

### Newly Elected Officials Training

- ▶ **Lobbying 101**
  - ▶ How to be effective advocates for your city or borough!

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### Need to Know - The Alaska Legislature

- ▶ Each "Legislature" consists of two sessions
- ▶ Session convenes in January of each year and by law are no longer than 90 days. However, the Constitution allows for up to 120 days.
- ▶ Senate – 20 Senators who serve 4-year terms
  - ▶ The Senate is presided over by the Senate President.
- ▶ House of Representatives – 40 Representatives serve 2-year terms
  - ▶ Each Senate district in Alaska has two corresponding House districts
  - ▶ The House of Representatives is presided over by the Speaker of the House.

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### What do Committees do?

- All Legislation is referred to Committees by the Presiding Officer
- Bills are scheduled at the discretion the Committee Chair
- Committee hearings on Legislation include the sponsor statement, **both invited and public testimony**
- Bills can be amended during the Committee process and on the Floor

Ten standing committees.

- ▶ Education
- ▶ Finance
- ▶ Health & Social Services
- ▶ Judiciary
- ▶ Labor & Commerce
- ▶ Community & Regional Affairs
- ▶ Resources
- ▶ Rules
- ▶ State Affairs
- ▶ Transportation

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## Committees 101

- ▶ Committees are an essential part of the legislative process
- ▶ Committees also:
  - Hold oversight hearings on governmental operations;
  - Identify issues suitable for legislative review;
  - Gather and evaluate information through public testimony;
  - Recommend courses of action
  - Consider Appointees made by the Governor



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## Budget Process

- (1) State agencies prepare their budget requests July-August
- (2) Requests are submitted in September to OMB for consideration by the director and Governor
- (3) Final budget requests approved by OMB Director and Governor are submitted in December to the Legislature
- (4) The bills are automatically referred to the Finance Committees in each body
- (5) Finance Subcommittees are appointed to handle each department's budget request
- (6) Each Subcommittee considers the budgets and makes recommendations
- (7) The full Finance Committee considers the bill, debates, amends, and passes out of committee.
- (8) The bills go to the floor ("second reading"). After amendments/discussion/debate, the bill is at "third reading" / final vote.
- (9) The operating budget has to travel through both bodies and have concurrence from the originating body. If the two bodies cannot agree on the budget, the items they cannot agree on will end up in conference committee.
- (10) When it is passed, it is transmitted to the Governor for his consideration and signature.

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## How to Begin

**Know:**

- The schedule
- The process
- The players
- Your position
- Your purpose
- Your objective

**Check The Schedule**

Check the legislative website, with your legislative liaison, and with legislative staff to know when a bill is scheduled to be heard. Be advised: schedules can change quickly, especially in the final days of a legislative session.

**Know the Process and Players**

Before testifying, know who is sponsoring the bill, who supports or opposes the bill and why. Be familiar with the committee chair, committee members, and legislative staff. Let the sponsor of the bill or key legislators know beforehand you are testifying on the bill.

**Know the Purpose of Your Testimony**

Understand why you are testifying. Are you there to persuade, dissuade, provide expertise, or delay action on a bill? Know how to separate out the important points of your testimony to ensure they are heard.

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#### Slide 4

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**HB1** This really applies to the Finance Committees  
Heather Brakes, 2/12/2021

#### Slide 6

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**HB2** I would add that checking with the Committee Aide is always a good idea as well. (1) they have the most up to date information on the Chair's intent to hear the bill even before Basis is updated (2) they are then aware you're going to be testifying.  
Heather Brakes, 2/12/2021

### Influencing the Bill/Budget Process

- ▶ The opportunity to influence the bill appears multiple times in the legislative process
  - ▶ Working with the bill sponsor to draft or amend legislation
  - ▶ Speaking during the public comment process, or submitting testimony
  - ▶ Contacting Committee members and your Legislators
  - ▶ Repeating the process in the other body
  - ▶ Contacting your Legislators and other influential Legislators when it goes to the floor

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### Invited versus Public Testimony

What's the Difference?

Invited Testimony	Public Testimony
<ul style="list-style-type: none"><li>▶ Invited to speak by the Committee</li><li>▶ Expert or Stakeholder opinion</li><li>▶ Time limits vary</li><li>▶ PowerPoints typically allowed</li></ul>	<ul style="list-style-type: none"><li>▶ Open to anyone</li><li>▶ Time limits apply</li><li>▶ Timing based position in a queue</li><li>▶ Option to submit written material</li></ul>

Versus

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### The Fundamentals

- ▶ Call in early – tell the operator which Committee and Bill you are calling to testify on
- ▶ Practice and time yourself
  - Time limits apply
- ▶ No guarantees
- ▶ Turn off volume of the live stream
- ▶ Ensure you are in a quiet setting
- ▶ Ensure you have a good connection
- ▶ Do not use a speaker phone

