

Government Relations Grassroots Advocacy

Forming and Building Relationships with Your Elected Officials
October 2019



88th General Assembly: 2019 Legislative Session

Senate

- 32 Republicans
- 18 Democrats

Senate Leadership

- Majority Leader Jack Whitver (R)
- President Charles Schneider (R)
- Minority Leader Janet Petersen (D)

House

- 53 Republicans
- 47 Democrats

House Leadership

- Speaker Linda Upmeyer (R)
- Majority Leader Chris Hagenow (R)
- Minority Leader Todd Prichard (D)



88th GA Legislators – Who Are They?

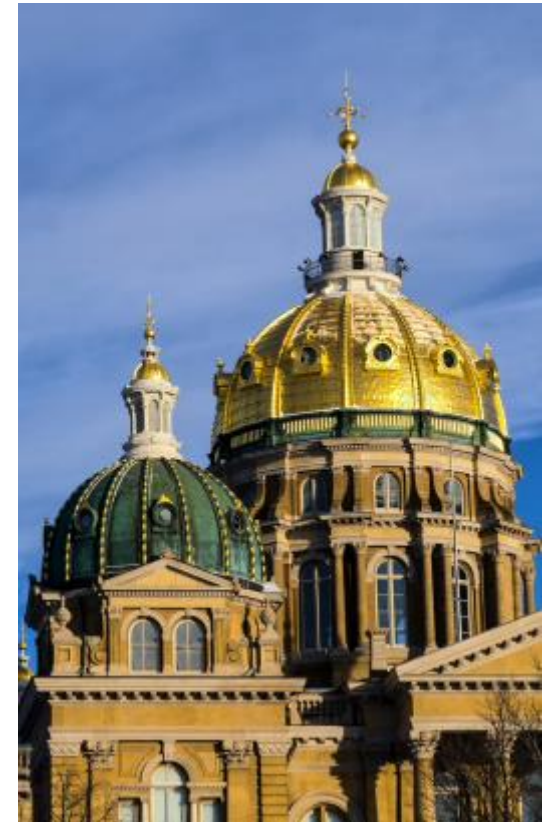
31 New Lawmakers: >20%

Women: 45

- 34 Representatives: 34%
- 11 Senators: 22%

Most Contested Election: House District 55

- Incumbent Michael Bergan (R)
- Challenger Kayla Koether (D)
- 9 vote margin
- 29 uncounted absentee ballots



Senate District 30: Cedar Falls & Waterloo

Sen. Jeff Danielson (D)

- Long-time lawmaker
- Abruptly resigned mid-session
- Working in wind energy sector

Sen. Eric Giddens (D)

- Won special election in March
- Ran against former Rep. Walt Rogers (R)
- UNI Energy Education & Outreach Coordinator



House District 46: Story County (Ames)

Rep. Ross Wilburn (D)

- Rep. Lisa Heddens (D) resigned to run for Story County Board of Supervisors
- Won special election in August
- Ran unopposed (97% of vote)
- Former Iowa City Mayor
- ISU Diversity Officer
- Assoc. Program Director, ISU Extension Office Community and Economic Development



House District 58: Jackson, Jones & Dubuque Cos.

Rep. Andy McKean (D)

- Staunch bottle bill supporter
- Longest-serving GOP lawmaker
- Non-consecutive terms
- 17 years in House
- 10 years in Senate
- Landslide 2016 win on GOP ticket
- Changed parties near end of session
- District includes 3 “pivot counties”
 - Obama 2008 and 2012
 - Trump 2016



2019 Session By the Numbers

- **2,565 Bill Drafting Files**
 - Senate Introduced: 965
 - House Introduced: 1,100
- **2,549 Amendments Drafted/Requested**
 - 589 Amendments Filed
 - Senate: 263
 - House: 326
 - 23% of drafted/requested amendments considered
- **169 Bills Sent to Governor**
 - 6.5% of bill drafts filed, considered, and passed both chambers



