Please Take 2 Minutes to Complete Pre-Survey

http://advocacy-institute.org/hello

Overview of AI

The Advocacy Institute is committed to <u>transforming the legislative landscape</u> in New York for **Justice and Dignity**.

The AI Team

STEPHANIE CHRISPIN

GUISELA MARROQUÍN

ALI MULLIN

JAMES SCHAFFER

MAGGIE WILLIAMS

Advisors

ROLANDO BROWN
MADE TO GROW

ETHAN FLETCHER
IDEAS42

JESSICA GARCÍA
RWDSU

SUNSHINE LUDDER
RIP & ROY

MARISSA MARTIN
CITY OF NEW YORK

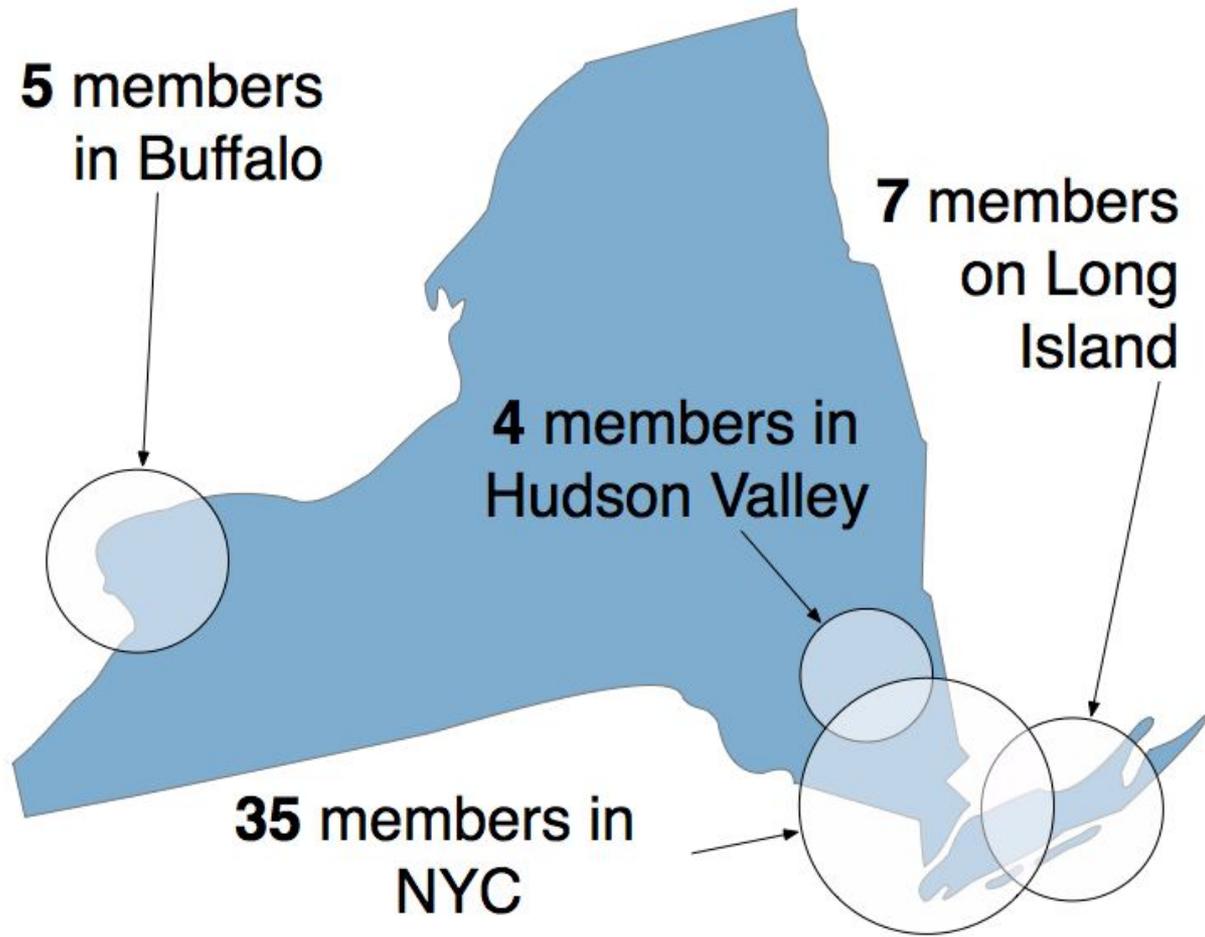ANTHONINE PIERRE
BROOKLYN MOVEMENT CENTER

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, <u>opaque</u>, hard to navigate
- Legislative goals <u>require specialized abilities</u>
- Institutional memory is lost when teams use <u>inefficient, ad hoc tools</u> for research and execution
- Advocates have a wealth of knowledge <u>ready to be organized</u>, modularized and effectively shared

