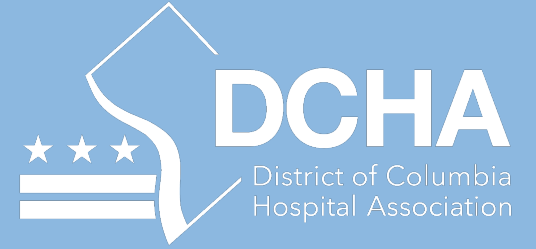




Legislative Process & Advocacy

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October 2024

Objectives




- **Discuss Why Advocacy Matters**
- **Crafting Your Message**
- **Dos and Don'ts When Conducting Advocacy**
- **Understanding the District's Legislative & Budget Process**



Advocacy

advocacy noun

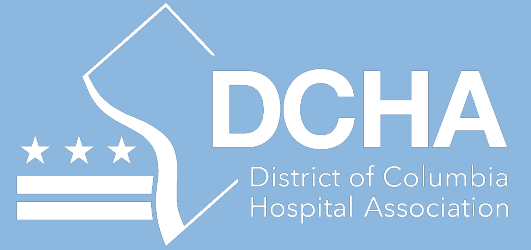
ad·vo·ca·cy 'ad-və-kə-sē 

: the act or process of supporting a cause or proposal : the act or process of advocating (see [ADVOCATE](#) entry 2) something

What is Advocacy?

- **Championing a policy you support**
- **Opposing a policy that is different from one you would choose.**
- **Meeting with policymakers**
- **Trying to persuade others that your point of view is correct.**

Why Does Advocacy Matter?



- **Advocacy is providing education about all sides of an issue.**
- **No one is going to champion your cause for you.**
- **No one tells your story like you can.**
- **Policy Decisions need to be formed by all sides of an issue.**

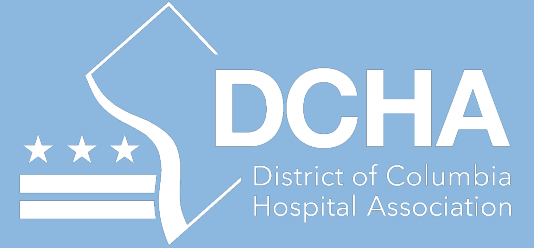
**What is your
call to Action?**

Mobilization is Key

- **Defining your position or policy is essential to properly Advocate.**
- **You need to know where you stand and others are on the particular issue.**
- **Find like minded organizations to individuals to collaborate.**



What Needs to Be Said?



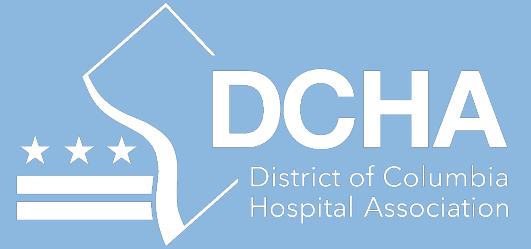
- **Your position needs to be backed up by facts & data.**
- **Know what the policy maker values.**
- **Make sure your talking points are factual and correct.**
- **Have your elevator speech and talking points ready.**
- **Be prepared to provide additional information and follow-up**

**Tell your
Story!**

- **It is important for policy makers to understand why your issue is important.**
- **Share more about how this impacts you, your organization, or your profession.**
- **Start with introducing yourself, sharing what your hospital means to the community.**
- **Building Your Story**
 - **Use these thought starters to share your personal story about the issue.**
 - **I got into healthcare because...**
 - **My organization will be able to.... with this additional funding...**
 - **Adopting a policy will have this impact.....**



Tips for Effective Communication



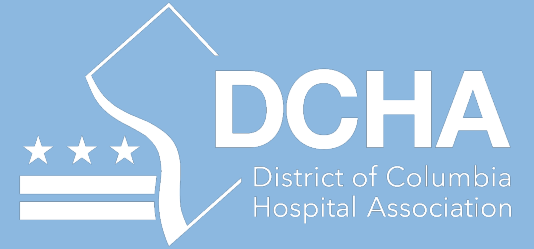
- **When speaking to councilmembers remember these practical pointers for meaningful conversations.**
- **Make things simple by using clear, concise explanations and avoiding jargon.**
- **Don't feel pressure to answer a question that is unclear and/or that you don't know the answer to.**
- **Be aware of your tone and body language.**
- **Stay on topic by bridging when necessary.**