Bottle Bill-related Legislation

Senate GOP

- SF 520
 - Previously SF 59
- SSB 1125

House GOP

- HF 181
- HF 412
- HSB 232

House Democrats

- HF 198
- HF 199



Senate File 520 (previously SF 59)

Sen. Mark Segebart (R-Vail)

- Doubled handling fee to 2¢
- Removed retailers from system
- Limited returns to redemption centers
- Amended and passed Sen. Natural Resources Committee (SF 520)
 - Kept 2¢ handling fee
 - Retailer opt-in by notifying Iowa DNR
 - Referred to Ways & Means Committee
 - Amendment to match SSB 1225



Senate Study Bill 1225

Sen. Randy Feenstra (R-Hull)

- Doubled handling fee to 2¢
 - Shifted extra 1¢ to retailers
- Retailer opt-in (“participating dealer”)
- Retailer right to refuse
 - Redemption center w/in 10 miles
 - “Dealer agent” w/in 10 miles
- Authorized Droppett program
 - Proprietary
 - Automated
 - Deposits returned at a later date (w/in “reasonable time”)
- Redemption centers to immediately return deposits



Expansion of Eligible Containers

Rep. Andy McKean (Prev. R-Anamosa):

HF 181

- Expanded deposit to non-carbonated beverages
 - Bottled water
 - Sports drinks
 - Unanimously passed subcommittee
 - Died in first “funnel”

Rep. Mary Gaskill (D-Ottumwa): HF 198

- Expanded deposit to non-carbonated beverages (see above)
 - Excluded jars, cartons, foil pouches and boxes
 - Never got subcommittee hearing
 - Died in first “funnel”



Straight Handling Fee Increase and Opt-Out

Rep. Dean Fisher (R-Montour): HSB 232

- Doubled handling fee to 2¢
- Never got subcommittee hearing
- Died in first “funnel”

Rep. Mary Gaskill (D-Ottumwa): HF 199

- Doubled handling fee to 2¢
- Never got subcommittee hearing
- Died in first “funnel”

Rep. Brian Lohse (R-Bondurant): HF 412

- Retailer opt-out through contacting Iowa DNR
- Never got subcommittee hearing
- Died in first “funnel”



Other Recycling Relevant Bills

Gasification & Pyrolysis: SSB 1194

- Sen. Jake Chapman (R-Adel)
- Excludes gasification and pyrolysis plants from the definitions of “sanitary facilities” or “waste conversion facilities”
- SF 534 was signed into law by Governor Reynolds on April 8, 2019

Plastic Interim Committee): SCR 4

- Sen. Liz Mathis (D-Hiawatha)
- Identify creative, environmentally-friendly, and sustainable ways to limit single-use plastics
- Subcommittee assigned, but never met



Grassroots Advocacy 101: Meeting Elected Officials

Address them by name and title

- Senator Dawson
- Representative Hanusa
- Mayor Walsh
- Councilman Trimble

Build rapport

- Share that you're a constituent
- Identify your city or town
- Explain how you're a stakeholder and/or expert (Why should they listen to *you*?)
 - Business owner
 - Union officer
 - Farmer
 - Health care worker

Be Respectful

- No personal attacks
- Keep it nonpartisan
- Stick to the issues



Grassroots Advocacy 101: Calling Lawmakers

It's ok to call your lawmakers—it comes with the job!

Rules of the Road

- Call during reasonable hours
 - Keep it from 9:00 am – 5:00 pm, if possible.
- Introduce yourself
- Ask if it's an appropriate time to talk
- Keep your argument succinct
- Allow time for them to ask questions

Be respectful

- Don't talk over them
- Don't sound frustrated
- Don't interrupt them
- No personal attacks
- Keep it nonpartisan
- Stick to the issues
- Don't hang up