Successful Case Studies

NICE

NEW IMMIGRANT COMMUNITY EMPOWERMENT

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

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

RIDERS ALLIANCE

- Organizing subway and bus riders for reliable, affordable, world-class public transit

- $700,000 budget

- 8 staff members

- Member since 2015

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

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	2015	2016	2017	2018

Legislative Session Year 2

Legislative Session Year 1

Legislative Session Year 2

Legislative Session Year 1

Legislative Session Year 2

GOTV

GOTV

GOTV

Electoral Organizing

Electoral Organizing

Electoral Organizing

Issue Advocacy

Base-building & Leadership Development

Direct Services
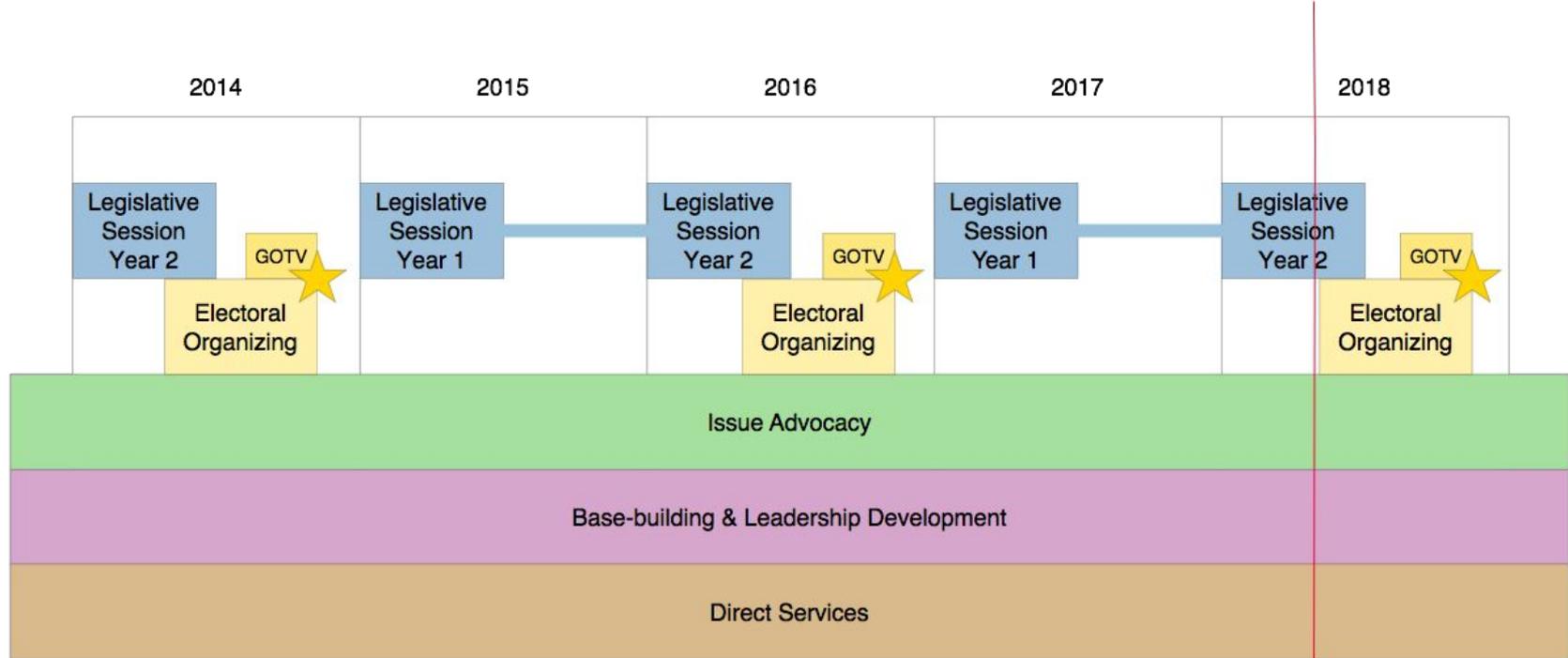
You are here!

