

# Alaska Municipal League

## Newly Elected Officials

November 2018

# BASICS OF LOBBYING THE LEGISLATURE

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AML Lobbyist



# REFERENCE MATERIAL

## ✕ Resource Materials

1. Alaska State Legislative Directory – L.I.O.
2. Alaska Directory of State Officials – L.I.O.
3. Handouts
  - A Layman's Guide to the Budget Process
  - The Legislative Process in Alaska
  - Steps in the Passage of a Bill.

## ■ Internet

- The Alaska State Legislative Website: Bill Action and Status Information System (BASIS)
- [www.akleg.gov](http://www.akleg.gov)

# LOBBYISTS

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## ✖ Four Types

1. Professional/Contract Lobbyist
  - Register & Report – Ethics Training
2. Employee/Part-time Lobbyist
  - Register & Report – 10 Hour Rule
3. Representational Lobbyist
  - Reimbursed for travel expenses, Register & Report
  - No Fee
4. Volunteer Lobbyist
  - Use of personal resources, Register, but not Report
  - No Fee



# REGULATION OF LOBBYIST

- ✘ All Lobbyist are Regulated by the Alaska Public Offices Commission (APOC)
  - + Questions: Call Juneau Office, 465-4864
  - + All Lobbyists Must Register With APOC & File Reports (Employer of Lobbyist must Register & Report)
- ✘ Exceptions: “Narrow” for Local Government
  - + Municipal Officials Acting in Official Capacity Are Exempt From Registering And Reporting: “official capacity” issue
  - + If Municipality Hires a Lobbyist Then The City/Borough Must Report Your Expenses on The Employer Reports
- ✘ Annual Ethics Training Is Required

# LOBBYING FUNDAMENTALS

Need to have an understanding of:

- I. People – Legislators & Staff
- II. Legislative Organization and Process
  - Leadership Organization
  - How a bill and/or appropriation becomes law
- III. Public Policy, Argument/Persuasion, Advocacy
  - What works?

Tip: Don't Forget About The Governor's Office & Administrative Agencies.  
Example: Getting in the Governor's Budget is easier to "keep" a project in than to add later in the legislative process.

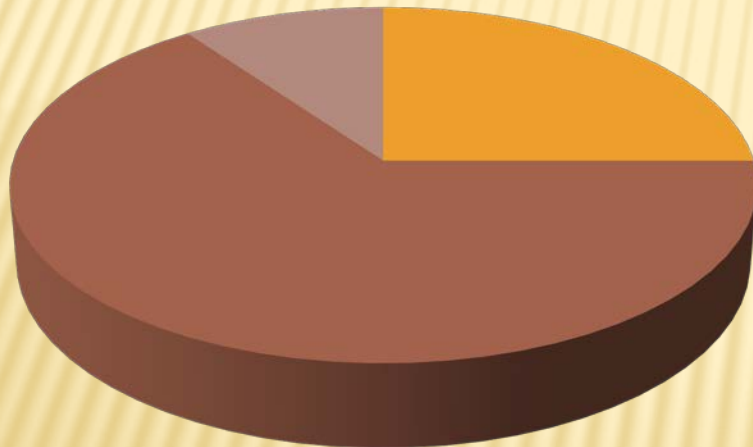
# I. PEOPLE: LEGISLATORS AND STAFF

- ✗ Do You Know Your Legislator?
  - Importance of local government officials
  - Meet with them before January Session
- ✗ Get To Know Staff
- ✗ Executive Branch
  - Need Support of Governor & Agencies
  - Get in Governor's Budget
- ✗ Agencies and Governor's Office
  - Separate Budget Process in Summer and Fall



# II. LEGISLATIVE ORGANIZATION & PROCESS

## Senate Organization



### Minority Democrats (5)

- Begich
- Wielechowski
- Gray-Jackson
- Kiehl
- Olson

### Republicans (Majority 12)

- D. Wilson
- Coghill
- Von Imhof
- Birch
- Reinbold
- Bishop
- Micciche
- Giessel
- Costello
- Stevens
- Stedman
- Kawasaki or Kelly (?)

### Democrat (1)

- Hoffman

### Republican Minority (2)

- Showers
- Hughes

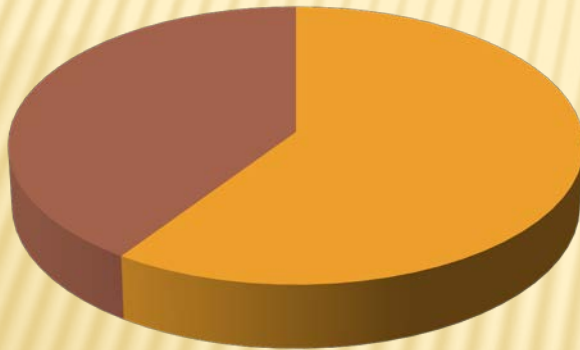
■ Minority 5 - Democrats 5

■ Majority 13 - Republicans 12, Democrat 1

■ Republican Minority 2

# II. LEGISLATIVE ORGANIZATION & PROCESS

## House Organization



- Majority Coalition 22 - Democrats 17, Republicans 3, Independents 2
- Minority 18 - Republicans 18

