Please Take 2 Minutes to Complete Pre-Survey

http://advocacy-institute.org/hello
Overview of AI
The Advocacy Institute is committed to transforming the legislative landscape in New York for Justice and Dignity.
The AI Team

Advisors

ROLANDO BROWN
MADE TO GROW

ETHAN FLETCHER
IDEAS42

JESSICA GARCÍA
RWOSU

SUNSHINE LUDDER
RIP & ROY

MARISSA MARTIN
CITY OF NEW YORK

ANTHONINE PIERRE
BROOKLYN MOVEMENT CENTER

KATE RUBIN
YOUTH REPRESENT
Approach

Deliver *trainings & tools*, build *networks*, and develop *leadership* to win legislative campaigns and to build more power and organizing infrastructure even when we don’t.
Statewide Membership

- 5 members in Buffalo
- 7 members on Long Island
- 4 members in Hudson Valley
- 35 members in NYC
The Challenge
• Government is entrenched, opaque, hard to navigate
• Legislative goals require specialized abilities
• Institutional memory is lost when teams use inefficient, ad hoc tools for research and execution
• Advocates have a wealth of knowledge ready to be organized, modularized and effectively shared
Successful Case Studies
Victories

- Justice for Job Seekers Bill passes Senate and Assembly and signed by Governor (2016)
- Ends employment agency fraud for low wage workers
- Convened statewide coalition of over 30 orgs

- Organizing immigrant workers
- $400,000 budget
- 6 staff members
- Member since 2013
Victories

- Fair Fares campaign successfully won budgetary ask from NYC City Council in 2018
- Expanded access to half-price Metro Cards for low-income riders
- Increased visibility for coalition of grassroots & grasstops organizers

- Organizing subway and bus riders for reliable, affordable, world-class public transit
- $700,000 budget
- 8 staff members
- Member since 2015
Overview of the session
Goals for the Session

• Become more familiar with legislative timelines and players
• Highlight current political tensions and elected officials’ priorities
• Understand the impact of the political landscape on nonprofit and funder goals
Agreements

- Be on time
- Be present
- One Mic
- Be generous with self and others
- Speak from your own experience
- No Inside Baseball
- Move up / Move back
- Respect Confidentiality
Civic Engagement
State Level Civic Engagement Timeline

2014
- Legislative Session Year 2
- Electoral Organizing

2015
- Legislative Session Year 1
- GOTV

2016
- Legislative Session Year 2
- GOTV
- Electoral Organizing

2017
- Legislative Session Year 1
- Electoral Organizing

2018
- Legislative Session Year 2
- GOTV
- Electoral Organizing

You are here!

Layers:
- Issue Advocacy
- Base-building & Leadership Development
- Direct Services
Types of Civic Engagement

**Legislative**
- **c3 Legislative Work**
  - Census Outreach
  - Coalition Outreach & Building
  - Community Outreach
  - Educational Materials
  - Letters to the Editor & Op-eds
  - Policymaker Briefings
  - Press Briefings & Events on Issues
  - Public Forums
  - Research Reports
  - Training Programs
  - Story Collection

  *Lobbying*
  *IRS requires registration and allows for 10% to 20% of resources to be allocated here. (Percentage decreases with increased budget size.)*

**Electoral**
- **c3 Non-partisan Electoral Work**
  - Canvassing
  - Issue Education
  - Multi-issue Candidate Questionnaires
  - VAN Use for Tracking Voter Contact
  - Voter Registration
  - Voter Turnout (GOTV)

- **c4 Legislative Work**
  - Lobby, lobby, lobby.

- **c4 Partisan Electoral Work**
  - Canvassing
  - Candidate Questionnaires & Scorecards*
  - Independent Expenditures*
  - Telling People who to Vote for*
  - VAN Use for Tracking Voter Contact (party specific)
  - Voter Registration
  - Voter Turnout (GOTV)

  *Cannot give money directly to candidates or coordinate with their campaigns*
Legislative Advocacy
Review

• What is lobbying?
• What is legislative advocacy?
• What is advocacy?
• **Advocacy**
  – “Speaking up for yourself or someone else in any situation, to someone who has power over that situation.” May or may not influence public opinion and public policy.

• **Legislative advocacy**
  – Lobbying and other activities related to a piece of legislation or budgetary ask, such as media advocacy, education, and grassroots organizing.

• **Lobbying**
  – Stating a position on specific legislation to legislators and/or asking them to support your position. Lobbying is classified as direct or grassroots.
Advo-cado!

mitú
Legislative Timelines
Executive

Implements the law

Governor

Agencies

Can veto bills; recommend legislation; call special sessions of the legislature

Legislature

Creates and amends the law

Assembly

Senate

Can override vetoes

Judicial

Interprets the law

Courts

Can determine laws unconstitutional or otherwise invalid; determine executive action to be unlawful
Why does understanding legislative timelines matter?
State Map 1 - Timelines

Overview Timeline

Legislative Session
1 Jan - 30 Jun

Budget Session
1 Oct - 31 Mar

Prep for Legislative Session
1 Sep - 31 Oct

Agency Budget Prep
1 Jun - 30 Sep

Budget Timeline Detail

Budget Cycle Phases

June - December: Agency budget preparation
October - December: Division of Budget review
January - March: Executive and legislative decisions

January - March: Legislative action

Jan | Feb | Mar

Governor's State of the State Address
(Early January)

Executive budget released
(Mid-January)

