

National Journal's advocacy fly-in deck

Prepare for meetings on Capitol Hill

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Producer

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Director

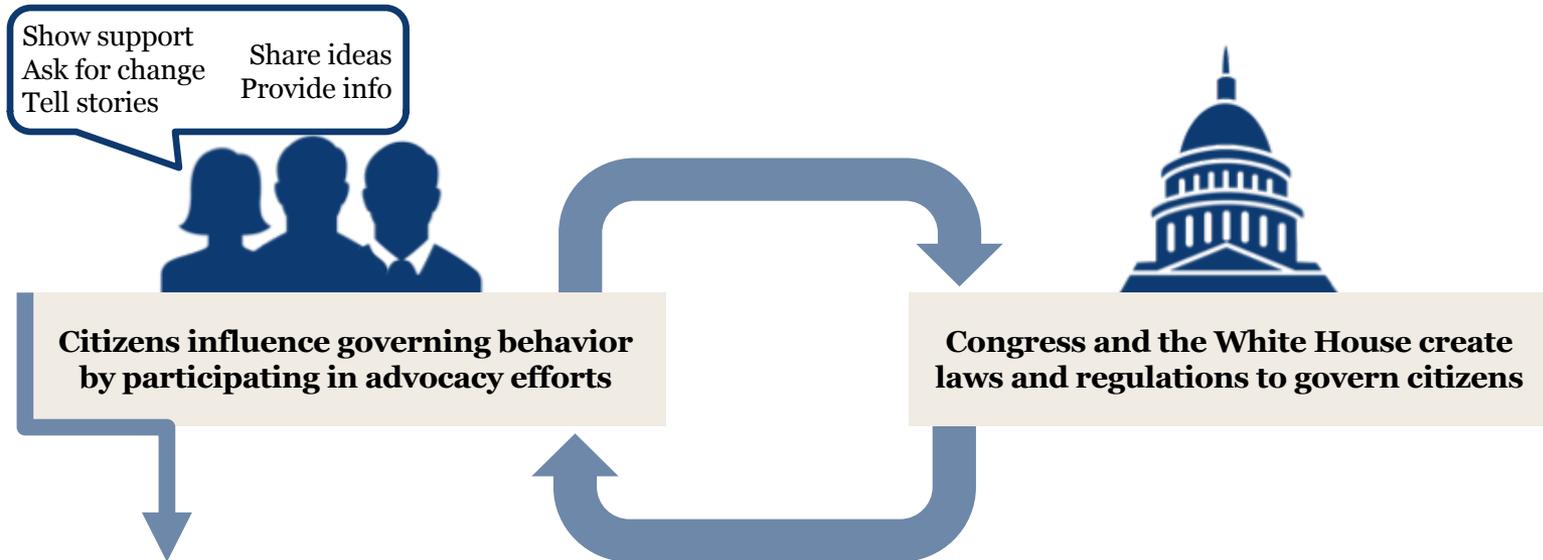
Alistair Taylor

Roadmap

- Contextualizing fly-in advocacy
- Learn about members of Congress and staff
- The three aims of advocacy discussion
- Finding your way around Capitol Hill

Introduction to fly-in advocacy

How does advocacy in Washington work?



What are fly-ins?



Fly-ins and their purposes vary from group to group, but generally, a fly-in is a type of advocacy event in which interest groups and organizations **host constituents from around the country** in the nation's capital to advocate for common interests and goals.

Are fly-ins effective?



Fly-ins have **increased exponentially in the last decade**, and members of Congress consistently **say they prefer to hear from fly-in visitors**, who often have firsthand knowledge of the impact of government policies.

Sources: National Journal research, 2018; "Communicating with Congress," Congressional Management Foundation, 2011.

Members of Congress want to hear from you

Members value staying in touch with constituents



- Constituent conversations guide policymaking
- Reelection hinges on their ability to serve the constituents who vote them into office
- Members trust their staff to help them listen to constituents, so advocates should not be surprised if they meet with staff in lieu of a Member

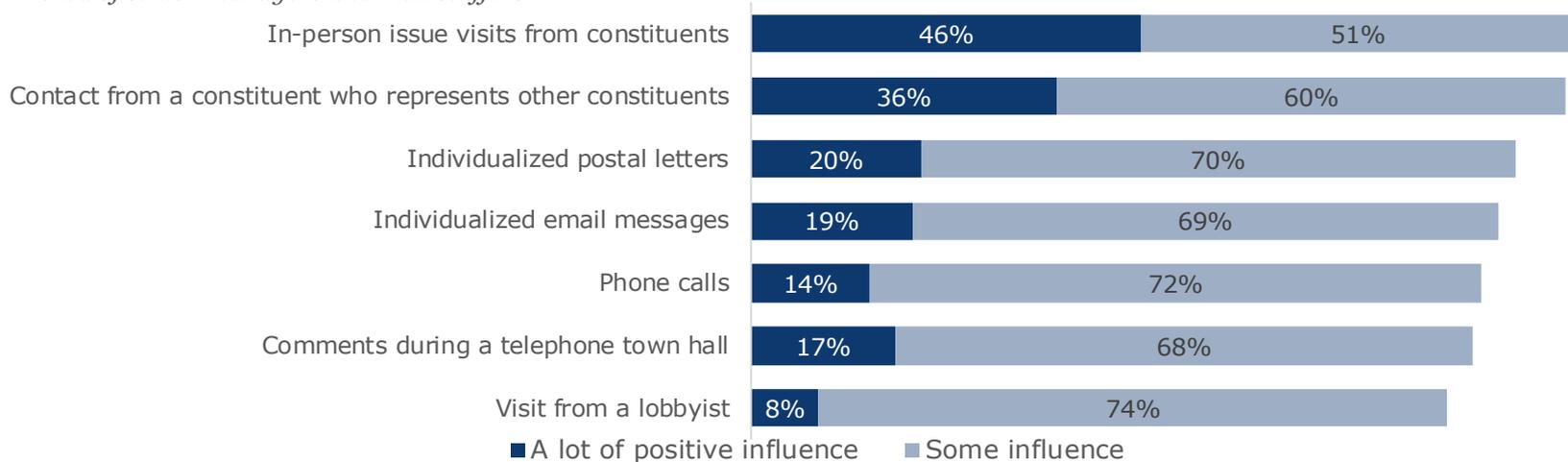
Members find personal content persuasive



- Individual letters and e-mails can have greater influence on member decision-making than form letters
- Advocates should focus on sending more personal messages to their Member of Congress to capture the individual voice or perspective

If your member/senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the Washington office have on his/her decision?*

**Asked of senior managers and mail staffers*



Sources: National Journal research, 2018; "Communicating with Congress," Congressional Management Foundation, 2011.

