

Policy Advocacy 101

Charlie Veraza
Advocacy Manager



COLORADO CHILDREN'S CAMPAIGN
Every Chance for Every Child

Colorado Children's Campaign

- A nonprofit, nonpartisan policy and advocacy organization committed since 1985 to ensuring every chance for every child in Colorado
- Champion policies and programs in child & family health, early childhood, youth success, and family economic prosperity
- Statewide Network & Work in Coalition
- Research & Data-Driven





- New legislators and new leadership
- A more progressive legislature? Kinda
- Gov. Polis started his second term
- Tight budget year



- Over 650 bills were introduced and 490 passed
 - Polis vetoed 10 of the bills that passed
- Republicans were forced to use delay tactics and the filibuster as their main form of protesting
 - Democrats in turn scheduled regular weekend work periods, late nights, and invoked a rarely used rule to limit debate on certain bills
- Democrats themselves experienced in-fighting between the moderate and progressive wings of the caucus



HB23-1300: Multi-Year Continuous Eligibility for Medicaid and CHP+

SB23-189: Access to Reproductive and Preventive Health Services

SB23-214: Family Planning Funding in the Long Bill

HB23-1091: Child Care Contribution Tax Credit Renewal

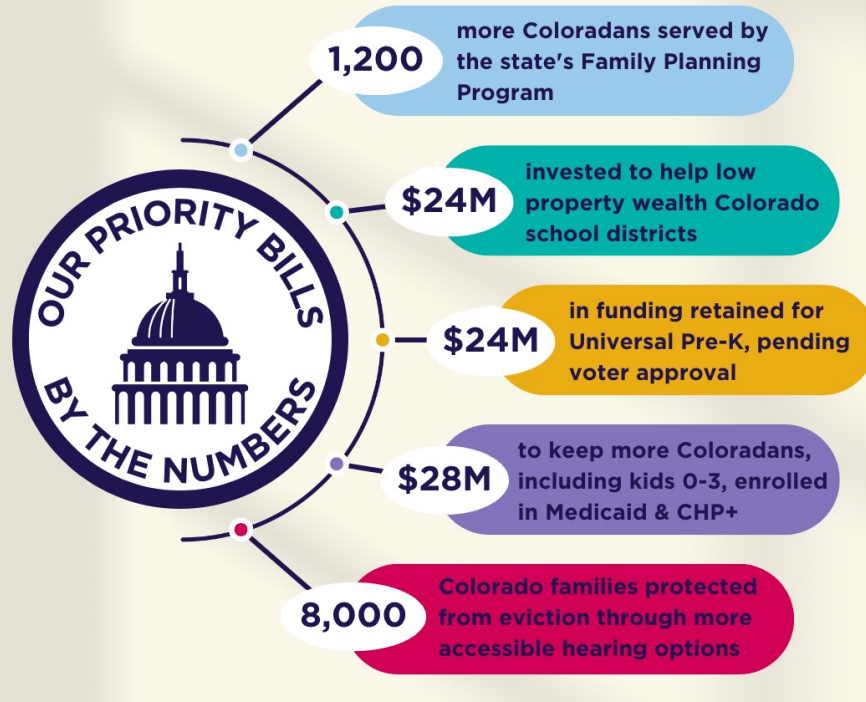
HB23-1290: Retain Revenue for Universal Preschool

HB23-1186: Remote Access for Eviction Proceedings

SB23-287: Public School Finance Act



The 2023 Colorado legislative session



2023 Election Information



- **Election date: Tuesday November 7, 2023**
- **Registration Deadline**
 - By Mail: Monday, October 30, 2023 (postmarked)
 - Online: Monday, October 30, 2023
 - In Person: Tuesday, November 7, 2023
- **How to confirm voter registration, track mail ballot status, and more**
 - <https://www.coloradosos.gov/pubs/elections>
- How to view a sample ballot, review elected officials, find ballot boxes, etc.
 - <https://www.ballotready.org/>

2023 Ballot Measures we are Supporting



- **Prop HH - Property Tax and Revenue Changes**
 - We support the measure because it provides property tax relief to low- and middle-class homeowners at a time of skyrocketing valuations without hurting schools and other local services.

