

Engaging in Interim Advocacy

August 20, 2015

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The Housing Alliance

A group of diverse people are walking across a city street. Many of them are wearing bright red scarves, which appear to be a symbol for the Housing Alliance. They are dressed in winter clothing like coats and scarves. In the background, there is a large, multi-story building with many windows, possibly a government or institutional building. The sky is overcast.

Everyone should have the opportunity to live in a safe, healthy and affordable home in a community that thrives with opportunity.

State Legislature Adjourned on June 30





Historic Gains for Affordable Housing

No cuts to Housing & Essential Needs or Aged, Blind & Disabled Programs, 9% increase in the TANF cash grant

\$75 Million for Affordable Homes in the Housing Trust Fund to create nearly 2,000 homes

State Health Care Authority's federal Medicaid waiver request includes the Medicaid-funded Permanent Supportive Housing provisions



Historic Gains for Affordable Housing – Transportation Package

Sound Transit 3 proposal requires that at least \$20 million be provided for affordable housing near transit in the Puget Sound Region

80% of the surplus properties in light rail stations must be made available for affordable housing

Up to \$518 million for services to improve educational outcomes in early learning, K-12, and higher education including for low-income, homeless, or foster care youth



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HB 2263 – Local Option for Funding Affordable Housing/ Mental Health Needs

Local option to put a 1/10th of 1% sales tax on the ballot

Would fund affordable housing, operations and maintenance costs, homelessness services, and mental health services/facilities

Local communities will have to weigh this option against currently existing housing levy property taxing authority



MIDD – 2014 Revenue Collections

| County | 2014 year to date | County | 2014 year to date |
|---------------------|-------------------|--------------------------|------------------------|
| Clallam County | \$947,237.48 | Okanogan County | \$586,367.30 |
| Clark County | \$5,505,345.21 | Tacoma | \$4,143,007.84 |
| Columbia County | \$415,209.62 | San Juan County | \$400,723.91 |
| Cowlitz County | \$1,554,969.52 | Skagit County | \$2,270,533.87 |
| Ferry County | \$70,276.44 | Skamania County | \$99,841.31 |
| Grays Harbor County | \$859,657.77 | Snohomish County | \$11,425,457.28 |
| Island County | \$765,405.39 | Spokane County | \$7,799,996.60 |
| Jefferson County | \$374,327.93 | Thurston County | \$3,971,291.49 |
| King County | \$46,946,604.52 | Wahkiakum County | \$34,020.15 |
| Kitsap County | \$2,675,034.73 | Walla Walla County | \$805,155.48 |
| Lewis County | \$1,104,495.88 | Whatcom County | \$3,396,408.86 |
| Mason County | \$530,388.95 | State Administrative Fee | \$971,418.20 |
| | | Total: | \$96,681,757.53 |



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This is all proof that advocacy works!





The Legislative Interim

During odd years (2013, 2015), the legislature meets for a 105-day legislative session to create two-year state operating, capital, & transportation budgets

During even years (2012, 2014) legislature meets for just 60 days to pass smaller supplemental budgets

All legislative sessions begin on the second Monday of January

The rest of the year when the legislature isn't meeting is known as the legislative interim

This is a great time to engage in advocacy!



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***But wait – how do we
advocate during the interim?***





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***Advocacy doesn't have to
always look like this***





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Or this...





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Or this, either.

TVW PLAYER

SENATE FINANCIAL INSTITUTIONS & INSURANCE COMMITTEE

PUBLIC HEARING
FOR MORE INFORMATION VISIT WWW.LEG.WA.GOV
SENATE FINANCIAL INSTITUTIONS & INSURANCE COMMITTEE

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Wednesday January 21st 2015, 1:30PM

Public: SB 5119, SB 5123, SB 5299, SB 5300, SB 5302, SB 5180



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It can look like this!



Er, I mean, like this!





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Or like this





WASHINGTON LOW INCOME
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Or like this!



Innovative Advocacy

Choose What Works for You



- **Individual meetings**, including one-on-one meetings and small group meetings.
- **Site visits** to physical spaces where services are delivered, or to sites that are not yet developed. Includes tours and meeting with direct service providers and clients.
- **Organizational events**, such as annual member meetings, fundraisers, open houses, and ground breaking ceremonies.



Innovative Advocacy

Choose What Works for You



- Community events that connect legislators to their constituents and create a forum for constituents to share their priorities with legislators. Events can include candidate forums, town hall meetings, and listening sessions.



- **Need help?** The Housing Alliance is here to help you plan a successful lawmaker meeting that meets your organization's affordable housing and homelessness policy goals.



In-District Advocacy Works!



Watch Senator David Frocht reference an in-district advocacy meeting during a 2014 Senate floor debate on document recording fee legislation [here](#).

1. **Strengthen** your relationship with elected officials.
2. **Elevate** visibility of homelessness and affordable housing in your community.
3. Help elected officials deepen their **understanding** of complex issues.
4. Provide a **hands-on**, experiential learning opportunity.
5. Ensure legislators have enough lead-time to develop a comprehensive **legislative proposal**.



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Innovative Advocacy

Meet with Lawmakers



Meeting directly with lawmakers is one of the **most effective strategies** to advocate for policy change and for investments in affordable housing.