Legislation moves slowly and advocacy takes time

Very few bills become law

- A small percentage of bills will get a vote in Congress, and a smaller percentage of bills will become law, so advocates must be resilient and patient in their work in Washington while maintaining realistic expectations

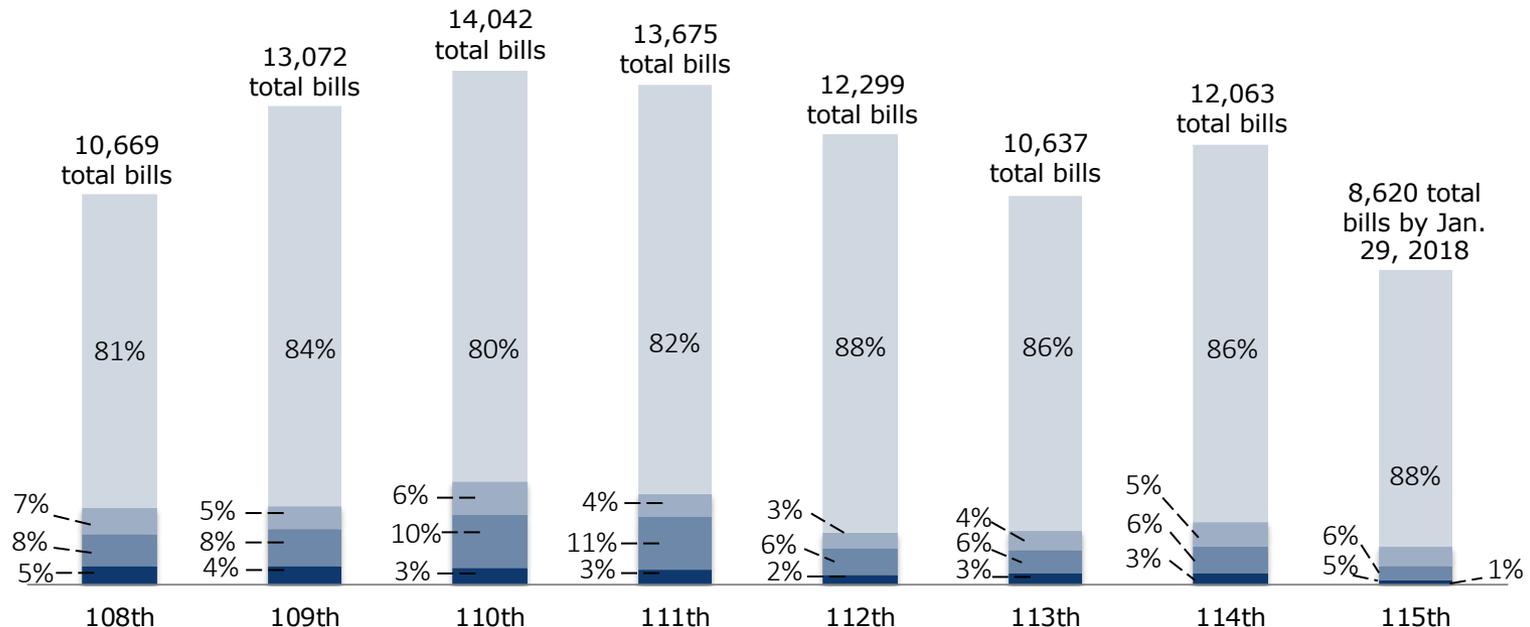
Even bills that don't pass can be important



- Few bills become law, but even bills unlikely to pass a vote can spur public discourse and resonate with or motivate advocacy efforts; this is one of the reasons why bills can become important political tools

Breakdown of bills and resolutions by status, 108th – 115th Congress

■ Enacted as law ■ Passed as resolution ■ Got a vote ■ Got no vote



Sources: National Journal research, 2018; "Statistics and historical Comparison," GovTrack.us, 2017; "Only Four Percent of Bills Become Law," Huffington Post, Sept. 25, 2009.

It is difficult to quantify the outcomes of political advocacy

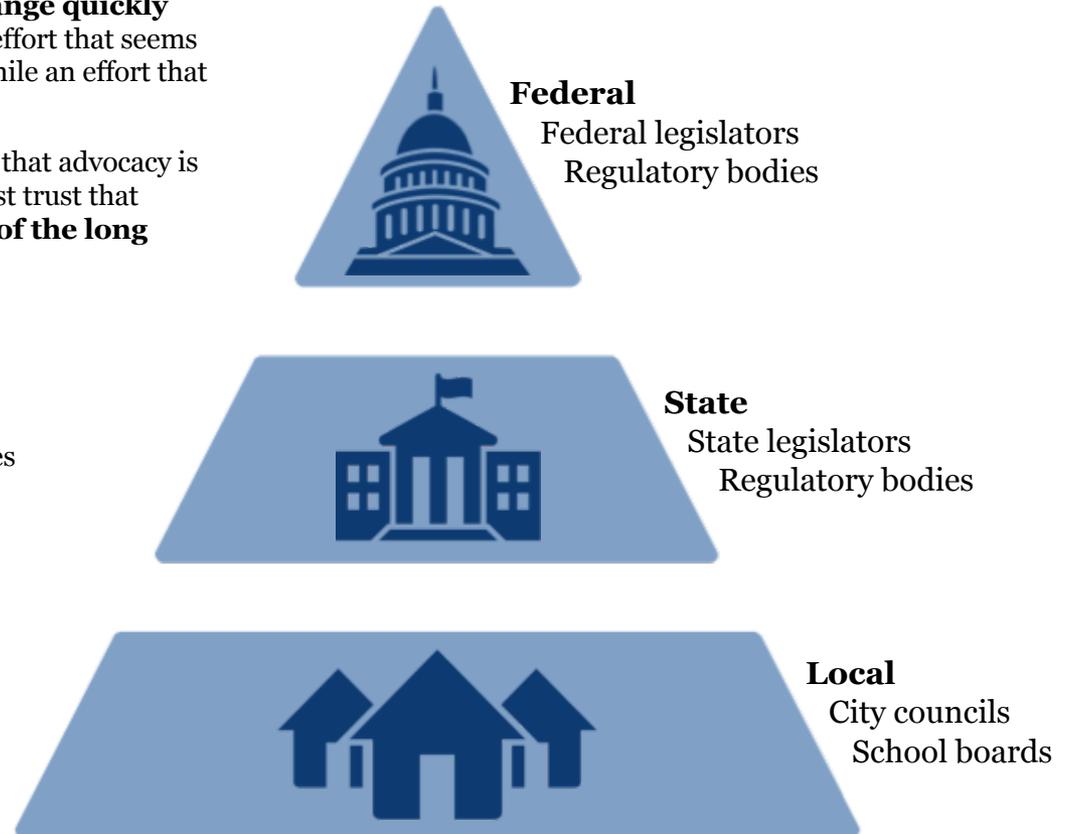
The political process is inherently uncertain

- It is the nature of politics that **events can change quickly and in a nonlinear fashion** – an advocacy effort that seems to be struggling may suddenly gain traction, while an effort that seems effective may suddenly lose traction
- This unpredictability does not mean, however, that advocacy is ineffective; rather, it means that advocates must trust that **short-term outcomes are not predictive of the long term**

Change stems from myriad efforts

- Advocacy groups and organizations often present themselves as the causal force for any legislative achievement, but substantial changes always stem from many efforts that often span decades of advocacy
- It is important that advocates understand the importance of their contributions to a larger, longer-term process that **utilizes aid at each level of governance**