- **Prop II – Proposition EE Revenue Retention for Universal Preschool (UPK)**
 - We support the measure because retaining the \$23.65 million is essential to ensuring that Colorado’s Universal Preschool Program can be successful.



Policy Development Process



What happens out of the Legislative Session



- The Legislature is in their interim period between May and January, unless the Governor declares a Special Legislative Session.
- Interim Committees and taskforces for specific issues meet to discuss potential policy solutions and provide opportunity for public feedback.
 - This year's interim committees include focuses on Opioid Use, Child Welfare, and School Finance.
- Coalitions and legislators begin meeting to discuss policy priorities and bills that should be pushed in the upcoming Legislative Session.
- Ballot measures this November will also be very impactful on the next session.

How the Colorado Children's Campaign is involved



- Convene or engage with a variety of coalitions that help to unify voices and efforts on specific issues
 - School Climate Coalition, All Kids Covered, Family Planning Access for All Coalition, TANF Coalition, Early Childhood Community Calls
- Involved in numerous implementation efforts with state agencies and sit on several working groups and task forces
- Conduit for information on bill writing, bill negotiations, political processes & lobbying, and implementation updates for community leaders and advocates
- Utilize data and non-partisan tactics to persuade elected officials and government agencies on the necessary policy changes for youth and families

Things to Consider When Crafting Equity-Focused Policies



- Thorough Stakeholder & Community Engagement from Beginning to End
- Robust Outcomes Measurement & Disaggregated Data Reporting
- Equitable Representation on Boards, Commissions, & Task Forces
- Supports for Individuals Serving on Boards, Commissions, & Task Forces
- [Children's Campaign Equity Guidelines](#)

How a Bill Becomes a Law



- Bill introduced, assigned a bill number, and assigned to a "committee of reference"
 - A Senate Bill has three numbers: SB23-001
 - A House Bill has four numbers: HB23-1001
- First Chamber:
 - Committee Hearing(s)
 - Committee of Reference-Public Testimony
 - Appropriations & Finance Committees, if needed
 - 2nd Reading-Chamber floor, Voice Vote
 - 3rd Reading-Chamber floor, Recorded Vote
- Second Chamber:
 - Committee Hearing(s)
 - Committee of Reference-Public Testimony
 - Appropriations & Finance Committees, if needed
 - 2nd Reading-Chamber floor, Voice Vote
 - 3rd Reading-Chamber floor, Recorded Vote
- Reconcile Differences between the Chambers if needed in Conference Committee
- Governor's Signature/Veto