Grassroots Advocacy 101: Social Media and Emails

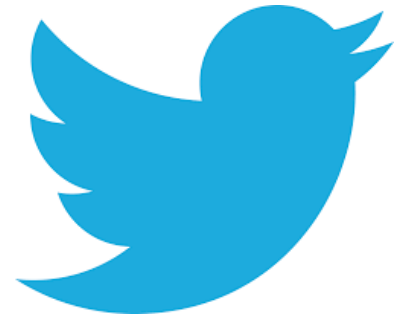
Engaging Online

- Same basic rules as meetings and phone calls
- Keep content positive—thank them for their work
- “Tag” or @mention them on social media where appropriate
- Include links, photos, or embedded video in posts
 - Preferably obtain permission from them before posting a photo you took with them
 - (If it wasn’t already published by a newspaper and/or online media source)



Grassroots 101: Effective Posts and Emails

- **Thanks Rep. X for supporting access to recycling in rural Iowa! (Link to the newspaper article or other coverage where s/he is quoted)**
- **Sen. Y introduced legislation today that will ensure recycling processes are modernized to keep pace with changes in the marketplace. Thanks for supporting modernization! (Link to bill)**
- **Note:**
 - You can go into more depth with an email
 - Keep it succinct
 - Include your contact info in an email
 - Unnecessary for social media



Grassroots Advocacy 101: LTEs and Op-Eds

Make your argument timely

- Reference a bill, state rule, or recent media coverage

Bolster it with facts, figures and personal experience

Explain your connection to the issue

- Why should people listen to *you*?

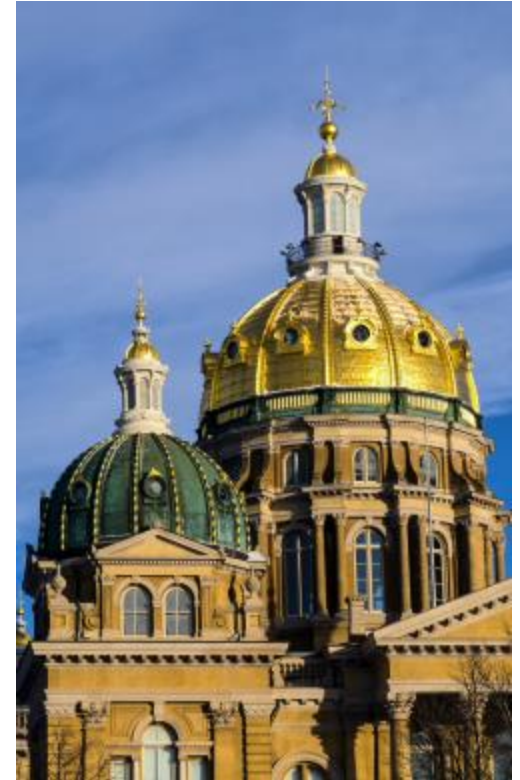
Disclose anything that might be perceived as a conflict of interest

Include a Call to Action

- “Contact X lawmaker”
- “Attend Y forum”

Follow submission guidelines

- LTEs: Usually 150-250 words
- Op-eds: Usually 500-1,000 words
- Op-eds: Include headshot photo and headline



Grassroots Advocacy 101: Keys to Success

Explain your issue in a concise, easy-to-follow manner

Be objective—lean on facts

Relate the issue to other interested stakeholders and/or organizations

- Businesses
- Industries
- Nonprofits

Do your homework

- Know your opposition
 - Why do they oppose you?
 - What's their strategy
- Understand the legislative process
 - Bill introduced--which party/chamber?
 - Is your lawmaker on the committee?
 - Is the bill eligible for floor consideration?



Looking Ahead to 2020

- **Republican Trifecta Government**

- Governor Kim Reynolds
- Iowa Senate (32-18)
- Iowa House (53-47)

- **November 3, 2020**

- Iowa House Elections
 - Entire chamber
- Iowa Senate Elections
 - Half of chamber

- **Presidential Election**

- President Trump (R)
- At this point over 20 D contenders

- **Congressional Elections**

- Senator Joni Ernst
- CD#1: Abby Finkenaur (D) v Ashley Hinson (R)
- CD#2: Frm St. Sen. Rita Hart (D) v Frm Ill. Rep. Bobby Schilling
- CD#3: Cindy Axne (D) v Frm Rep. David Young
- CD#4: Steve King (R) v J.D. Scholten (D)





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