Primary levels of government



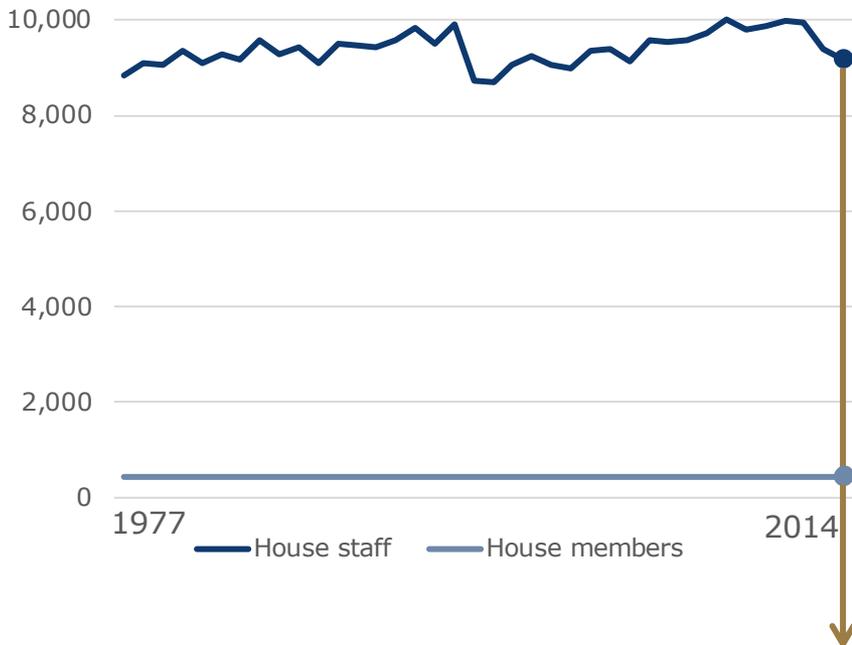
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Hill staffers significantly outnumber members of Congress

House: members and staff numbers

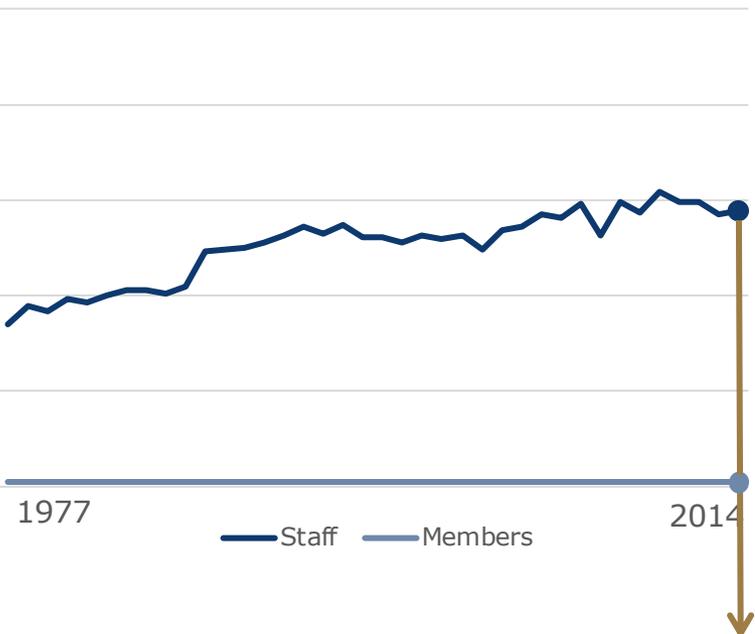
■ Number of members ■ Number of staffers



In 2014, there were **8,994 House staffers** for **435 House members**

Senate: members and staff numbers

■ Number of members ■ Number of staffers

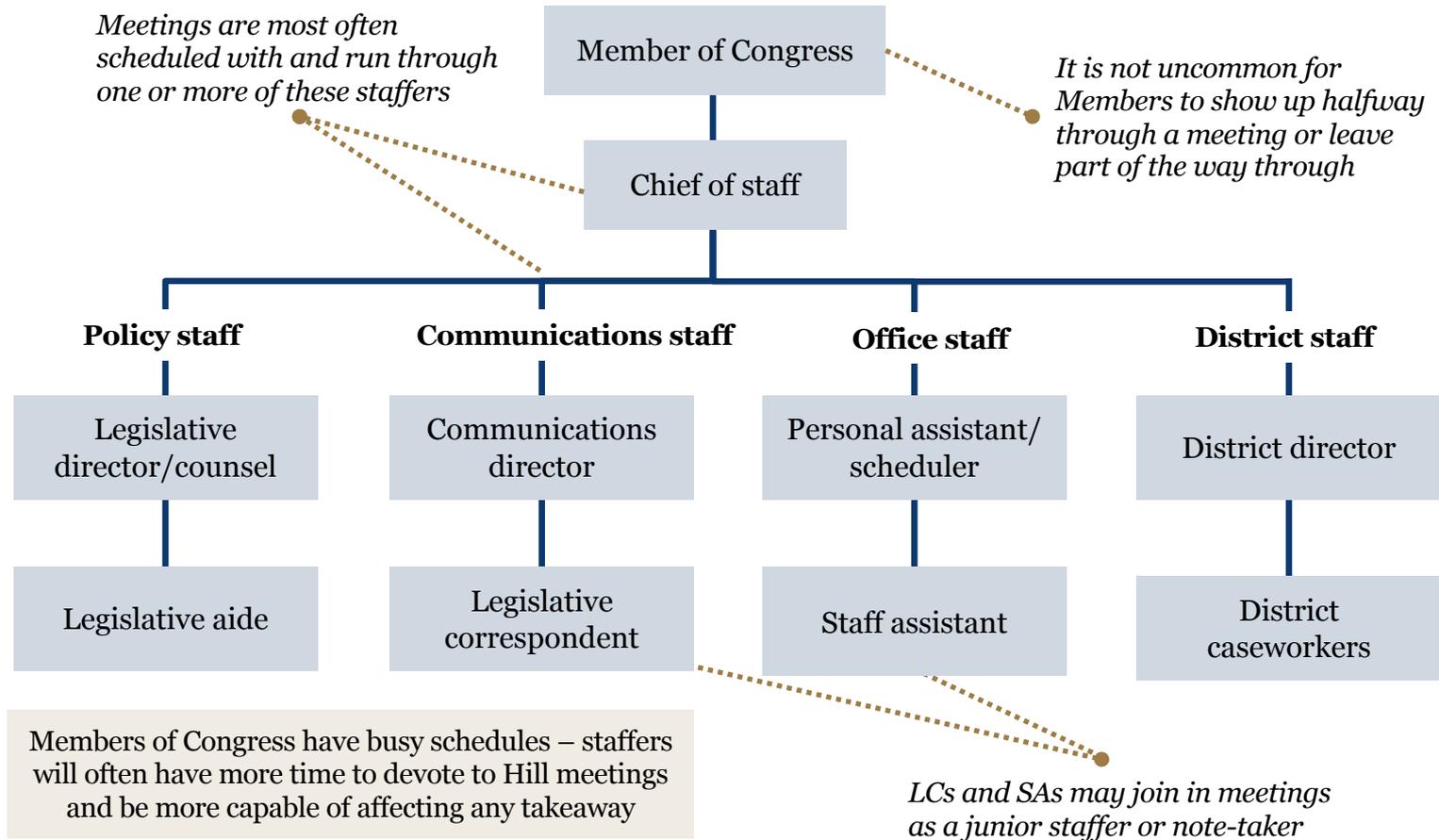


In 2014, there were **5,758 Senate staffers** for **100 Senate members**

Sources: "How many Congressional staff are there?," legbranch.com by R Street Institute, Jun. 20, 2016.

Expect to speak to staffers during meetings on the Hill

Sample organization of a congressional office



Sources: National Journal research, 2018; "Hit the Ground Running: 112th Congress Edition," Office of Rep. Eric Cantor; "2010 House Compensation Study," Chief Administrative Office of the U.S. House of Representatives.

