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.
Grassroots Lobbying

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

- 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
Mechanics of the Visit

- 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

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<th>Bill Type</th>
<th>Range</th>
<th>Democrat</th>
<th>Republican</th>
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<td>House Bills</td>
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<td>House Joint Resolutions</td>
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<td>Senate Joint Resolutions</td>
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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
WEBSITE OR SITE FOR LOBBY RESOURCES:
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
Indistrict Contacts

- Matt Johnson, Communications Manager
- matt.johnson@sierraclub.org