### Democrats

#### *Majority*

- Hannan
- Drummond
- Fields
- Hopkins
- Dodge or LeBon (?)
- Tuck
- Spohnholz
- Josephson
- Tarr
- Kreiss-Tomkins
- Wool
- Claman
- Story
- Lincoln
- Zulkosky
- Edgmon
- Foster

### Republicans

#### *Majority*

- LeDoux
- Stutes

### Republicans

#### *Minority*

- Carpenter
- Kopp
- Johnston
- Neuman
- T. Wilson
- Eastman
- Knopp
- Shaw
- Revak
- Pruitt
- Thompson
- Merrick
- Johnson
- Sullivan-Leonard
- Dahlstrom
- Tilton
- Rauscher
- Talerico
- Rasmussen
- Vance

### Independent

- Ortiz

\* Changed Committee Structure – Per Uniform Rules  
Proportional Representation



## II. LEGISLATIVE ORGANIZATION & PROCESS

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### ✘ Each House Organized by Majority and Minority

- House 2019 (40 Members: \_\_ Majority, \_\_ Minority)
- Senate 2019 (20 Members: \_\_ Majority, \_\_ Minority, \_\_ Republican Minority)

Note: Handouts

### ✘ Majority Organization Holds Power

- Leadership & Committee Chairs
- Set Agenda (Importance of Understanding)
  - + Size of Budget
  - + Which Bills Pass
  - + Governor
  - + Bills Sponsored by Majority Members Move

# II. LEGISLATIVE ORGANIZATION & PROCESS

- ✘ Majority/Minority in Committee process
- ✘ Standing Committees
  - C&RA, Finance, Education, HSS, Judiciary, Labor & Commerce, Resources, State Affairs, Transportation, Rules
  - House: 4 majority, 3 minority \*
  - Senate: 4 majority, 1 minority \*
- ✘ Power of Finance Committee or Committee Chairpersons
  - House Finance: 7 Majority, 4 Minority
  - Senate Finance: 6 Majority, 1 Minority
- ✘ Standing Committees Do Most of the Work During Session
- ✘ Budget Goes to Finance Committee
  - Most important committee because it writes the Capital Budget
  - Reviews all Bills with Fiscal Impact

\* Alaska State Legislature Uniform Rule 1 (e)

## II. LEGISLATIVE ORGANIZATION & PROCESS

### ✕ Know Who You Are Talking To

- Leadership
- Party Affiliation
- Committee Membership
- Expertise/Sphere of Influence



## II. LEGISLATIVE ORGANIZATION & PROCESS

- ✘ What if Your Legislator is in the Minority?
  - Ask for help from Majority
  - Ask for help from Governor
  - Ask for help from Senator
  - Minority has done well in Capital Budget negotiations as part of Adjournment Package
  - How To Communicate with Legislator?
    - Write Letters, Grassroots, Resolutions
    - Staff briefings
- ✘ Testify – Teleconferencing Network
  - Document Problems and Send to AML

# III. ADVOCACY

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## × Do's / Don'ts / Tips

- Call Ahead for Appointments
- Consistent Message
- Prepare 5-minute explanation/justification of request or project
- Local process and support
- Agency support helpful
- Leave Written Backup at Office
- Work With & Know the Importance of Staff
- Manage Your Time
- Know who you are talking to
  - Leadership, party affiliation, committee membership

# III. ADVOCACY

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## ✘ Do's / Don'ts / Tips

- Ask advice about who to see and how to be the most effective
- Keep in touch frequently – “Squeaky Wheel”
- Be prepared with facts
- Cost/Benefit, Don't Oversell
- Be prepared to justify your case to both majority and minority
- Get help from OMB
- Important to know Governor's Staff
- Identify decision makers and people with expertise & influence on a topic



# III. ADVOCACY

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## ✗ Do's / Don'ts / Tips

- ✗ Remember Committee Process... What Committee's need to approve my project or bill?
  - Who are your Committee Members?
  - Count your votes
  - Do I have support of Majority members on the Committee?
  - Visit offices before committee meeting to find out how they are likely to vote
  - How do I change an opponent to a supporter?

# III. ADVOCACY

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- ✘ Do's / Don'ts / Tips
- ✘ Remember: Your credibility is essential
  - + Legislators are busy, so respect their time and office
  - + Respect the Process/patience; be humble but persistent
  - + Always maintain sense of humor
  - + Always argue on merits
  - + Don't Burn Bridges-no threats
  - + Your opponent today may be your supporter tomorrow
  - + What goes around comes around

# III. ADVOCACY

- ✗ Do's / Don'ts / Tips

- ✗ Capital Project Reminders

1. Public Purpose-life, health, safety, basic infrastructure.
2. Legislative web site requirements-justification and budget for all capital projects.
3. Federal or local match.
4. Maintenance and operation costs-who pays?
5. Intense competition for scarce money both in capital and operating budget.



# FISCAL CRISIS

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- ✖ BASIS Demonstration –  
Time Permitting ?
- ✖ QUESTIONS / COMMENTS