Types of Civic Engagement

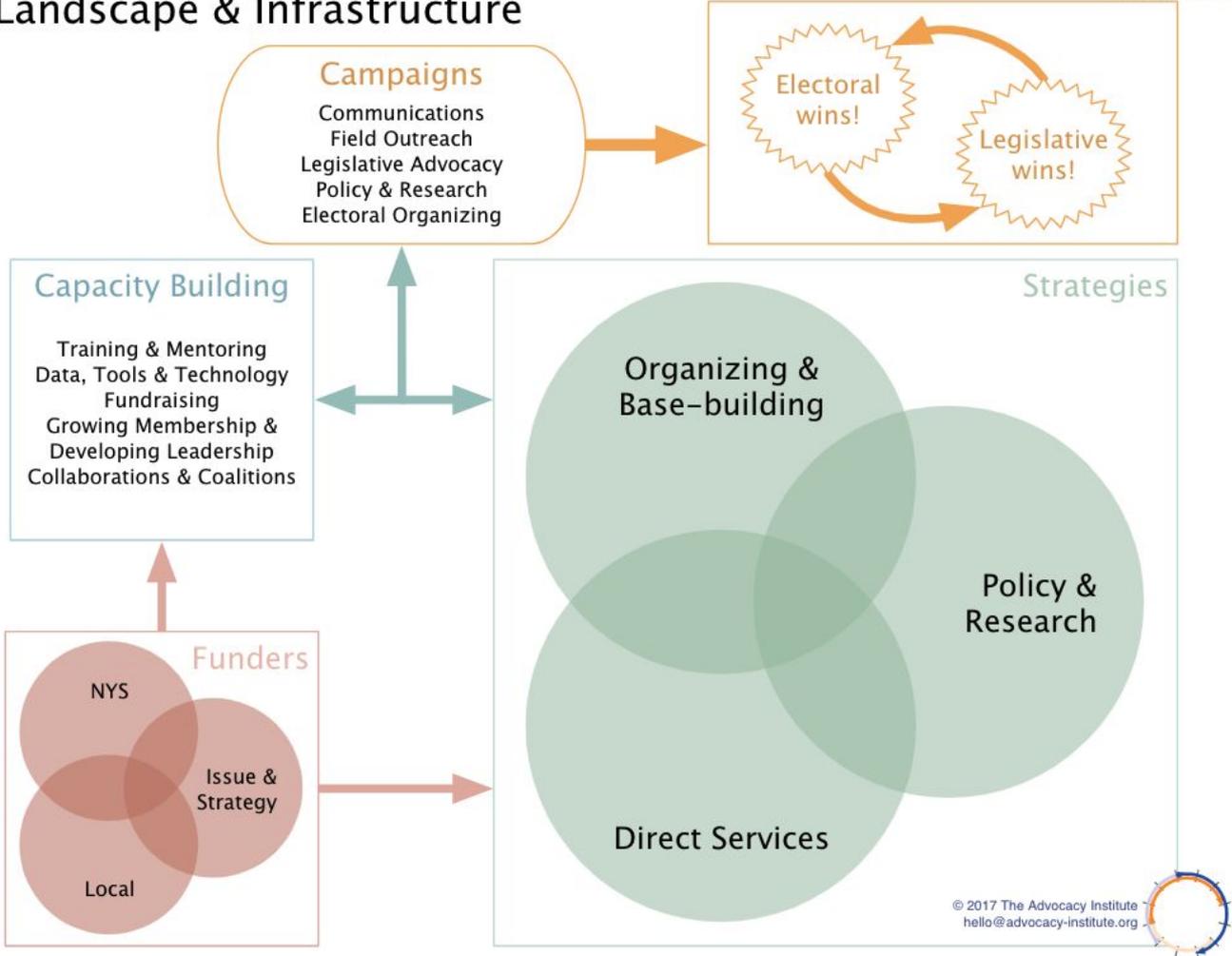|	**Legislative**	**Electoral**
c3	**c3 Legislative Work** Census Outreach Coalition Outreach & Building Community Outreach Educational Materials Letters to the Editor & Op-eds Policymaker Briefings Press Briefings & Events on Issues Public Forums Research Reports Training Programs Story Collection Lobbying* *IRS requires registration and allows for 10% to 20% of resources to be allocated here. (Percentage decreases with increased budget size).	**c3 Non-partisan Electoral Work** Canvassing Issue Education Multi-issue Candidate Questionnaires VAN Use for Tracking Voter Contact Voter Registration Voter Turnout (GOTV)
c4	**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