Generally, Hill staffers fall into two categories

Overview of personal and committee congressional staff

	Personal office staff	Committee staff
Line of reporting	Hired by one member of Congress and only responsible to that member	Hired by chairman or ranking member of committee; work for all Democratic or Republican committee members
Job overview	Work on combination of policy and constituent-service matters, depending on needs of district	Work exclusively on policy, within area of committee
Issues	Practice over range of issues	Specialize in committee-related issue
Background	More likely to be from district or state of hiring member; tend to have trust of member	Less likely to be from district or state of chairman or ranking member; tend to be expert in issue area
Number	The average representative has 14 staffers working for them; average Senator has 30	House committees average 68 staff and Senate committees average 46
Sample titles	Chief of Staff, Legislative Director, Legislative Assistant	Staff Director, Policy Analyst, Committee Counsel

Sources: National Journal research, 2018; Ida Burdnick, "Congressional Salaries and Allowances," Congressional Research Service, January 4, 2012.

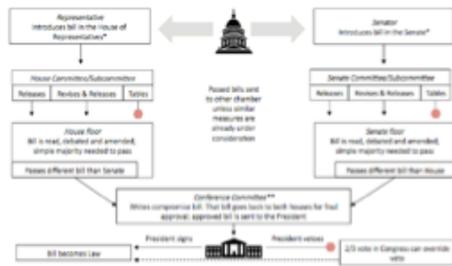
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Center your advocacy discussions around one of three themes

Specific bill or amendment

Legislative Process: How a Bill Becomes a Law



How a bill becomes a law

Bills Face Numerous Obstacles to Passage in Senate



How a bill does not become a law

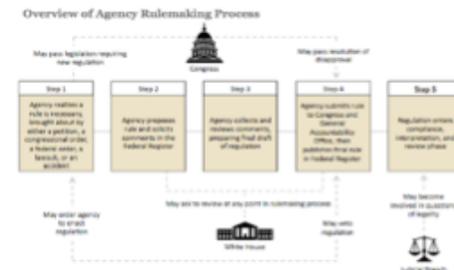
Regulation

Different Processes for Passing Legislation, Regulation, but Same Force of Law



How legislation & regulation compare

Federal Rulemaking Process for Agencies



How rulemaking process works

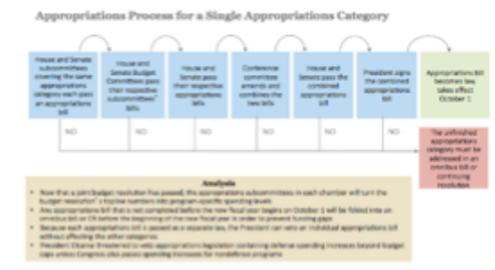
Appropriations & funding

The Budget Process Has Six Steps



How the federal budget process works

Appropriations Process Has Many Failure Points



How appropriations process works

Why talk about a specific bill or amendment?

- Bills can take a long time to pass and need continual pressure
- Sometimes stopping a bill is most effectively done with advocacy impact stories

Sources: National Journal research, 2018.

Legislative process: how a bill becomes a law

**Legislation may be introduced in either chamber, except for tax law (must originate in the House)*

Representative*

- Introduces bill in the House

House committee/subcommittee

- Bill is debated and amended
- Simple majority needed to proceed

House floor

- Bill is debated and amended
- **Speaker must allow a floor vote**
- Simple majority needed to pass

Senator*

- Introduces bill in the Senate

Senate committee/subcommittee

- Bill is debated and amended
- Simple majority needed to proceed

Senate floor

- Bill is debated and amended
- **3/5 majority needed to end debate**
- Simple majority needed to pass

***Most major bills goes to conference committee; when a chamber passes legislation originating in the other chamber without making changes, bill goes straight to Pres.*

Final votes/conference committee**

- If both chambers pass an identical bill, the bill is sent directly to the president
- If each chamber passes a similar bill with some differences, a conference committee is formed to reach compromise and combine the bills

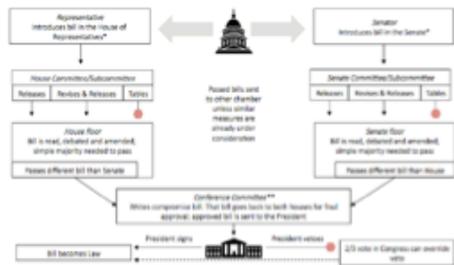
President

- The president can sign bills that have been passed by both chambers into law
- The president can reject a bill with a veto; Congress can override a veto by passing the bill in each chamber with a 2/3 majority

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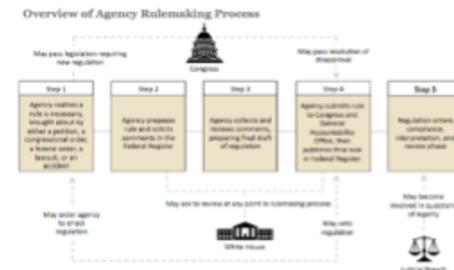
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Why talk about regulation?

- Congress or influential public comments can shape regulations
- Advocates can influence congressional leaders with scientific studies or data
- Congress, via hearings and letters to agency officials, can influence regulations

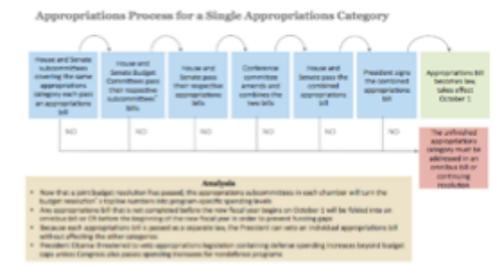
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Sources: National Journal research, 2018.

Different processes for passing legislation and regulations, but same force of law

Differences between legislation and regulation



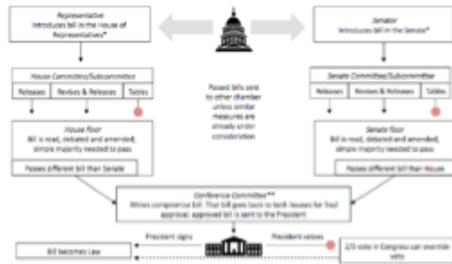
	Introduced by...	Altered by...	Can be stopped by...	Finalized when...	Has effect of...
LEGISLATION	<p>Lawmakers Any senator or congressperson can introduce legislation</p>	<p>Congress Committees in either chamber can alter proposed legislation through the amendment process</p>	<p>Stalling/failing in Congress Legislation may be stopped if it stalls in the committee phase, fails a vote or cloture motion, is vetoed, or is not brought up by the other chamber</p>	<p>Signed by president or Congress overrides veto The president can sign the bill into law, or Congress can override a presidential veto by two-thirds majorities in both chambers</p>	<p>Law Finalized legislation has the binding force of law</p>
REGULATION	<p>Federal agencies A federal agency may draft a regulation after reviewing or finding ambiguity in a law and realizing a clarifying regulation is necessary; regulations must be based in laws already passed</p>	<p>The public The public and interested parties may attempt to change a proposed regulation by submitting comments, which require consideration and response by the agency</p>	<p>Congress/the public A proposed regulation may be stopped in its tracks by strong, nearly unanimous or very influential public comments, or a resolution of disapproval by Congress (which can be vetoed by the president)</p>	<p>Published A regulation becomes a rule when it is published into the Federal Register after final consideration of comments and adjustments</p>	<p>Law Exactly the same as legislation; a finalized regulation has the binding force of law</p>

Sources: National Journal research, 2018; Federal Register, 2013; Scales by The Noun Project; ICF Consulting; Office of Information and Regulatory Affairs, OMB, 2013.