Joint Hearings, Agency Presentations, and Meetings with Budget Tadets, Members, and Cereal Staff

Senate and Assembly pass budget or resolution

“Three Men in a Room” hammer out a deal by budget deadline (April 1)

21- or 30-day amendments

DOR and Executive set budget priorities
(End of December)
**Budget Timeline Detail**

**Budget Cycle Phases**
- June - September: Agency budget preparation
- October - December: Division of Budget review
- November - January: Governor and 2nd floor decisions
- January - March: Legislative action

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**Jan**
- Governor's State of the State Address (Early January)
- Executive budget released (Mid January)
- DOB and Executive set budget priorities (End of December)

**Feb**
- 21- or 30-day amendments
- Joint Hearings, Agency Presentations, and Meetings with Budget Tables, Members and Central Staff (February and March)

**Mar**
- Senate and Assembly pass budget or resolution
- "Three Men in a Room" hammer out a deal by budget deadline (April 1)

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**Senate & Assembly**
- Expense & Revenue Response
Senate & Assembly
Former Independent Democratic Conference

Jeff Klein  
Bronx & Yonkers

David J. Valesky  
Syracuse

Diane Savino  
Northern Staten Island & South Brooklyn

David Carlucci  
Westchester & Rockland

Tony Avella  
Northeastern Queens

Marisol Alcantara  
Upper Manhattan

Jesse Hamilton  
Central Brooklyn

José Peralta  
North Central Queens
Pair Conversation:

- Why is this relevant for your work?
- Why is this relevant for your grantees work?
- What questions do you have?
The Cuomo Administration
NYS Governor Andrew Cuomo
Inside the Cuomo Administration

Melissa DeRosa
Secretary to the Governor

Alphonso David
General Counsel

Linda Lacewell
Chief of Staff

Robert Mujica
State Budget Director

Cathy Calhoun
Director of State Operations
The de Blasio Administration
New York City Mayor
Bill de Blasio
Deputy Mayors

- Oversee city agencies & operations
- Advise the mayor on policy issues
- Can be instrumental in implementation process

Dean Fuleihan, First Deputy Mayor

Alicia Glen
Deputy Mayor, Housing & Economic Development

Laura Anglin
Deputy Mayor, Operations

J. Phillip Thompson
Deputy Mayor, Strategic Policy Initiatives

Herminia Palacio
Deputy Mayor, Health & Human Services
Political Tensions & Elections
Political Tensions

● 2018 Elections!
  ○ Cuomo / Nixon
  ○ State Senate
● Cuomo vs. Trump
● BdB vs. Trump
● BdB vs. Cuomo
● BdB & progressive allies
Cuomo/de Blasio Policy Update

- **Feud is more about press than policy.** It’s hard to move either on policy
- **It’s hard to push BdB to be more progressive in NYC.** His national reputation is so far left.
- **The feud can sometimes help and also hurt our groups.** (Cuomo has cut or tied up funding for juvenile justice)
- **Keep an eye on Cuomo’s policy stance after election** when he is more in competition with national Democrats and is not being hammered from the left.
Election Update

Andrew Cuomo

- Widely expected to win
- 35 point lead over Nixon and polling shows easy win against Republican Molinaro

Cynthia Nixon

- Shares the same voter base
- “Nixon effect”: Cuomo’s reunification of IDC; Cuomo’s marijuana legalization report; Cuomo’s subway plan
- An ally of Bill De Blasio
- Her moment seems to be over
**Election Update**

**Senate Democrats**
- Expectation that Senate will flip Democratic in 2018 on anti-Trump “blue wave”
- If Senate flips, not everyone will be super progressive

**Senate Republicans**
- 5 retirements and several marginal seats in LI and Hudson Valley
- Felder has stayed with Republicans through session, but is under pressure to join Dems
- BUT: Republicans are better fundraisers, have historically run better campaigns, and Trump is popular in swaths of Upstate NY
- Don’t rule them out in November
Congressional District 14

Alexandria Ocasio-Cortez
Candidate-Elect

Joseph Crowley
Incumbent
Small Group Questions

- What do you **identify as a legislative win**?
- How do you **assess progress** currently with your grantees?
- What’s difficult about assessing progress when it comes to **legislative/budget campaigns**?
Campaign Assessment Tool
Background

- Developed this Tool to **address challenges in tracking legislative advocacy**
- **Inspired by** previous training and requests from funders
- **Provides view under the hood** of the legislative process at the city and state levels
Win Types

Setting the stage: All the stuff advocacy organizations do internally to get ready for a campaign. The circle is the organization. It’s getting all the pieces in place.

Coalition-building: Recruiting and strategizing with allies. Each circle is an organization. Together, they amplify their power.

Strategy & content: All the background organizations need to develop the bill and win support for it. The bill is a dotted outline because it’s being figured out.

Legislative process: The official machinery organizations push the bill through. The outline begins to fill, to suggest it’s moving through a process.

Relationship-building: The organization is the filled-in dot. It is building relationships with the government officials (empty dots) in order to advance their bill.

Implementation: The bill passes. The bill is totally filled in. Now it has legs! Time to make sure it actually gets implemented.
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  www.advocacy-institute.org

• Questions on how to engage your organization in supporting legislative advocacy?
  email Stephanie: stephanie@advocacy-institute.org
Complete Post-Training Survey

http://advocacy-institute.org/THANKYOU
Debrief & Closing