Landscape & Infrastructure

Campaigns

Communications
Field Outreach
Legislative Advocacy
Policy & Research
Electoral Organizing

Electoral wins!

Legislative wins!

Capacity Building

Training & Mentoring
Data, Tools & Technology
Fundraising
Growing Membership &
Developing Leadership
Collaborations & Coalitions

Strategies

Organizing &
Base-building

Policy &
Research

Direct Services

Funders

NYS

Issue &
Strategy

Local

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.
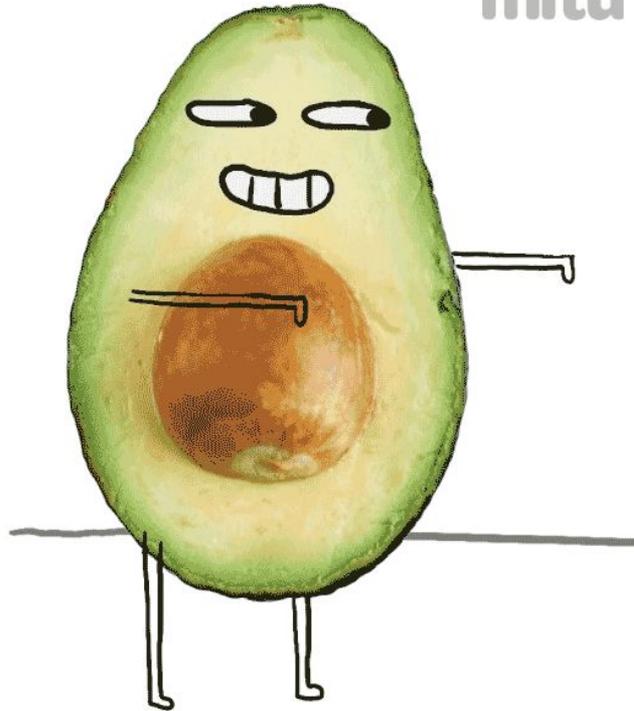- **Legislative advocacy**
  - Lobbying and other activities related to a piece of legislation or budgetary ask, such as media advocacy, education, and grassroots organizing.
- **Lobbying**
  - Stating a position on specific legislation to legislators and/or asking them to support your position. Lobbying is classified as direct or grassroots.