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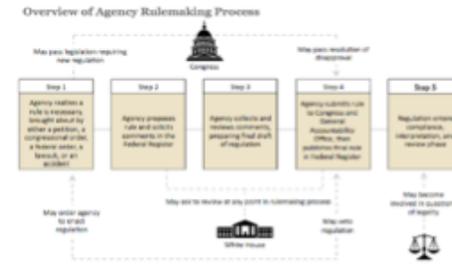
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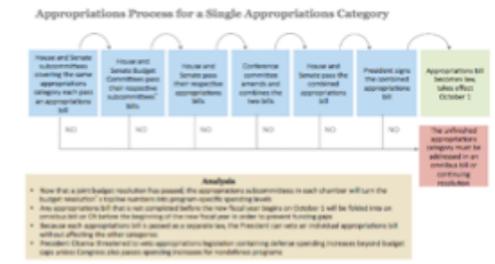
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Why talk about appropriations or funding?

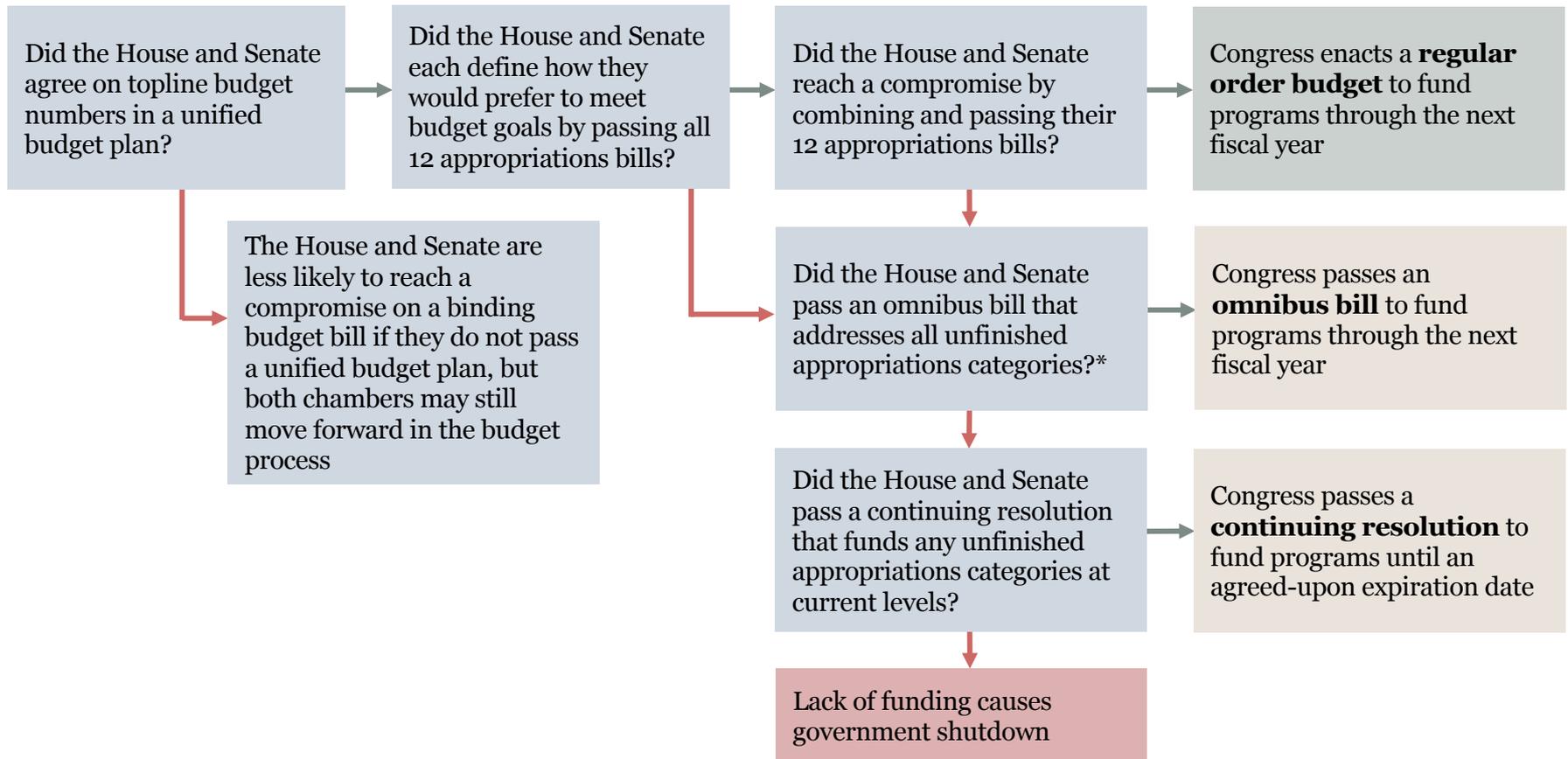
- Organizations need advocates to persuade members of Congress to make favorable funding decisions while in office
- Members of Congress value personal anecdotes of how funding (or cuts to funding) affects constituents; staffers may use compelling stories or speeches



To deal with a stalled budget process, the most efficient route to a solution requires four steps

Congressional budget process flowchart

→ Yes → No



Sources: Bill Heniff Jr., "Congressional Budget Resolutions: Historical Information," Congressional Research Service, February 7, 2014; "Appropriations Legislation for the Years 1998-2014," Library of Congress, October 2014; Billy House and Sarah Mimms, "Spending, Immigration, and Tax Fights will Dominate Final Days of Session," National Journal, November 30, 2014.

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Capitol Hill is a (relatively) small neighborhood

Getting to the Hill



By car

- Capitol Hill offers few public parking options; street parking is difficult
- The nearest garage is north of the Capitol, by Union Station
- Many visitors prefer to arrive by taxi or ridesharing service, available throughout the city
- Two of the most popular ridesharing services are Uber and Lyft, both available for download as phone applications



By public transportation

- For most visitors, the Metro system will prove the best transportation bet
- The Red Line (subway) serves the north side of the Capitol, while the Blue, Orange, and Silver lines offer two stations to the south
- The Metrobus serves various points around the Hill; visit WMATA.com to see detailed maps