Use Bridging to Focus the Message

- There may be instances where the Policymaker asks a question that is either off-topic or that you don't know the answer to.
- In these instances, it can be helpful to use a bridging technique
- This which allows you to shift back to the key messaging or the question you can answer.
- Bridging will enable you to briefly address the question and then move on to another topic - allowing you to remain in control of the conversation.
- **Bridging Phrases**
 - "What's most important is..."
 - "The one thing to remember here is..."
 - "I don't know the answer to your question, and I can follow up with you later on that. In the meantime, what I can tell you today is..."



Dos & Don'ts



Do

- **Be prepared and conversational.**
- **Speak with confidence and enthusiasm.**
- **Deliver a consistent message.**
- **Be mindful of your tone and body language.**
- **Bridge to the message you want to deliver.**
- **Communicate in good faith.**

Don't

- **Speculate.**
- **Don't be argumentative**
- **Feel like you have to answer every question - Do bridge.**
- **Give unplanned comments or interviews to the media.**
- **Speak ill of others or give into hearsay.**



Legislative, Budget & Regulatory Process

The Organization

- **The Council Period**
 - **Two Year Period**
 - **Establish Committees & Jurisdiction**
- **DC Council**
 - **13 - Members**
 - **8 - Ward Members**
 - **4 - At-Large**
 - **Chairman**
- **Legislative Meetings**
 - **The Council meets as a legislative body at 12:00 p.m. on the first Tuesday of every month in the Council Chamber.**
 - **Meetings are hybrid wherein Councilmembers and the public may join in person or virtually.**
 - **Council meetings and hearings can be viewed on the Council Channel or by visiting dccouncil.gov**



MEET THE MEMBERS OF THE COUNCIL



Phil Mendelson

Represents: At Large
Chair: Committee of the Whole
Committee Member:
All Committees
Suite 504
202.724.8032



Kenyan R. McDuffie

Represents: At Large
Chair: Business and Economic
Development
Committee Member: Executive
Administration and Labor;
Housing; Recreation, Libraries,
and Youth Affairs
Suite 506
202.724.7772



Anita Bonds

Represents: At Large
Chair: Executive Administration
and Labor
Committee Member: Business
and Economic Development;
Judiciary and Public Safety;
Recreation, Libraries, and Youth
Affairs, Suite 404
202.724.8064



Robert C. White, Jr.

Represents: At Large
Chair: Housing
Committee Member: Facilities
and Family Services; Public Works
and Operations; Recreation,
Libraries, and Youth Affairs
Suite 107
202.724.8174



Christina Henderson

Represents: At Large
Chair: Health
Committee Member: Hospital
and Health Equity; Judiciary and
Public Safety; Transportation and
the Environment
Suite 402
202.724.8105



Brianne K. Nadeau

Represents: Ward 1
Chair: Public Works and
Operations
Committee Member: Facilities
and Family Services; Health;
Recreation, Libraries, and Youth
Affairs
Suite 108
202.724.8181



Brooke Pinto

Represents: Ward 2
Chair: Judiciary and Public Safety
Committee Member: Business
and Economic Development;
Housing; Public Works and
Operations
Suite 106
202.724.8058



Matthew Frumin

Represents: Ward 3
Committee Member: Executive
Administration and Labor;
Facilities and Family Services;
Housing; Hospital and Health
Equity; Transportation and the
Environment
Suite 408
202.724.8062



Janeese Lewis George

Represents: Ward 4
Chair: Facilities and Family
Services
Committee Member: Executive
Administration and Labor; Public
Works and Operations; Transpor-
tation and the Environment
Suite 105
202.724.8052



Zachary Parker

Represents: Ward 5
Committee Member: Facilities
and Family Services; Health;
Hospital and Health Equity;
Housing; Transportation and the
Environment
Suite 102
202.724.8028



Charles Allen

Represents: Ward 6
Chair: Transportation and the
Environment
Committee Member: Business
and Economic Development;
Health; Judiciary and Public Safety
Suite 110
202.724.8072



Vincent C. Gray

Represents: Ward 7
Chair: Hospital and Health Equity
Committee Member: Business
and Economic Development;
Health; Judiciary and Public Safety
Suite 406
202.724.8068



Trayon White Sr.