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 vetos

Judicial
Interprets the law

Courts

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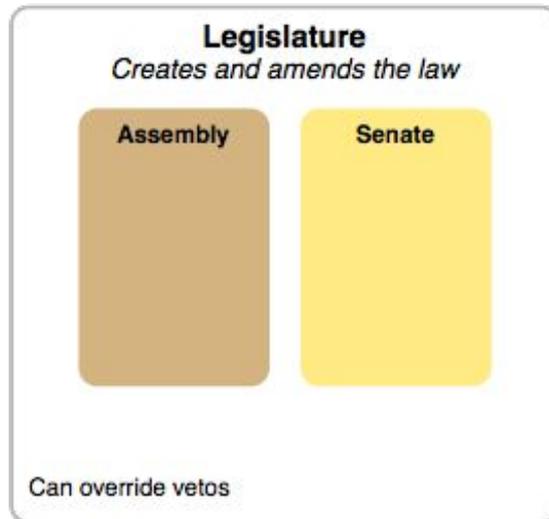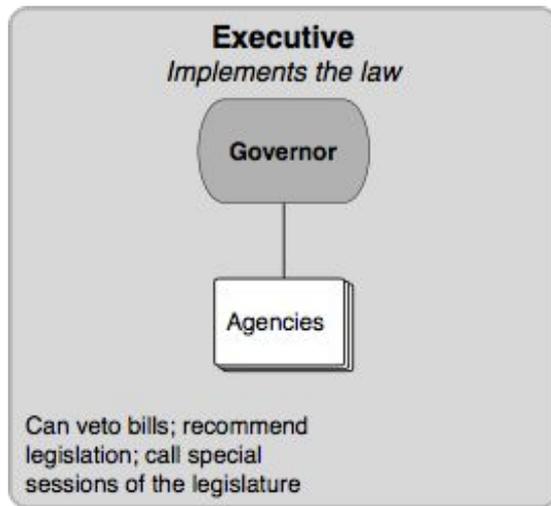
Why does understanding legislative timelines matter?

State Map 1 - Timelines

Overview Timeline

Jan
Feb
Dec
Mar
Nov

Legislative Session
1 Jan - 30 Jun

(See Budget Timeline Detail below)

Oct

Budget Season
1 Oct - 31 Mar

(New Fiscal Year begins on April 1)

(Sometimes the budget is not passed by April 1)

Apr

Sep

Prep for Legislative Session
1 Sep - 31 Dec

Agency Budget Prep
1 Jun - 30 Sep

May

Aug

Jun

Jul

Legend
- Legislation and Policy
- Finance and Budget
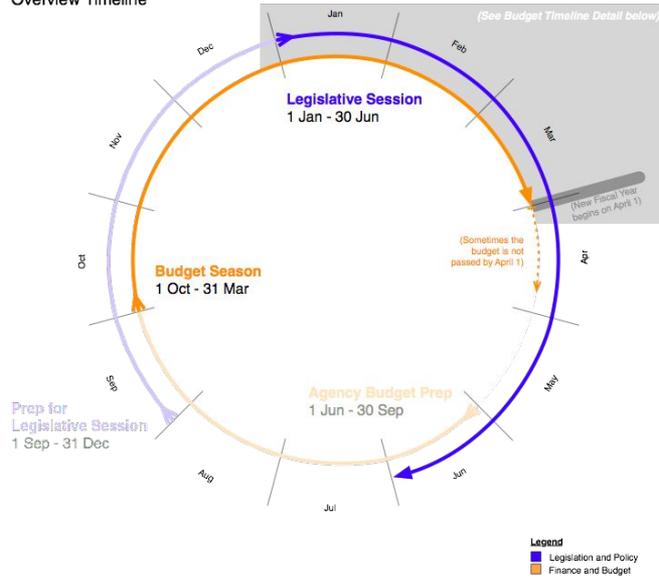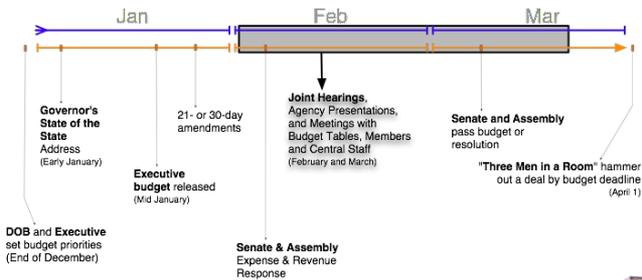
Budget Timeline Detail

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

Jan   Feb   Mar

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

21- or 30-day amendments

Joint Hearings, Agency Presentations, and Meetings with Budget Tables, Members and Central Staff (February and March)

Senate and Assembly pass budget or resolution

Executive budget released (Mid January)

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

DOB and **Executive** set budget priorities (End of December)

