



**SIERRA  
CLUB**

**Lobbying for the Planet**  
Grassroots at the Statehouse

# Become a Legislative Advocate for TX's Environment

**Goal: Encourage TX legislators to  
support important environmental legislation**

- Legislators care about what is important to their local constituents
- YOU can make a difference - your relationship with your legislator is critical!
- Today you'll learn how to form those relationships & be given the tools to make that difference.

# We Can Do It!

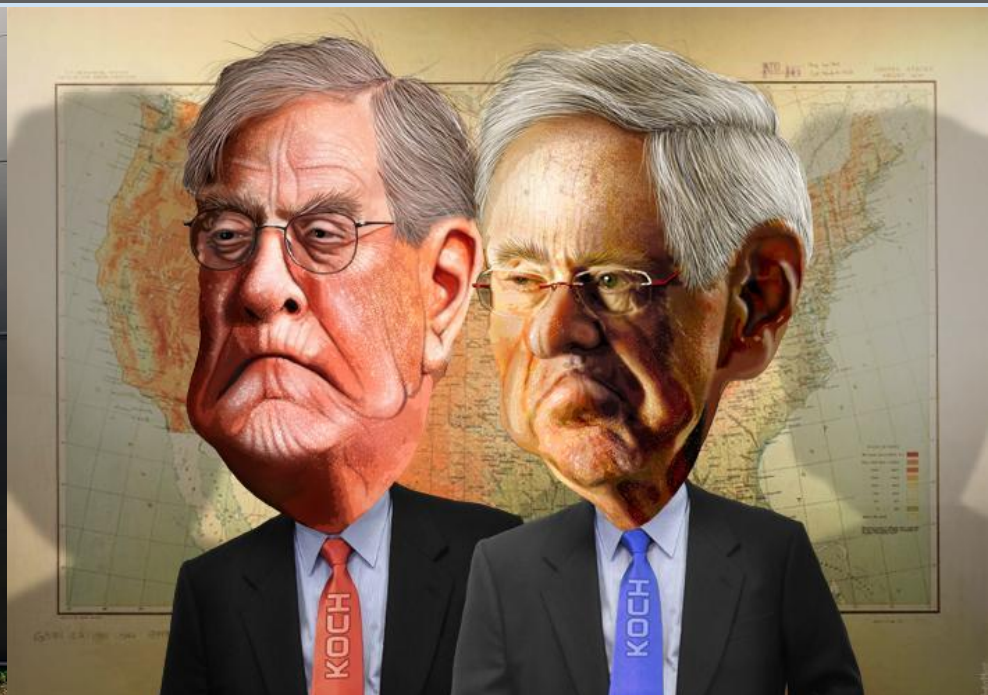


## Grassroots Lobbying

- Demonstrates constituents are following events in the capitol
- Creates accountability for how legislator's vote
- Legislator relationships that create long-term change

- **District Meetings with Constituents**
- **Under the Dome**
- **In-district Gatherings**
- **Social Media Hits**
- **Letters to the Editor**
- **Establish Relationships with a Capitol Staffer**

# Message Discipline



## Clean Energy & Clean Air

Distributed Renewable Energy  
Renewable Portfolio Standards  
Energy Efficiency  
Clean Air Act  
Electric Vehicles  
Texas Emissions Reduction Program

## Rebuilding Texas Right

Equitable Funding for Housing  
Environmental Monitoring  
Disaster Relief and Planning  
Ensure County Government has the  
Tools it Needs

## Preserving our Local Control

Water Rights Permitting  
Oversight, Enforcement, and the  
Development of Safeguards  
Railroad Commission of Texas  
Defend Against Attacks that would  
Limit Rights

- **Make an appointment**
  - **Let us know in the scheduler**
- **Prepare for the visit**
  - **Set up a rendezvous with your team**
- **Assign members of your team roles**
- **“I Don’t Know” is an appropriate Answer**
- **Make the “ask”**
- **Thanks and a picture**
- **Report Out**
  - **Share discussion notes**



## How A Bill Becomes A Law

- **Passing bills is not easy**

		Democrat		Republican	
Bill Type	Range	Filed	Pass	Filed	Pass
House Bills	HB 1 - HB 4349	1840	200	2493	500
House Concurrent Resolutions	HCR 16 - HCR 165	39	9	100	59
House Joint Resolutions	HJR 10 - HJR 124	40	1	71	2
Senate Bills	SB 1 - SB 2299	981	202	1317	309
Senate Concurrent Resolutions	SCR 1 - SCR 64	21	10	43	16
Senate Joint Resolutions	SJR 1 - SJR 61	16	1	42	5



# Texas: How to pass a bill



- Only meets in odd number years
- Multi-step process with key deadlines around committees and chamber or origin
- Goes through same steps in the second chamber
- In Texas Senate, it takes 2/5 of the Senators or 13 senators total to stop a bill. Thus, you must assure that 19 out of 31 senators will support a bill you want to pass.
- If both chambers agree the Governor has 10 days to sign or veto
- Relationships change the dynamic of passing a bill

# Be An Effective Volunteer Lobbyist



- First, it is important to understand the complicated process by which a bill becomes law in Texas
- It is also important to consider at what points in the process we, as environmental activists, can have a voice
- We must **prioritize** the issues and bills which matter most in order to magnify our impact
- Finally we must speak with one voice in order to be most effective

# Where Can We Have A Voice?



- Bill Introduction
- Outreach to a legislator about the bill and asking for her/his vote
- Committee Testimony
- Continuing to ask for our legislator's vote as the bill winds its way through the process
- Amendments on the House or Senate floor to improve a bill can be effective
- Asking the Governor to sign the bill
- If we can't win legislatively, sometimes a study or money for a pilot program can be added to the budget

# Speaking with One Voice



- We cannot be effective if we do not have one voice at the Capital as the Lone Star Sierra Club.
- When we speak for the Club, we must have one message about a bill ( although adding our individual concerns about why the bill is important is very effective).
- Review the Legislative Protocol and ask for guidance from Leg Comm members if you have any questions about the content of your message.