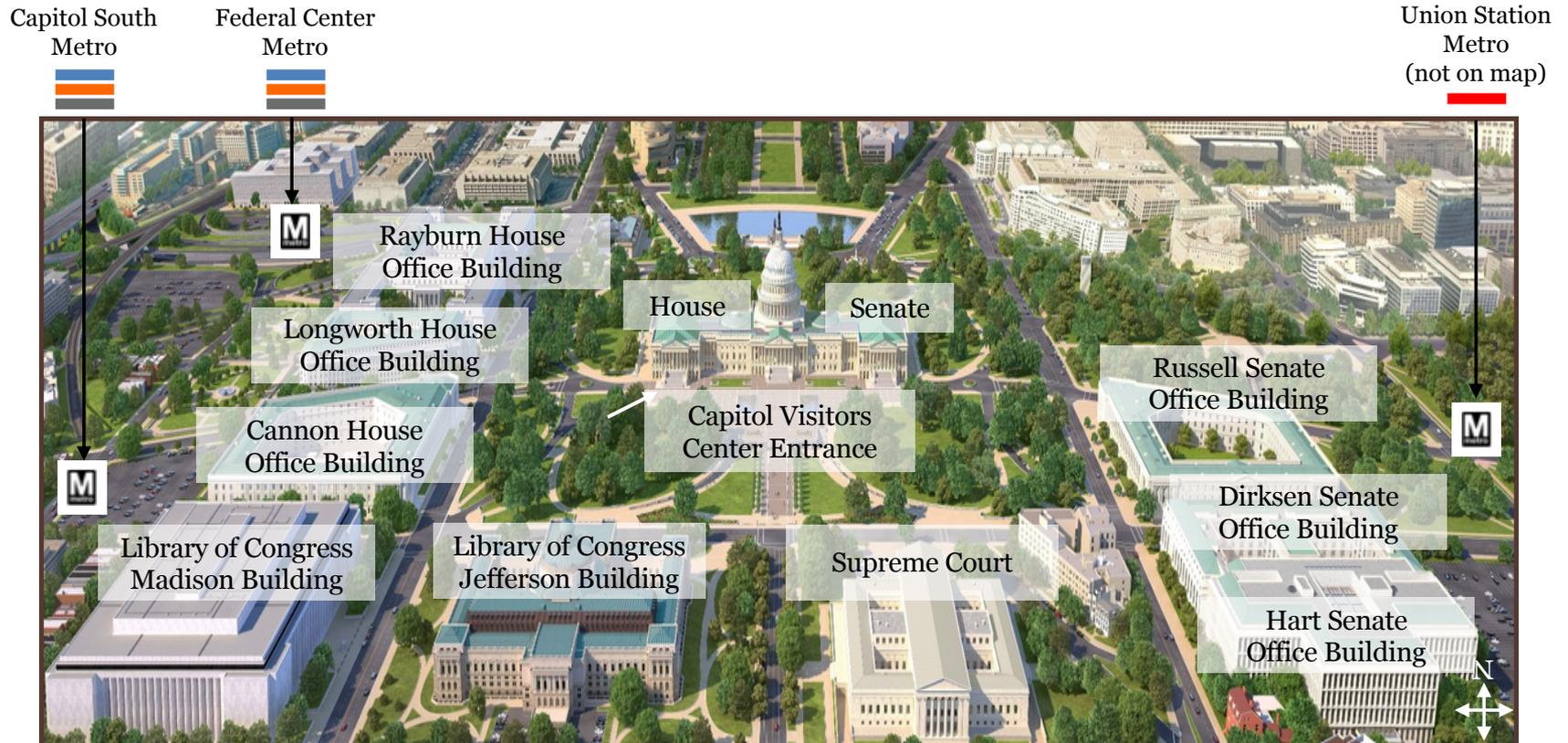


By foot

- DC is a relatively walkable city
- However, hot and humid weather may make long walks inadvisable during the summer
- Bring an extra pair of shoes, bottle of water, and an umbrella to walk around the area comfortably

House and senate buildings sit on opposite sides of the Capitol building

Map of House and Senate office buildings



Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

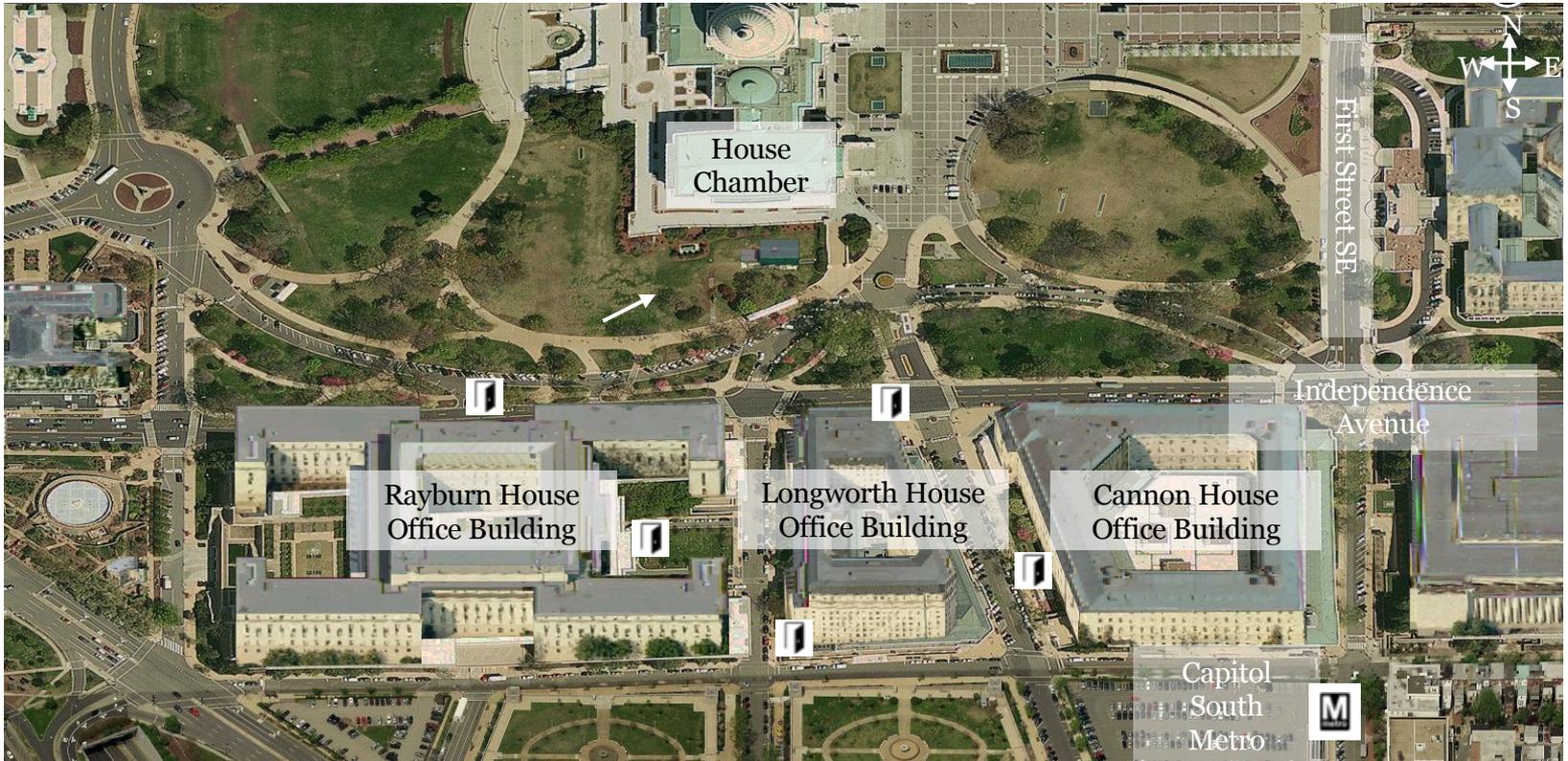
Key Hill addresses are simple and formulaic