Senate & Assembly Expense & Revenue Response

Overview Timeline

Jan

Dec

Feb

Nov

Mar

Legislative Session
1 Jan - 30 Jun

(New Fiscal Year begins on April 1)

Oct

(Sometimes the budget is not passed by April 1)

Budget Season
1 Oct - 31 Mar

Apr

Sep

May

Agency Budget Prep
1 Jun - 30 Sep

Prep for Legislative Session
1 Sep - 31 Dec

Aug

Jun

Jul

Budget Timeline Detail

Jan | Feb | Mar

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

21- or 30-day amendments

Joint Hearings, Agency Presentations, and Meetings with Budget Tables, Members and Central Staff (February and March)

Senate and Assembly pass budget or resolution

Executive budget released (Mid January)

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

DOB and **Executive** set budget priorities (End of December)

Senate & Assembly Expense & Revenue Response

Senate & Assembly

State Map 4 - Legislative Conferences

Senate

Stewart-Cousins

Stewart-Cousins	Bailey	Mont-gomery	Persaud	Comrie
Parker	Sanders Jr.	Benjamin	Sepúl-veda	Rivera
Mayer	Kaminsky	Kava-nagh	Dilan	Serrano
Breslin	Gianaris	Krueger	Kennedy	
Addabbo Jr.	Stavisky	Hoylman	Brooks	

Flanagan

Flanagan	Marcellino	Murphy	Robach	Jacobs	Funke	Bonacic
LaValle	Hannon	Larkin	Young	Akshar	Tedisco	O'Mara
Croci	Phillips	Serino	Gallivan	De-Francisco	Little	
Boyle	Golden	Marchione	Ranzen-hofer	Helming	Ritchie	
Felder	Lanza	Amedore	Ortt	Seward	Griffo	

Klein / Hamilton / Savino / Peralta / Carlucci / Alcantara / Valesky / Avella

Former Independent Democratic Conference (IDC)

Democratic: 31
- ● White Members (16)
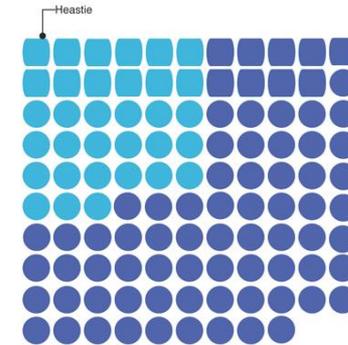- ● Black Members (9)
- ● Latino Members (6)
- Women members (8)

Republican: 32
33 bills passed / member
- ● Long Island Members (7)
- ● New York City Members (2 + Felder)
- ● Mid-Hudson & Capital Members (5)
- ● Western New York (6)
- ● Rest of State Members (11)
- White Members (32)
- Women members (7)

Assembly

Heastie

Kolb

Democratic: 108
- ☐ Assembly Leadership (20)
- ● Black, Puerto Rican, Hispanic and Asian Caucus (40)
- ● [Non-caucus members]
- Women members (43)

Republican: 42
- Women members (3)