You have a **unique and powerful perspective** about homelessness and affordable housing issues and solutions in your community.

Lawmakers **rely on hearing from constituents** to learn about and understand important issues that require state funding or legislation in order to be adequately addressed.

Find your district at: <http://app.leg.wa.gov/DistrictFinder/>

Innovative Advocacy Meet with Lawmakers



Senator David Frockt, 46th LD, and Representative June Robinson, 38th LD, each shared stories from constituents to help move policy.

1. Strengthen your relationship with elected officials.
2. Elevate visibility of homelessness and affordable housing in your community.
3. Help elected officials deepen their understanding of complex issues.
4. Provide a hands-on, experiential learning opportunity.
5. Ensure legislators have enough lead-time to develop a comprehensive legislative proposal.

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Be Prepared

Helpful Information to Know Before Meeting With a Lawmaker:

- What's the lawmaker's position on homelessness and affordable housing issues?
- Does the lawmaker serve on any key policy committees? Does the lawmaker hold a leadership position?
- What's the lawmaker's voting record on the legislation you care about?
- What policy issues does the lawmaker have a history of supporting and opposing?



Rep. Marcus Riccelli

Assistant Majority Whip

(D) [3rd LEGISLATIVE DISTRICT](#)

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Olympia, WA 98504-0600
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[Rep. Riccelli's
Homepage](#)

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[Committees:](#)
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[2013 3rd Special Session](#)
[2013 Regular, 1st and 2nd Special Session](#)

[Bill Sponsorship](#)

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What to Expect



- Expect a 30 to 60 minute meeting during legislative interim, or about 15 minutes during the legislative session
- Don't assume lawmaker has background information on issue; ask lawmaker if she is familiar with topic and start with the basics.
- Messages that resonate lawmakers:
 - Values based messages grounded in examples from real people.
 - Messages that resonate with lawmakers' personal values & priorities.
 - Policy demonstrates cost savings or ROI.
 - Policy or program is effective; it works!
 - Issue has support among constituents.

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Educate Lawmakers



- Don't assume the lawmaker is familiar with the program, policy, or issue you are working on; start with the basics.
- Provide relevant background information; what is the policy or program?
- Describe why the issue is important. This is a great place to use values-based messaging.
- Use examples from real people who are directly impacted by the issue.
- Keep your comments focused; only share what lawmakers need to know to understand the policy or program.

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Always Make an Ask!



- Differences between advocating for a budget item vs. bill.
- Leave advocacy materials and your contact information behind.
- Ask lawmaker if she would like any additional information.
- Describe how you can be a resource to the lawmaker in the future.

Innovative Advocacy Follow up



Send a thank you note and reiterate your message.

Is any follow-up required? Did you commit to sending additional information after the meeting?

Is another meeting needed?



Are there other opportunities during the interim to continue to engage the lawmaker?

Keep in touch! Send your lawmakers regular updates and visit them in Olympia during the legislative session!

It's not just about the legislature.





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We need to educate our communities as well.






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Housing Alliance Toolkit

Toolkit to Combat the Stigma and Criminalization of Homelessness

In Partnership with the Department of Social and Health
Services Washington BRIDGES-Veterans Project

Interim can also be a time to develop advocacy capacity.



The image is a screenshot of the website standforyourmission.org. The browser's address bar shows the URL. Below the address bar, there is a navigation bar with several links: APP Tracking, Copy of RTE_Link, RTE Advocacy Sign, RTE - Google Sheets, c3 & c4 editorial, Headquarters Login, Daily News, Job Creation and A, and SAP. The main header features the logo "STAND FOR YOUR MISSION" in blue and green. To the right of the logo are four menu items: "THE CAMPAIGN", "SUCCESS STORIES", "RESOURCES & TOOLS", and "SPREAD THE WORD". A search bar is located to the right of these menu items. The main content area features a large banner image of a woman and two children looking at a book. Overlaid on this image is a green square with a white plus sign. To the right of the plus sign, the text "Creating Positive Change Through Board Advocacy" is displayed in white. Below this text, a green button contains the text "START THE DISCUSSION > Download the Guide".

standforyourmission.org

APP Tracking Copy of RTE_Link RTE Advocacy Sign RTE - Google Sheets c3 & c4 editorial Headquarters Login Daily News Job Creation and A SAP

STAND FOR YOUR MISSION

THE CAMPAIGN SUCCESS STORIES RESOURCES & TOOLS SPREAD THE WORD

+

Creating Positive Change Through Board Advocacy

START THE DISCUSSION > Download the Guide

You are the voice your mission needs.

Additional Resources



- Washington Low Income Housing Alliance: www.wliha.org
- Ben Miksch: BenM@wliha.org
- Kate Baber: KateB@wliha.org
- Michele Thomas: Michele@wliha.org



- Alliance for Justice: www.afj.org
- Bolder Advocacy: www.bolderadvocacy.org



- Washington Legislature: www.leg.wa.gov
- Legislator Roster: <http://apps.leg.wa.gov/rosters/default.aspx>
- Legislative Information Center:
<http://www.leg.wa.gov/lic/Pages/default.aspx>