Lobbying the Legislature

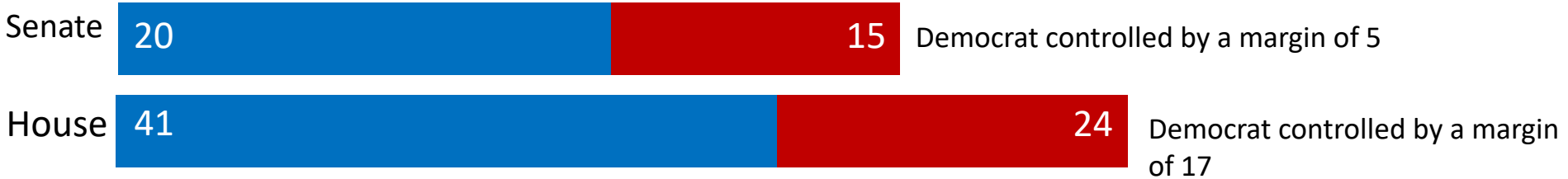


Legislative Make-Up

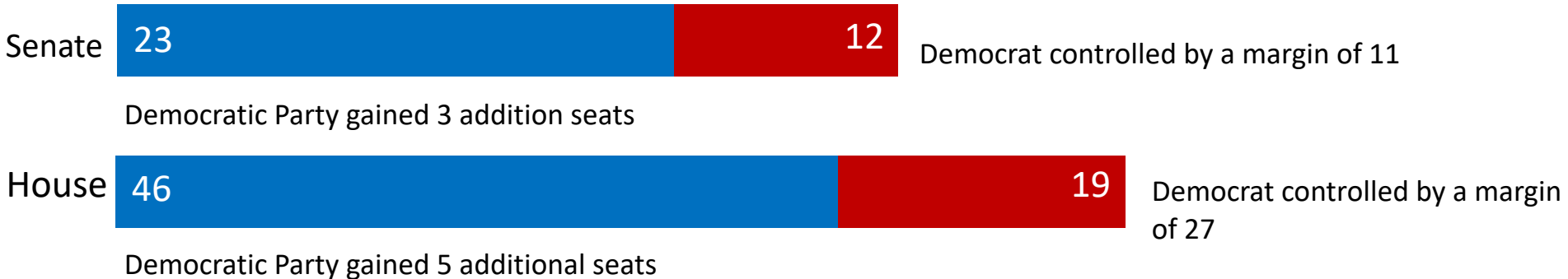


- Democrats have a "trifecta"-control of both legislative chambers and the Governor's mansion

73rd General Assembly (2021-2022)



74th General Assembly (2023-2024)



STATEWIDE OFFICES



Governor

Jared Polis (D) – Incumbent



Secretary of State

Jena Griswold (D) - Incumbent



Attorney General

Phil Weiser (D) - Incumbent



State Treasurer

Dave Young (D) – Incumbent

CONGRESSIONAL OFFICES

U.S. Senate



Michael Bennet (D) – Incumbent

U.S. House of Representatives



District 1
Diana DeGette (D) – Incumbent



District 2
Joe Neguse (D) – Incumbent



District 3
Lauren Boebert (R) – Incumbent



District 4
Ken Buck (R) – Incumbent



District 5
Doug Lamborn (R) – Incumbent



District 6
Jason Crow (D) – Incumbent



District 7
Brittany Pettersen (D)



District 8
Yadira Caraveo (D)

74TH GENERAL ASSEMBLY LEADERSHIP

Colorado Senate



President
Stephen Fenberg
(D-Boulder)



Majority Leader
Dominick Moreno
(D-Adams)



Minority Leader
Paul Lundeen
(R-El Paso)

Colorado House of Representatives



Speaker
Julie McCluskie
(D-Summit)



Majority Leader
Monica Duran
(D-Jefferson)



Minority Leader
Mike Lynch
(R-Larimer)

Things to Keep in Mind When Advocating with Lawmakers



- **Prioritize talking points**
- **Have a clear and concise “ask”**
 - Be direct in your ask that they vote for, against, or amend a bill
- **Be honest, polite, respectful, and a good listener**
- **Know the audience, know the party, know the geography**
- **Don’t make assumptions**
- **Don’t get frustrated**
- **Remember that you are the expert!**

Tips for Drafting a Fact Sheet



- **Visually pleasing is best and less is more**
 - Keep to one page, two max
 - Bullet points
 - Graphics and stats
- **Prioritize the main points, goals, and asks**
 - Include strong value statements and framing
- **Who else is supporting?**
- **Include your contact information like name, phone number, email address, and any affiliations.**
- **Remember you are the expert, so the fact sheet doesn't need to be!**
- **Example Fact Sheets:** [Cover All Coloradans](#), [TANF Reforms](#), [EC Educator Tax Credit](#)

Testifying at the Capitol



- **Testimony is often limited to 3 minutes and can sometimes be shorter.**
- **Be sure to practice your comments beforehand.**
- **Concisely state your position on the bill and why you support or oppose it.**
- **Make a clear ask of the committee members to vote for, against, or to amend the bill.**
- **Members may ask you questions, so be ready.**
 - If you do not know the answer to any question, it is okay to say so—just offer to get the necessary information for them and follow up.
- **If you want to share your views with a committee but cannot testify in person, you can submit your comments in writing.**

