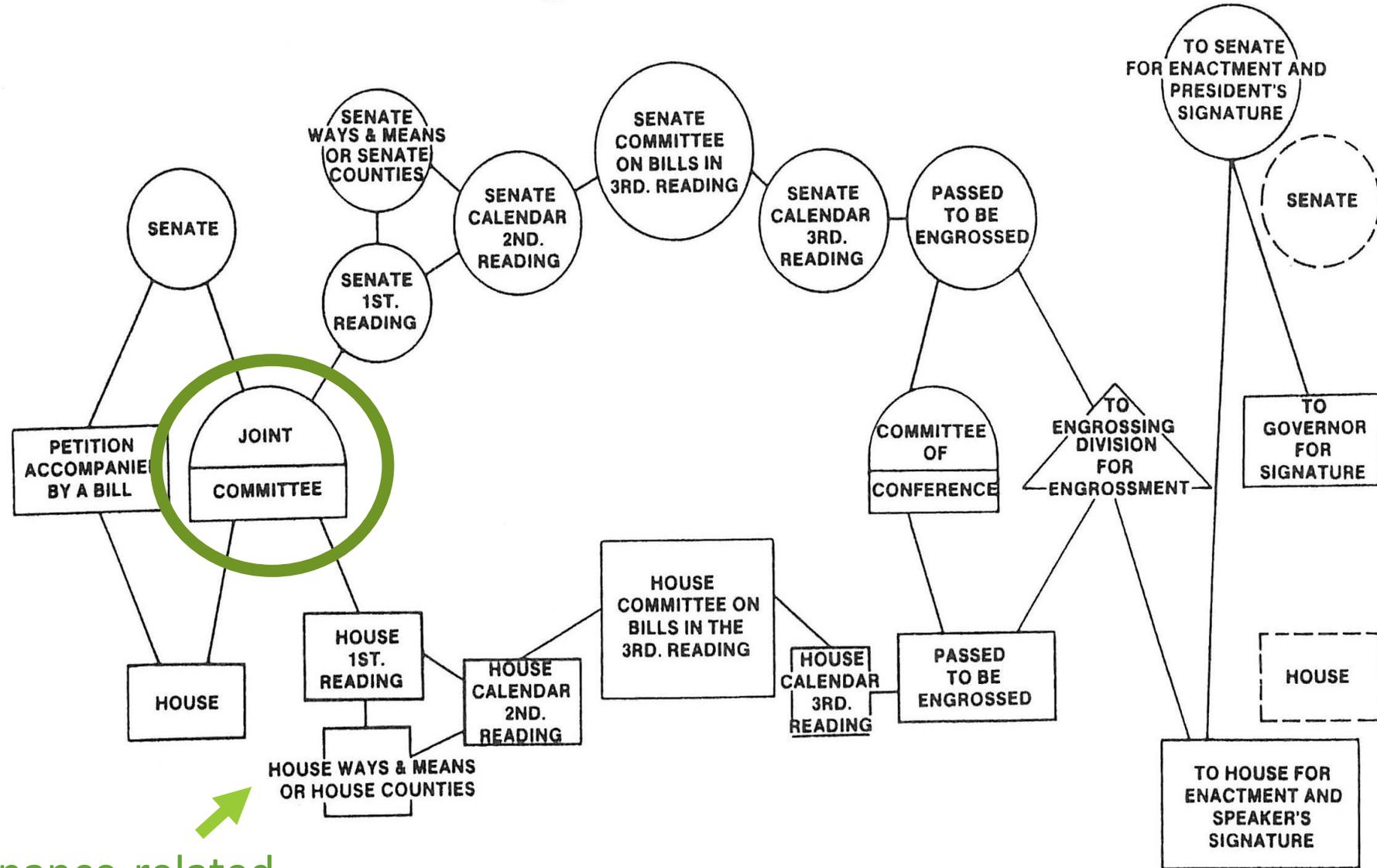
3rd Fri. in Jan.