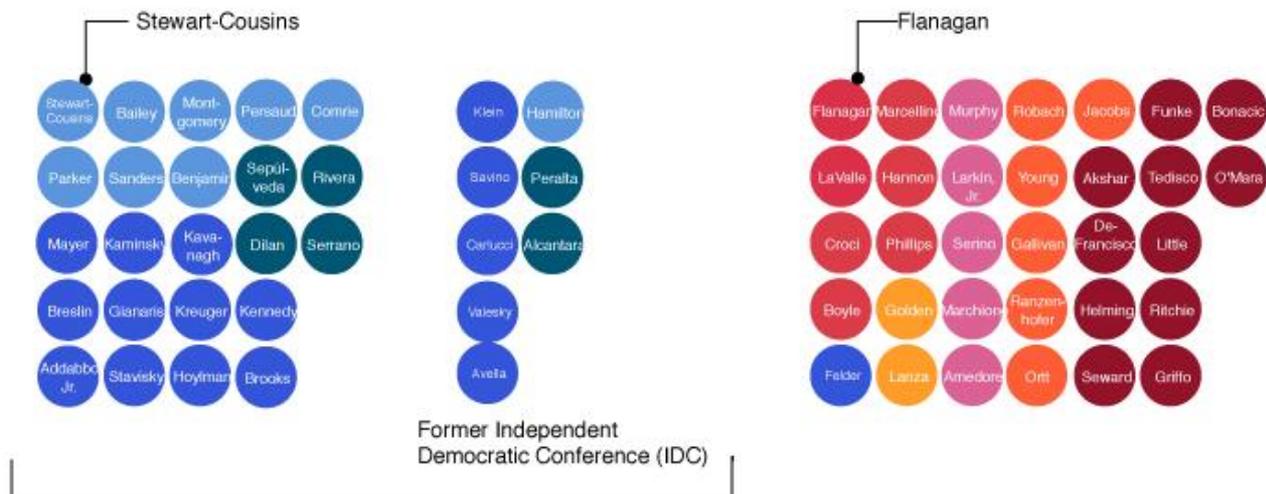# Chamber Leaders

Senate Majority Leader
John Flanagan (R)

Assembly Speaker
Carl Heastie (D)

Senate Democratic
Minority Leader
Andrea Stewart-Cousins
(D)

State Map 4 - Legislative Conferences

Senate

Stewart-Cousins

Stewart-Cousins	Bailey	Mont-gomery	Persaud	Comrie
Parker	Sanders	Benjamin	Sepúl-veda	Rivera
Mayer	Kaminsky	Kava-nagh	Dilan	Serrano
Breslin	Gianaris	Kreuger	Kennedy	
Addabbo Jr.	Stavisky	Hoylman	Brooks	

Klein	Hamilton
Savino	Peralta
Carlucci	Alcantara
Valesky	
Avella	

Former Independent
Democratic Conference (IDC)

Democratic: **31**

- ● White Members (16)
- ● Black Members (9)
- ● Latino Members (6)
- Women members (8)

Flanagan

Flanagan	Marcellino	Murphy	Robach	Jacobs	Funke	Bonacic
LaValle	Hannon	Larkin, Jr.	Young	Akshar	Tedisco	O'Mara
Croci	Phillips	Serino	Gallivan	De-Francisco	Little	
Boyle	Golden	Marchione	Ranzen-hofer	Helming	Ritchie	
Felder	Lanza	Amedore	Ortt	Seward	Griffo	

Republican: **32**
33 bills passed / member

- ● Long Island Members (7)
- ● New York City Members (2 + Felder)
- ● Mid-Hudson & Capital Members (5)
- ● Western New York (6)
- ● Rest of State Members (11)
- White Members (32)
- Women members (7)

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

interactive.advocacy-institute.org

State Map 4 - Legislative Conferences
June 2017

Filter ▾

Bailey | Persaud | Dilan | Gianaris | Latimer

Benjamin | Sanders | Rivera | Hoylman | Squadron

Comrie | Stewart-Cousins | Serrano | Kaminsky | Stavisky

Mont-gomery | Addabbo | Breslin | Kennedy

Parker | Diaz | Brooks | Krueger

Jeffrey D Klein

Party
Democratic

Legislative Conference
Independent Democratic Conference

Region
New York City

District Represented
34

Gender
Male

Race
White

Close

Akshar | De-Francisco | Golden | Lanza | Marchione | Ranzen-hofer | Tedisco

Amedore | Felder | Griffo | Larkin | Murphy | Ritchie | Young

Bonacic | Flanagan | Hannon | LaValle | O'Mara | Robach

Boyle | Funke | Helming | Little | Ortt | Serino

Croci | Gallivan | Jacobs | Marcellino | Phillips | Seward

Democratic: **23**   Independent Dem. Conference: **8**   Republican: **32**

Legend

● White Democratic Senators (16)

v0.1

© 2017 The Advocacy Institute

https://podio.com/advocacy-institute/ld-beta/apps/people/items/1762

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.

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.

Coalition-building

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

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.

Stay Connected

- **Follow us** [facebook icon] fb.com/helloadvocacy

  [twitter icon] [instagram icon] @helloadvocacy

- **Visit our website and sign up for email updates**

  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