**Call-in Numbers**

- If calling from an ANC Prefix please call: 563-9085
- If calling from a JNU Prefix please call: 586-9085
- From any other prefix please call: 844-586-9085

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## How to Testify Telephonically

- Know the bill number and committee
- The Chair sets time limit
  - If you go over time, your phone line may be muted
  - 2-3 minutes is common
- Call 5 to 10 minutes prior to the scheduled start time
- When it is your turn to testify:
 

- \* Your name will be called and you will hear the audio prompt, "Your line is unmuted."
  - \* State your full name, where you are from, and your affiliation.
  - \* Chair and members of the committee, for the record: my name is \_\_\_\_\_ I am from \_\_\_\_\_ and am representing (myself, business or organization name)
- Provide your testimony.
- Keep it local:
  - How the issue affects their constituents; and
  - Humanize it
- ▶ Keep your points fresh and people will pay more attention
- ▶ Q&A may or may not occur

**Essential Components of Testimony**

1. Thank the committee for the opportunity to speak.
2. Identify yourself and your organization.
3. Clearly state your position and what you support or oppose in the proposed bill.
4. Refer to the bill by the bill number and be sure you are using the most recent version of the bill.
5. Summarize your recommendations first, then add explanations.
6. Wrap it up with a closing statement. Ask lawmakers to vote for or against the measure.

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## Testifying Tips

- ▶ Remain calm and professional
- ▶ Always address your testimony and any responses to the Chair of the Committee
- ▶ Speak:
  - Plainly;
  - Speak in easy-to-understand terms; and
  - Avoid jargon and acronyms
- ▶ If you don't know the answer, say so
- ▶ If you can find the answer, say that you'll follow up and provide that later
- ▶ Always follow-up

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## Written Testimony Tips

- ▶ Why provide written testimony?
  - Not every legislator will be in the room for the entire hearing
- ▶ Written testimony will ensure:
  - You get to say everything you want; and
  - That legislators will remember your statement later
- ▶ Written testimony may be provided if time doesn't allow:
  - Written testimony should be directed to the pertinent committee; and
  - Committee email address are located here: <http://okleg.gov/docs/excel/Committee-Email-Addresses.xlsx>
- ▶ Written testimony becomes part of the record, is part of the bill packet to each committee as the bill moves through the entire process, and is easily accessible



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**HB3** Just to point out -- as opposed to oral testimony  
Heather Brakes, 2/12/2021

**AML as Your Advocate**  
Resolutions, Positions, Tracking, and Resources

- ▶ AML Advocacy:
  - <https://www.akml.org/legislative-advocacy/>
- ▶ AML Resolutions:
  - <https://www.akml.org/legislative-advocacy/2021/resolutions/>
- ▶ AML Legislative Tracker:
  - <https://www.akml.org/legislative-advocacy/legislative-tracker/>
- ▶ Resources:
  - <https://www.akml.org/legislative-advocacy/legislative-resources/>

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**Effective Lobbying/Advocacy**

- ▶ Reach out to your legislator before or early in session to identify priorities
- ▶ Focus on negative or positive impacts to (1) your budget, (2) your ability to operate and maintain local control, and (3) residents in your community
- ▶ Respond to AML requests for impacts – identify the trade-offs you'll face
  - ▶ Increased taxes, reduced staffing, reductions or eliminations of programs, implementation challenges
- ▶ Share your stories – add a personal touch for how legislation or the budget might impact you or residents
- ▶ Maintain communication with your local and statewide media

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**Supporting AML Advocacy**

- ▶ AML follows all legislation with municipal impacts
- ▶ You will receive weekly updates on legislative activities, during session
- ▶ Each week we'll include a schedule for the next week
- ▶ You should:
  - ▶ Read through bills that we highlight
  - ▶ Contact your legislator or the Committee, if the bill negatively impacts you, or you support it
  - ▶ Listen to the Committee hearings that are relevant
- ▶ AML will sometimes push out Action Alerts, which we hope you will respond to by contacting Legislators or the Governor

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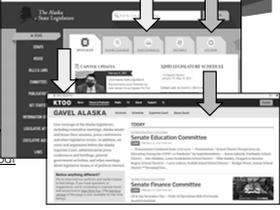
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## The Basics

- ▶ How to watch:
  - <http://akleg.gov/index.php>; or
  - <https://www.ktoou.org/gavel/>
- ▶ Terms to know:
  - <https://akleg.gov/docs/pdf/abbrac.pdf>
  - <http://akleg.gov/docs/pdf/glossary.htm>
- ▶ Code of Conduct:
  - [https://ethics.akleg.gov/documents/ethics\\_code.pdf](https://ethics.akleg.gov/documents/ethics_code.pdf)



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## Resources

- ▶ AML weekly legislative update
- ▶ Legislative contact list
- ▶ Statewide media contact list
- ▶ [www.akleg.gov](http://www.akleg.gov)
- ▶ BASIS
- ▶ CAPSIS

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