

Hi, this is Chris Micheli with the Sacramento governmental relations firm of Aprea & Micheli, and an adjunct professor at McGeorge School of Law in its Capital Lawyering program. Today's podcast is to provide an overview of legislative lobbying.

There are mainly two types of lobbying at the state of California level - legislative and regulatory. Some advocates may add budgetary and procurement lobbying to this list, but the main two types involve lobbying the legislative and executive branches of state government. At its core, legislative lobbying is advocating for or against legislation while regulatory lobbying is lobbying for or against regulations. Today, we're looking at a brief overview of legislative lobbying.

A legislative lobbyist, versus a regulatory lobbyist or a procurement lobbyist, is focused on the federal Congress or a state legislature. He or she represents clients before the legislative branch of government and expresses those clients' positions on pending legislation including budgetary matters being considered by the legislative branch of government.

For legislative lobbyists who operate in the state of California they interact with state legislators, i.e. those elected to the California Legislature. This includes the 80 members of the State Assembly and the 40 members of the State Senate. In addition, they lobby the staff of these legislators as well as the staff of the more than 50 Assembly and Senate policy and fiscal committees.

As a part of lobbying state legislation, these lobbyists will also interact with the Governor's office, as well as state agencies and departments that have jurisdiction over the particular subject matters of their lobbying. These legislative lobbyists may work for a single employer, such as a company or an association, or they may work for a firm that represents several clients. Their goals are to educate officials and staff about their clients' interests and attempt to influence decisions of those officials that impact their clients.

Legislative lobbyists, similar to regulatory and procurement lobbyists, must have several skill sets, including: the right personality to excel as a lobbyist, working relationships with officials and their staff, some subject matter expertise or experience, and knowledge about the process - in this case the legislative process.

These legislative lobbyists must have established relationships with legislators and their staff so as to be able to gain access to the decision makers and then attempt to influence their decisions on pending legislation. As such, legislative lobbyists must spend significant time meeting with these individuals, working with them, and representing their client's interests and positions on pending bills. This often includes educational efforts, as well as those advocacy efforts.

Lobbyists prepare briefing materials, such as one page explanations to in depth policy papers explaining important issues as well as positions on pending legislation. They prepare advocacy documents including position letters and committee testimony. Their educational and advocacy efforts are intended to explain the likely ramifications or impacts

of pending legislation and what will happen to their clients individually, or perhaps an industry as a whole, due to the implementation of the proposed legislation.

By the nature of their profession, legislative lobbyists review proposed bills and amendments to those bills and determine whether they're relevant to their client's interests. They track these bills throughout the legislative process - from policy committee, to fiscal committee, to the floor - and then repeat the process in the other house. Once the process concludes in the Legislature, these lobbyists must work with the Governor's office as well as relevant state agencies and departments as they consider final action on the bills - that is to sign or veto these measures.

These legislative lobbyists also work with their clients throughout the process to explain the impact of these bills and recommend a course, or courses, of action as the measures wind their way through the legislative process. When changes are made that may result in a change in position, the clients need to be made aware of them, as well as legislators and their staff.

Most of these lobbyists also monitor general legislative and budgetary activities to assess their impact on their client's interests as well.

Thanks for joining this brief overview of legislative lobbying. I hope you enjoyed it.