# Can I Influence A Legislator?



- How easy is it to get others to listen or change their mind?
- Do you know of anyone who has influenced you?  
Influenced others?
- What did they do?

# Begin to Build a Relationship

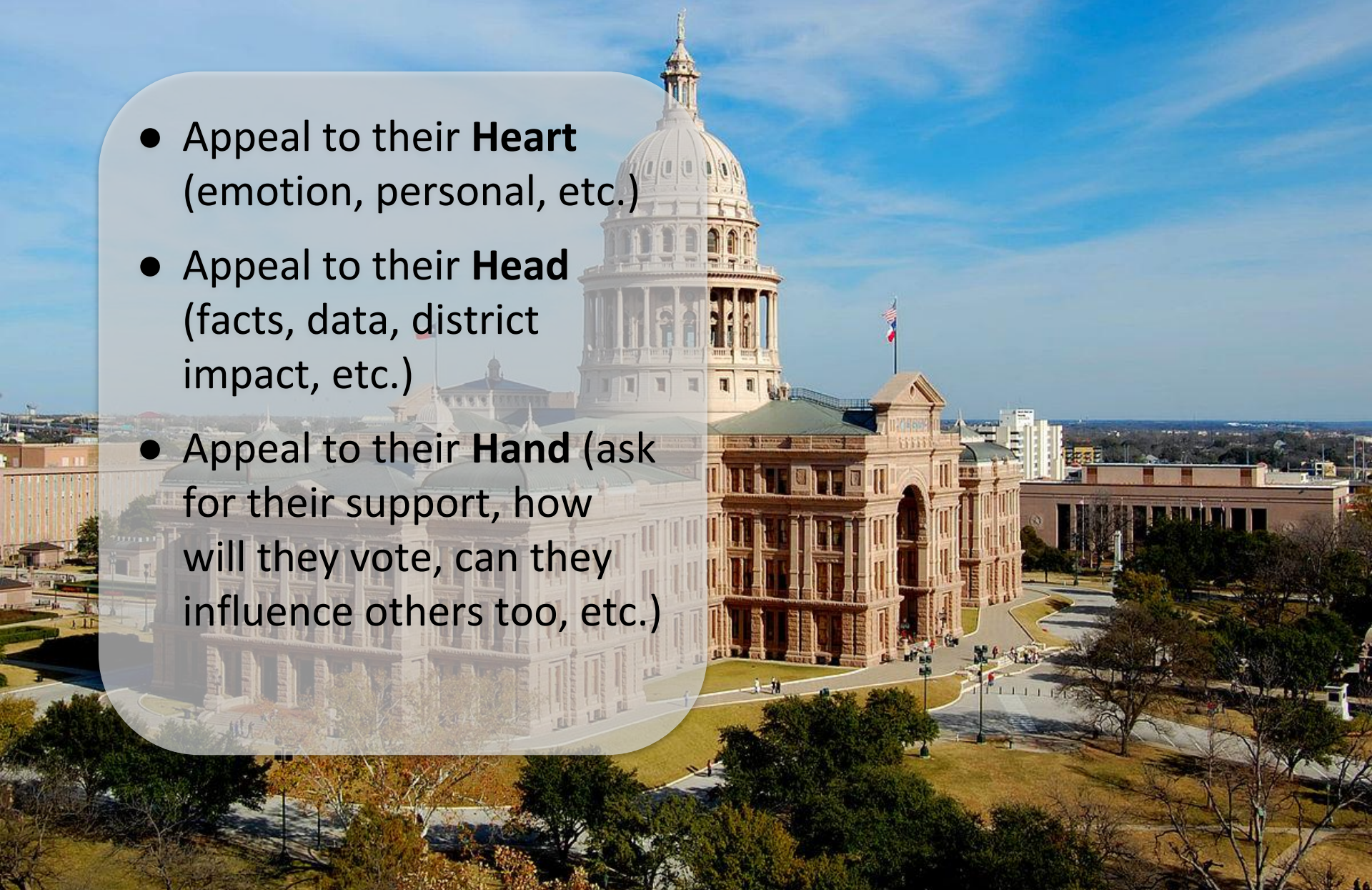


- Thank legislator for meeting
- 1-2 minute summary of “you”
  - Where do you live & for how long
  - Size & nature of your family
  - 1 or 2 things that you really care about
- State topic of this meeting

# The Appeal



- Appeal to their **Heart** (emotion, personal, etc.)
- Appeal to their **Head** (facts, data, district impact, etc.)
- Appeal to their **Hand** (ask for their support, how will they vote, can they influence others too, etc.)



## Let's try it out – “the situation”

- 1-2 minute summary of “you”
  - **Heart** messages
  - **Head** messages
  - **Hand** messages

Thank them (at least for their time) & assure them they will see you again





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YOUNG  
FARMER  
FOR A FUTURE!

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<https://www.sierraclub.org/texas/lobby-team-resources>

[es](https://www.sierraclub.org/texas/lobby-team-resources)

## Key Dates

- **November 10th: Training and Issues briefing**
- **Jan 8 - May 27: Legislative Session**
- **March 7th: Tentative Lobby Day on Clean Air & Energy (corresponds to Texas Energy week)**

# Take Aways



Stay on Message & Make the “Ask”

“I Don’t Know” is an acceptable answer

Report Out



# SIERRA CLUB

## Indistrict Contacts

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