Capitol Hill addresses

House side		Other		Senate side	
Rayburn House Office Building	50 Independence Ave, SW Washington, DC 20515	Library of Congress	101 Independence Ave SE, Washington, DC 20540	Russell Senate Office Building	2 Constitution Ave NE, Washington, DC 20002
Longworth House Office Building	15 Independence Ave, SW Washington, DC 20515	Supreme Court	1 First Street, NE Washington, DC 20543	Dirksen Senate Office Building	100 Constitution Ave NE Washington, DC 20002
Cannon House Office Building	25 Independence Ave, SE Washington, DC 20003	Capitol Visitors Center	First & East Capitol St SE, Washington, DC 20004	Hart Senate Office Building	150 Constitution Ave NE Washington, DC 20510
Capitol South Metro	307 First Street SE Washington, DC 20003	Federal Center Metro	401 3rd Street SW Washington, DC 20024	Union Station Metro	701 First St. NE Washington, DC 20002

Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

The geography of the House side

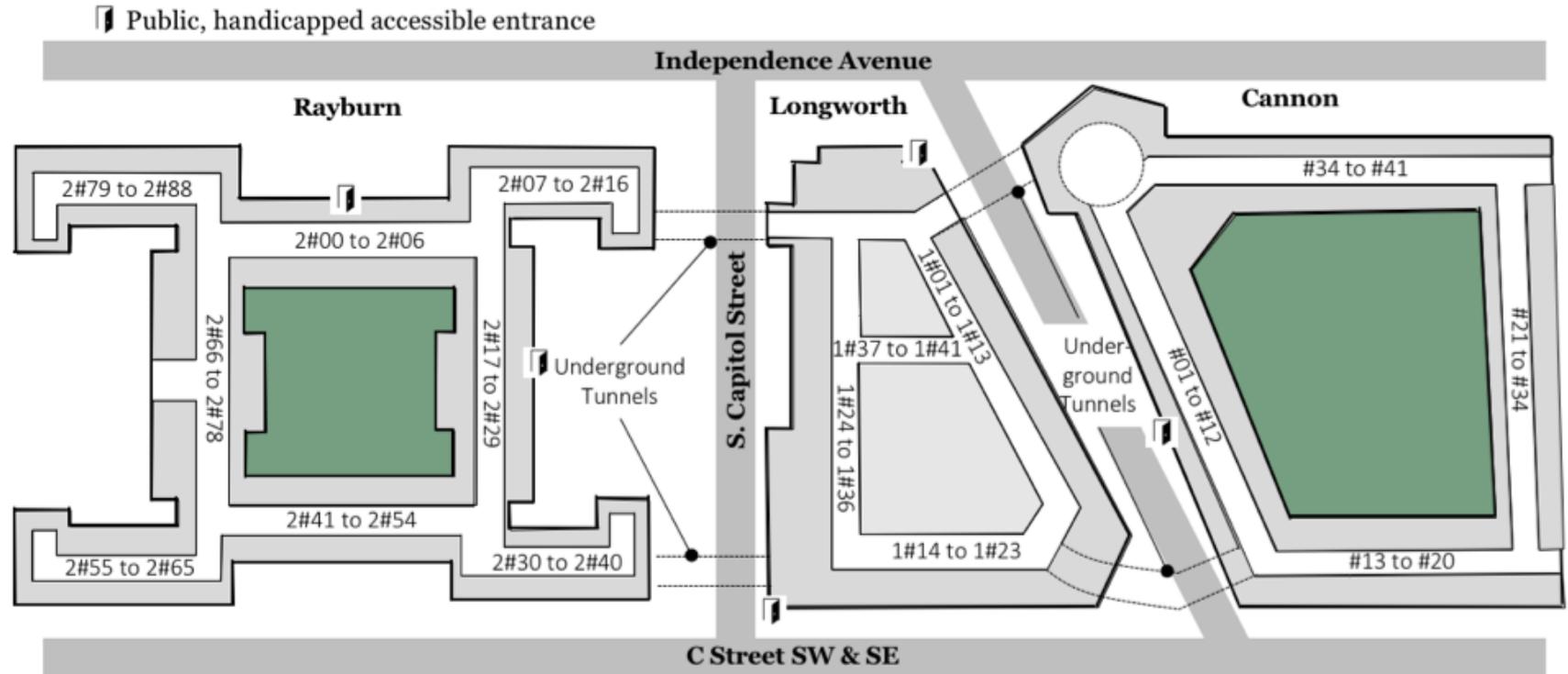


Building	Rayburn (RHOB)	Longworth (LHOB)	Cannon (CHOB)
Numbering system	All rooms are four digits; the first is always 2, the second indicates floor	All rooms are four digits; the first is always 1, the second indicates floor	All rooms are three digits; the first indicates floor
Example	Rep. Steve Cohen’s office, 2404 RHOB, is on the fourth floor of Rayburn	Rep. Paul Ryan’s office, 1233 LHOB, is on the second floor of Longworth	Rep. Nancy Pelosi’s office, 235 CHOB, is on the second floor of Cannon

Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

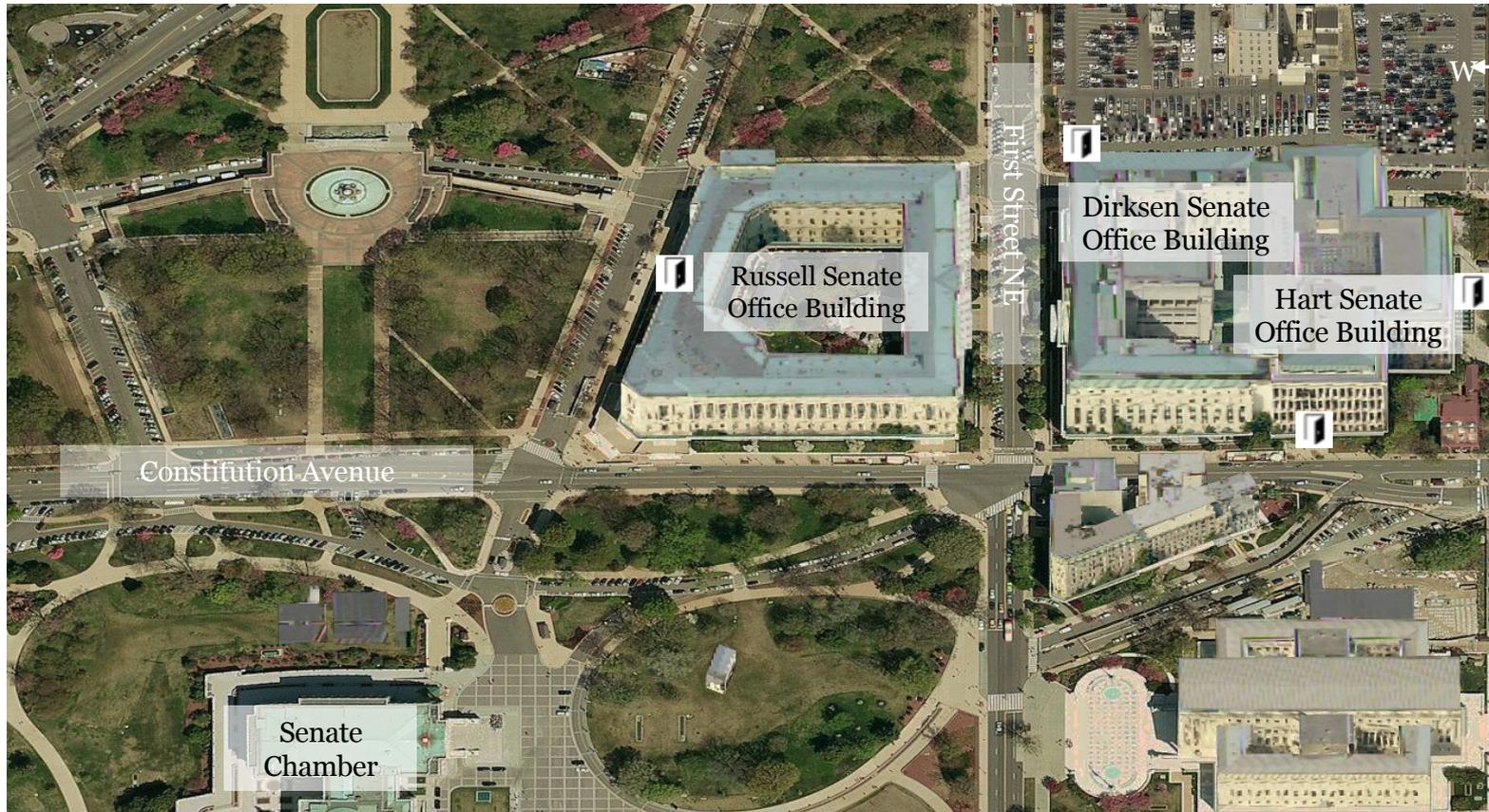
Inside the House office buildings

Location and floor plan of the House office buildings



Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

The geography of the Senate side



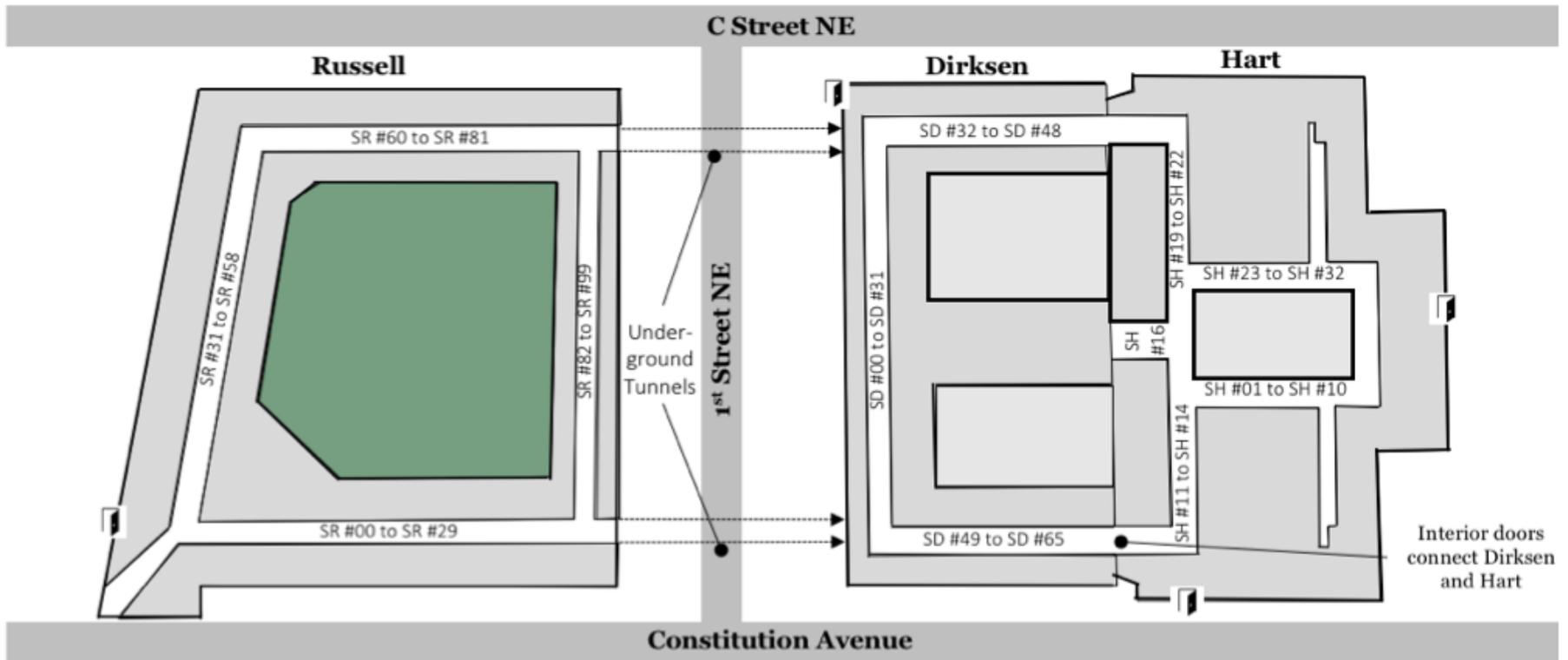
Building	Russell (SR)	Dirksen (SD)	Hart (SH)
Numbering system	All rooms are three digits, the first digit indicating floor number and a prefix indicating office building		
Example	Sen. Chuck Schumer's office, SH 322, is located on the third floor of the Hart building		

Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

Inside the Senate office buildings

Location and floor plan of the Senate office buildings

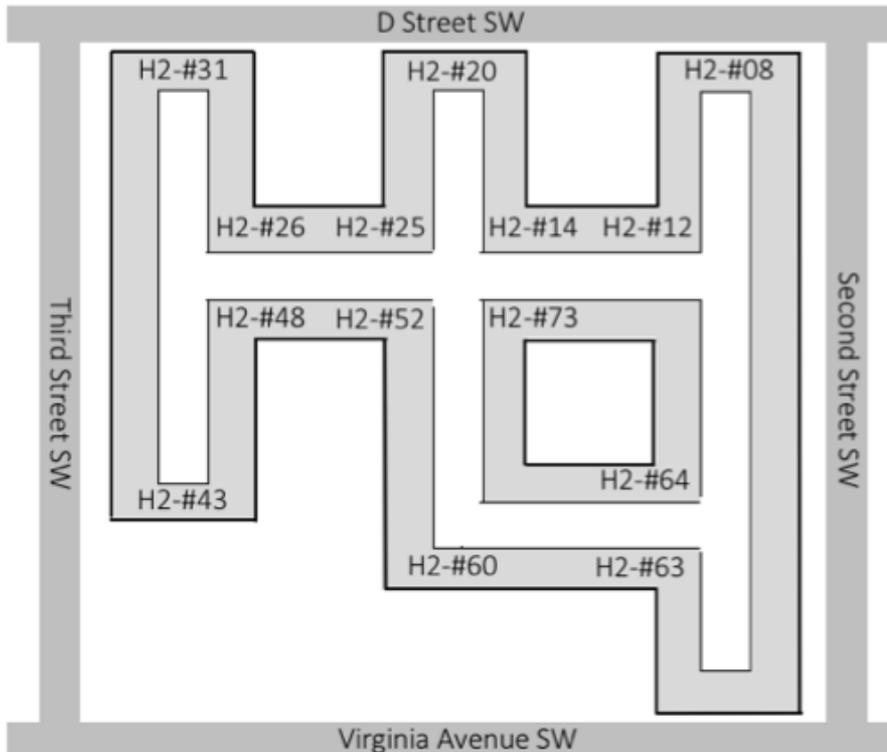
 Public, handicapped accessible entrance



Sources: Architect of the Capitol, 2016; National Journal Research, 2016.

Inside the Ford office building

Location and floor plan of the Ford office building



- The floor plans are identical for different floors within the building
- To identify offices, keep in mind that “H2” represents the Ford building, the number in place of the pound sign indicates building floor, and the last two numbers indicate specific office; For example, H2-331 is on the third floor of Ford