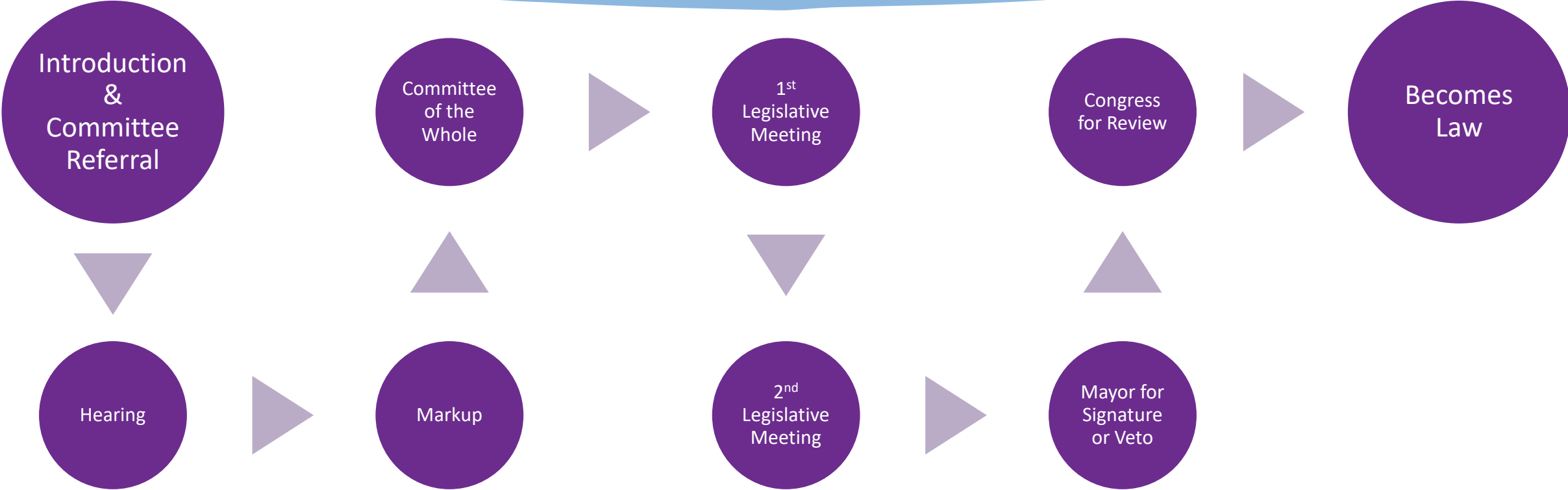
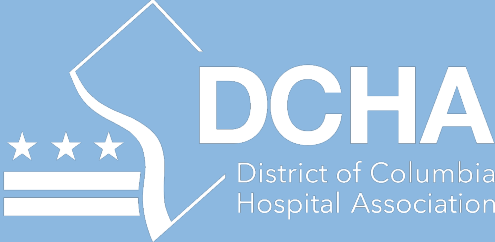
Represents: Ward 8
Chair: Recreation, Libraries, and
Youth Affairs
Committee Member: Executive
Administration and Labor;
Hospital and Health Equity; Public
Works and Operations
Suite 400
202.724.8045

The Legislative Process Begins

- **A bill can be introduced at a meeting**
 - Committee of the Whole (a committee made up of all Councilmembers)
 - Legislative Meeting
 - Office of the Secretary.
- **Who can Introduce Legislation**
 - Councilmembers
 - Mayor
 - Independent agencies
 - Citizens - Through a Ballot Initiative
- **What happens next?**
 - The Bill is referred to one or more committees
 - A committee can hold a hearing, but it is at their discretion
 - Citizens, businesses, and government representatives can share their thoughts during the hearing.
 - If the legislation moves forward it is scheduled for a markup, at which it may be amended and ultimately voted on by the committee members.