Track a bill here:

<https://malegislature.gov/Bills/Search>

Law Making in Massachusetts



Finance-related

What can happen to a bill in committee?



Subject-area committees review legislation

Bill to advance:

- Favorably
- Amend the bill or redraft
- Discharge to another committee

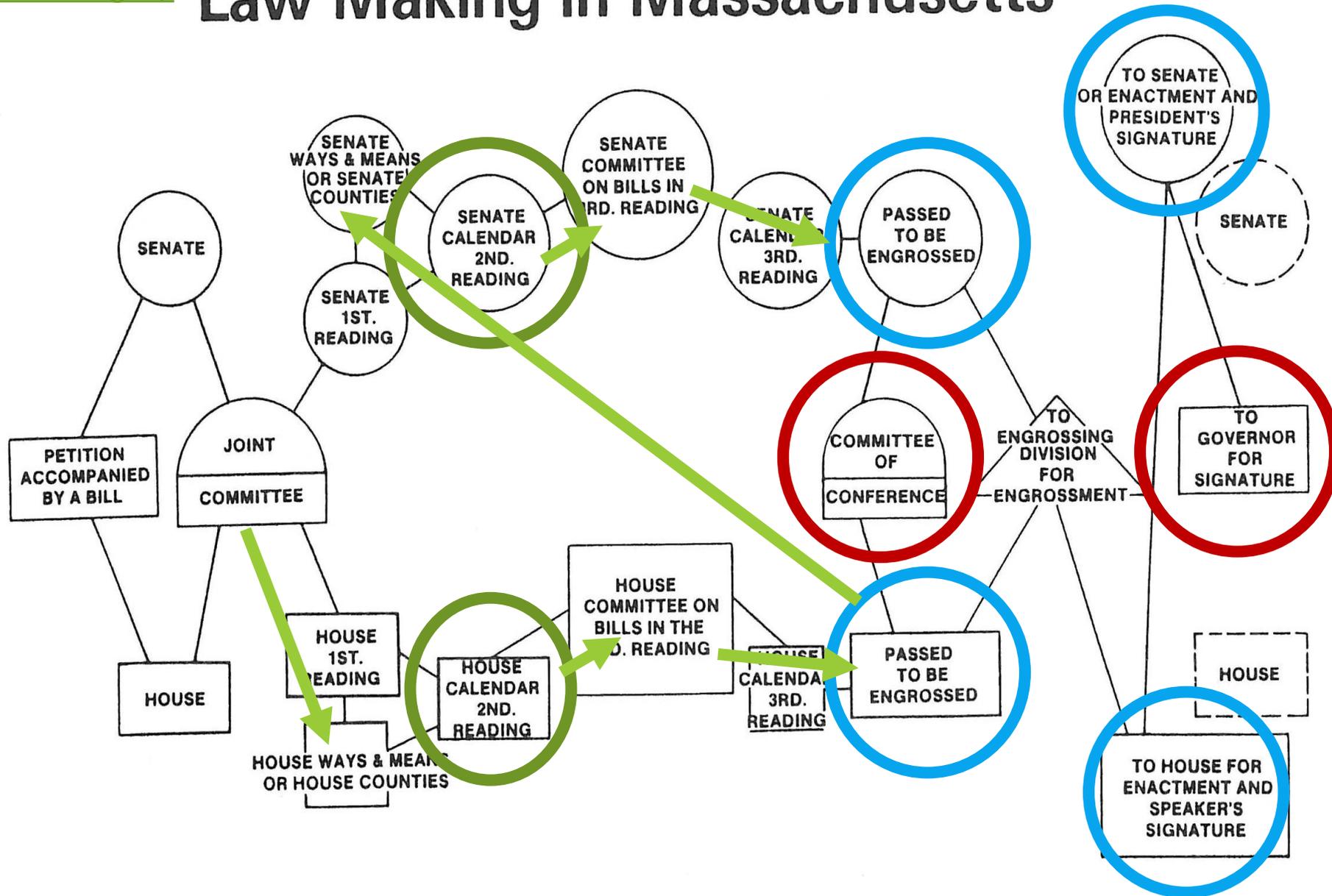
Bill dead:

- Unfavorably or Ought NOT to pass
- Study order

Track a bill here:

<https://malegislature.gov/Bills/Search>

Law Making in Massachusetts



10 days to sign



Important Players for Legislation

THE 191ST GENERAL COURT OF THE COMMONWEALTH OF MASSACHUSETTS

Bills & Laws Budget Legislators Hearings & Events Committees & Commissions State House

LEADERSHIP

Search the Legislature...

SENATE



Karen E. Spilka
President of the Senate
Ashland (D)

The President of the Senate is elected by the members of the body to lead the Senate and set the agenda and priorities for the session. Once elected, the President of the Senate sets the session calendar of legislation to be considered, presides over sessions, interprets rules, answers Parliamentary questions and inquiries, and preserves order and decorum of the Chamber.

HOUSE OF REPRESENTATIVES



Robert A. DeLeo
Speaker of the House
Winthrop (D)

The House of Representatives is led by the Speaker of the House, who is elected by House members at the beginning of the first year of each two-year session of the General Court. The Speaker appoints a leadership team comprised of the Speaker pro Tempore, the Majority Floor Leader, Assistant Majority Floor Leader, and Second Assistant Majority Floor Leader. The Speaker's appointments are subject to ratification of a majority party caucus vote. The Speaker similarly appoints House committee chairpersons.

- House Speaker Robert DeLeo
- Senate President Karen Spilka
- House Ways & Means Chair
- Senate Ways & Means Chair
- Minority Leaders and Asst. Leaders
- “Leadership”
- Environment Committee Chairs and Vice-Chairs (House and Senate)

SENATE MEMBERS

HOUSE MEMBERS



Anne M. Gobi
Chair



Walter F. Timilty
Vice Chair



Smitty Pignatelli
Chair



Daniel Cahill
Vice Chair

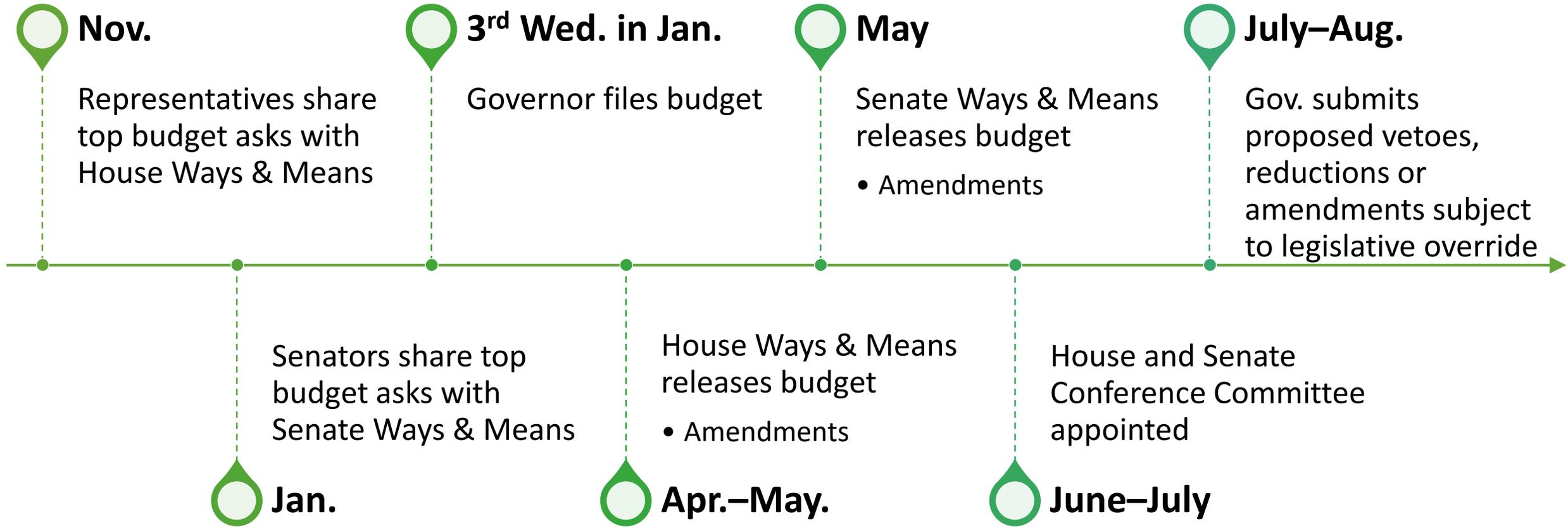
See Leadership: <https://malegislature.gov/Legislators/Leadership>

