

Lobbying 101
April 4, 2019
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Handout

Agenda Item 7.8

Date April 11, 2019

Teacher Ray LeBov had long term relationship as lawyer/judicial lobbyist in Sacto. Began training for other lobbyists in 2007. Handouts and binder for effective lobbying given out. Policy Advocacy Workbook gives a very useful model.

Legislative Sessions are 2 years long. Things carry over from Session 1 to 2 but not from session to session. Currently in 2019/2020 session.

The "Placemat" of how a bill becomes law. Where and how to influence the process. How to get a proper advocate (author) for your bill/project.

Bill tracking services, or can DIY. GovBuddy app for who is where (so know where to go to get things done).

Deadline driven process. All bill must be drafted by Legislative Counsel by Jan. 25 of each year. Finding an advocate, developing language, etc needs to happen months before then. Good to know potential costs of proposed bill.

Most of work is done before the hearing in the committees. Need to work committee members beforehand; line up votes; find out objections and have answers. Committee can amend, pass or hold it in committee (which essentially kills it). Each committee has its own set of rules.

Better to not have bill go to appropriations committee.

Bills on proposed consent calendar have no opposition (but can be pulled by committee member).

Committee consultant (staff) can be your best friend. Role is to advise chair; write analysis; oversee negotiations. Can give you an idea of the Chair's thinking. If they ask you for any help, do it. Minority party has less staff. Important to connect to see potential weakness in a bill.

Need to lobby governor (admin) as well as Assembly/Senate.

Polisight Company: uses Data Analytics to determine best author, votes, track records for success, etc. 121 people in legislative process; voting thousands of times; analytics predicts how they might vote on your bill.

3 Main Publications of each House:

- Daily File—committee agendas published here; closer to a "live" date, the closer to reality; gives order of business for the day
- Daily Journal—record of what happened on the Floor that day
- Weekly History (every action that's been taken on every bill)

Budget Calendar: has specific deadlines for input

Glossary: use correct terminology, always.

Maybe you don't need legislation; maybe need regulatory action. Different track.