Process Snapshot

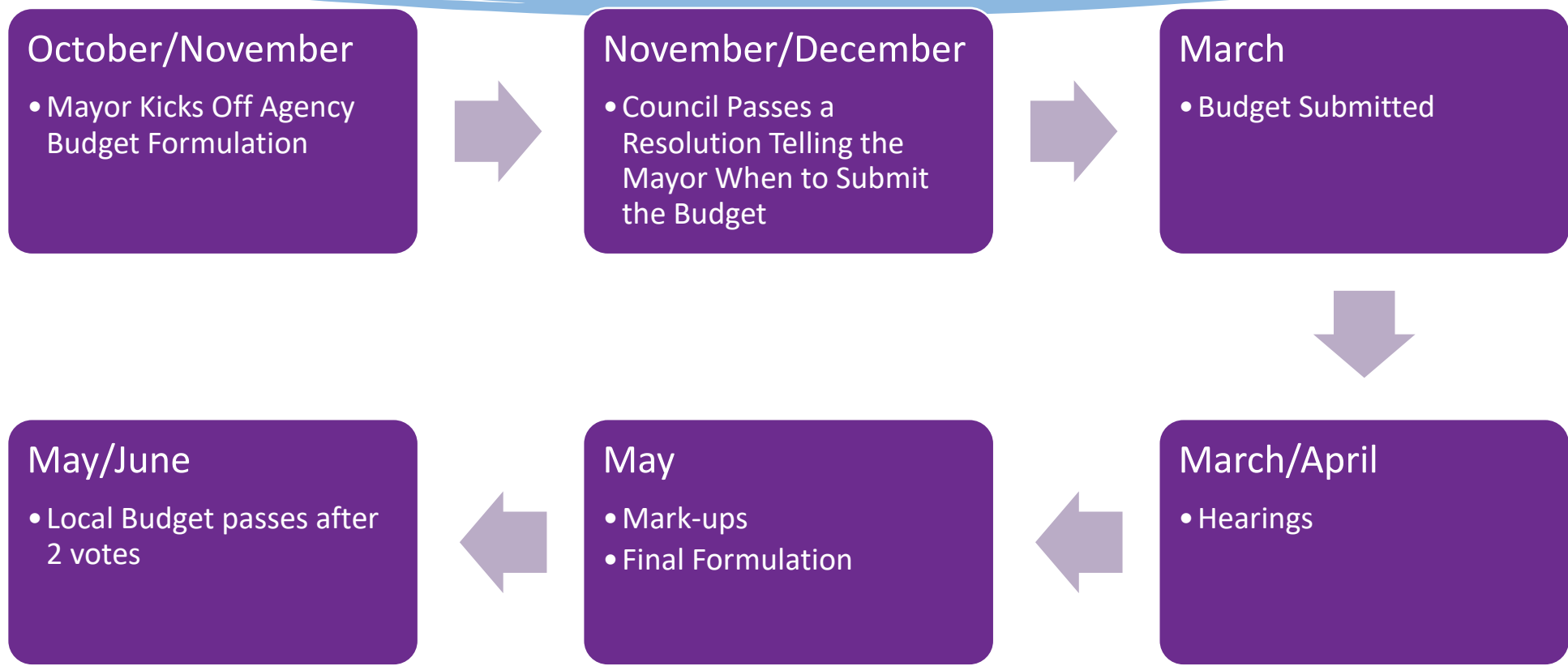
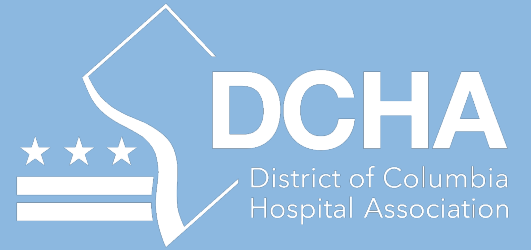


Budget & Oversight

- **Each year the Council starts with an Oversight Season**
 - Every Agency Gets a Performance Oversight Hearing over a 2.5-month period
 - The public has a chance to talk about their priorities and how each Department is achieving or not achieving its goals.
 - The goal is to allow each committee to better understand the performance of the agency to plan for changes to programs or investments through the budget.
- **Budget Season Starts in March**
 - The Mayor introduces the Budget
 - Council has 70 days to complete the process
 - Agency Hearings start again
 - Tools:
 - <https://www.dccouncilbudget.com/budget-tool-kit>
 - <https://cfo.dc.gov/node/289642>



Budget Process



Thank you!

What Questions Do You Have?