Speak Up for Kids



- **Annual advocacy day for 10+ years dedicated to highlighting issues affecting youth and families**
- **Opportunity to share information about electoral outcomes, key players, and overarching political themes**
- **Increase awareness of key legislative issues related to child well-being**
- **Provides resources and trainings for advocates to effectively engage at the Capitol with elected officials and within your own communities**
- **Be on the lookout for information on our 2024 Speak Up for Kids Event Series!**

SCAN THE QR CODE FOR:

SPEAK UP  **FOR KIDS**

- Tips for writing and calling your legislator
- Templates for legislative committee testimony and press engagement
- Colorado House and Senate district fact sheets
- Legislator contacts and committee assignments
- Additional resources from Clayton Early Learning and Colorado Children's Campaign



Examples of the resources available



SPEAK UP FOR KIDS

KEEP SPEAKING UP FOR COLORADO KIDS!

As Sen. Linda Newell said at the inaugural Speak Up for Kids, "There's nothing more important and powerful than a constituent's voice." Your passion for children's issues combined with your own lived experience makes you a powerful advocate. We hope this Advanced Advocacy Toolkit will bolster your efforts to make your voice heard along with other Coloradans. Your advocacy helps ensure that children have a healthy start in life and will have access to experiences that help them discover, learn, and grow.



CALLING YOUR LEGISLATOR: TIPS AND TEMPLATE

- Calls can and should be short and sweet.
- It is unlikely you will speak to your legislator directly. Speaking to their staff or leaving a voicemail has an impact.
- Your call will be most effective if you use your own words to briefly explain why the issue is important to you and your community.

Introduction and ask: State who you are and if you are affiliated with any group or organization. If you are a constituent, give an idea of where you live in the district and/or how long you have lived there. Clearly and respectfully state your request. Do you want them to vote on a bill?

Hi, my name is Charlie, and I am one of your constituents. My family and I have lived in North Denver for more than 20 years. I am calling to urge you to vote YES on House Bill 1289 to make health insurance available to all Coloradans, even those without proper documentation.

Problem to be solved: Let your legislator know what the problem is and why it is important that they address it. Personal examples from constituents can go a long way.

Many Coloradans either can't afford health insurance, or they are denied it because of their immigration status. Unfortunately, that is the case for too many of my neighbors in North Denver. That isn't right, and we need to do more to protect the basic right of health care for all Coloradans.

Solution: Explain why the bill will or won't help the problem. What benefits would the bill bring? How would it directly impact you or your community? If you are requesting amendments or modifications to a piece of legislation, how does those changes impact you or your community?

This important bill will be a great step forward in protecting that basic right. All Coloradans deserve health care coverage, regardless of immigration status. And House Bill 1289 does that.

Closing and restating your ask: Restate how you would like them to vote, thank them for their consideration, and offer to follow up or answer any questions. Be sure to provide your phone number for a call back.

I strongly urge you to please vote "YES" on House Bill 1289. We know this will benefit constituents in our district. I would be happy to answer any questions or talk further if you would like. My number is (303) 555-5555. Thank you very much for the consideration!

Phone call in support of HB222-1289: Cover All Coloradans

Hi, my name is Charlie, and I am one of your constituents. My family and I have lived in North Denver for more than 20 years. I am calling to urge you to vote YES on House Bill 1289 to make health insurance available to all Coloradans, even those without proper documentation.

Many Coloradans either cannot afford health insurance, or they are denied it because of their immigration status. Unfortunately, that is the case for too many of my neighbors in North Denver. That isn't right, and we need to do more to protect the basic right of health care for all Coloradans.

This important bill will be a great step forward in protecting that basic right. All Coloradans deserve healthcare coverage, regardless of immigration status. And House Bill 1289 does that.