FY20 Green Budget Launch
Hosted by the Environment, Natural Resources and
Agriculture Committee Chairs
Representative Smitty Pignatelli and Senator A. M. Pappalardo

The Budget Process



Budget Timeline – Points of Engagement



FY20 Green Budget

- Department of Conservation and Recreation – Parks
- Department of Fish and Game – Division of Ecological Restoration
- Department of Conservation and Recreation – Watershed Management
- Department of Environmental Protection – Administration



MASSACHUSETTS
Rivers Alliance



The Nature
Conservancy 



+ Many other organizations!

Building a Coalition



Working as a Coalition

Early on:

- Find partners (think outside the box)
- Agree on a unified, basic position
- Be transparent about where priorities overlap/don't
- Determine how to work collectively

During advocacy:

- Be strategic about who to bring to meetings – the messenger is the message
- Consider talking to opposition so you can anticipate challenges and look for compromises
- Regular and transparent communication
- Be open to new partners, opportunities, and compromises



The Visit...



We need you!

Congressional staff who think the following strategies have a lot of influence on a legislator who is undecided on an issue



Congressional Management Foundation, 2010 Perceptions of Citizen Advocacy on Capitol Hill

Find out more: www.fcni.org/congress_communication

Prepare For Your Visit

Know your Legislator

- Identify a success
- Role/ability to help

Know the Legislation

- Status, prognosis, supporters, opposition
- Define your “ask”

Build your Team

- Talking points
- Assign roles



Meeting Agenda – Thank, Update, Ask

1. Identify yourselves
2. Start with a **'thank you'**
3. Describe the **bill and its support**
4. Make a **clear ask**
5. Provide Information/
Make yourself available in future



Your Legislator is Thinking...

“How do I move my agenda through the legislative process?”

- Do I have the information for colleagues?
- Where is it in the process?
- Is there district support? Who supports and opposes?
- Is there support among leadership?
- Do I have to spend political capital?



Post-Meeting Follow up

- Write a thank you note
- Provide Information
- Repeat your ask
- Consider thanking publically
 - Ex. Letter to the Editor, newsletter, Twitter, Facebook, Instagram
- Look for additional ways to engage



Building a Long-term Relationship

- Analyze your service area with district overlay
- Consistent interactions
 - Local events, meetings, office hours
- Legislative breakfasts/briefings
- Recognition of key legislators
- Media
 - Social, organizational, local, public
- New legislators – get in the door early!
- Asks - opportunities for leadership
 - (ex. earmarks)



-Breakout session-
See handouts for details

Current Political Context

Challenges

- New leadership and need for education on our issues
- Competing priorities
- Federal rollbacks

Opportunities

- Focus on climate adaptation and mitigation
- Green budget and various climate funding proposals
- Momentum on Conservation Land Tax Credit, Community Preservation Act, etc.

Q & A

ADDITIONAL QUESTIONS?



Emily Myron, Government Relations Specialist
The Nature Conservancy
emily.myron@tnc.org
617-532-8311

Gabby Queenan, Policy Director
Massachusetts Rivers Alliance
gabbyqueenan@massriversalliance.org
617-714-4272