I strongly urge you to please vote "YES" on House Bill 1289. We know this will benefit constituents in our district. I would be happy to answer any questions or talk further if you would like. My number is (303) 555-5555. Thank you very much for the consideration!



2023 Key Committee Contacts & Sign-Up Information

Listen to Committee Hearings:

<https://sg001-harmony.slsq.net/00327/Harmony/en/View/UpcomingEvents>

Sign-Up for Written and/or Live Testimony:

<https://www2.leg.state.co.us/CLICS/CLICS2022A/commsummnf.ssf/signin.xsp>

1. Select the right option under "How do you wish to testify?"
2. Click "By Committee and Hearing Item"
3. Scroll to the right committee under "Committee Name"
4. Select the date and time under "Meeting Date and Time"
5. Select the correct bill under "Hearing Item"
6. Fill out your information
7. Submit your written comments -OR- you will receive a Zoom link from Capitol staff before the committee hearing.



Key Senate Committee Assignments

Senate Appropriations, 7 members (4-3)

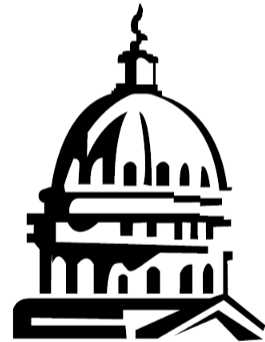
Senator Jeff Bridges, Chair (D-Arapahoe) • jeffbridges.senate@gmail.com 303-866-4846	Senator Rachel Zenzinger, Vice Chair (D-Jefferson) • senatorrachelz@gmail.com 303-866-2316
President Pro Tempore James Coleman (D-Denver) • colemanforcolorado@gmail.com 303-866-4864	Senator Chris Hansen (D-Denver) • chris@hansenforcolorado.com 303-866-4861
Senator Barbara Kirkmeyer (R-Weld) • senirkmeyer@gmail.com 303-866-4876	Senator Bob Gardner (R-EI Paso) • senbobgardner@comcast.net 303-866-2318
Senator Larry Liston (R-EI Paso) • larry.liston.senate@coleg.gov 303-866-2737	

Senate Education, 7 members (4-3)

Majority Caucus Chair Janet Buckner, Chair (D-Arapahoe) • janetbuckners29@gmail.com 303-866-3432	Senator Janice Marchman, Vice Chair (D-Larimer) • janice@janiceforcolorado.com 303-866-4853
Senator Rhonda Fields (D-Arapahoe) • rhonda@rhondaffields.org 303-866-4879	Senator Chris Kolker (D-Arapahoe) • chriskolker@senate@gmail.com 303-866-4883
Senator Paul Lundeen (R-EI Paso) • senatorlundeen@gmail.com 303-866-4835	Senator Mark Baisley (R-Douglas) • mark.baisley@senate@coleg.gov 303-866-2935
Senator Janice Rich (R-Mesa) • janice.rich.senate@coleg.gov 303-866-3077	

HOW TO FOLLOW LEGISLATION AT THE CAPITOL

- Colorado General Assembly website: leg.colorado.gov
- Listen: leg.colorado.gov/watch-listen
- Watch: coloradochannel.net
- Joint Budget Committee: leg.colorado.gov/content/budget



Thank you!

Charlie@coloradokids.org

Advocacy Manager

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Universal Preschool (UPK) Cleanup Bill (HB23-1235)



- Cleanup legislation for the 600-page early childhood bill from 2022.
- **Bill consisting entirely of technical changes** to statute to ensure the success of the Colorado Department of Early Childhood (CDEC) and Universal Preschool Program.
 - These technical changes include updating acronyms, aligning dates and deadlines, correction of errors found in statute, and more.
- Will help ensure that Colorado can realize the transformative vision of HB22-1295: **a streamlined, statewide early childhood system of programs and services that supports the success of families, children, and early childhood program providers across all settings.**