

# How to Write an Effective Lobbying Letter

Address lobbying correspondence to the author of the bill with copies to members of the committee hearing the bill and to your local legislator.



Use your business letterhead when communicating your position on a bill.

March 28, 2016

The Honorable Lois Wolk  
California State Senate  
State Capitol, Room 5114  
Sacramento, CA 91814

SUBJECT: SB 1318 (WOLK) LOCAL GOVERNMENT: DRINKING WATER INFRASTRUCTURE OR SERVICES: WASTEWATER INFRASTRUCTURE OR SERVICES  
SET FOR HEARING – MARCH 30, 2016  
OPPOSE/JOB KILLER – AS INTRODUCED FEBRUARY 19, 2016

Dear Senator Wolk:

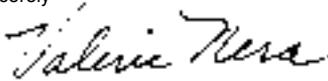
The California Chamber of Commerce must OPPOSE your SB 1318, which has been labeled as a JOB KILLER, because it inappropriately leverages necessary affordable housing in order to solve infrastructure shortcomings. This bill will prohibit the expansion of water or wastewater service to new development until all disadvantaged communities in and around the existing providers have been served.

California needs to build 250,000 new housing units a year just to keep up with growth. The housing market was slow to recover from the economic downturn of the early 2000's putting the state even further behind in meeting its housing needs. SB 1318 exacerbates the problem by putting up more roadblocks to building new homes and commercial centers.

Prohibiting local governments from allowing any new development until all near or adjacent existing communities are served with water and wastewater systems imposes a de facto building moratorium. Meanwhile the lack of housing has pushed the price through the roof for homeownership as well as putting tremendous pressure on the rental market. The high cost of housing threatens jobs because employers don't have affordable housing for their employees in certain communities. Further, this bill stifles the development of new employment centers that could provide many more jobs.

The problem of existing communities without adequate water or wastewater systems certainly needs to be addressed. However the remedy should not be at the expense of new homes and jobs.

For these reasons and others, the CalChamber OPPOSES your SB 1318 as a JOB KILLER.

Sincerely  
  
Valerie Nera  
Policy Advocate

cc: Graciela Castillo-Krings, Office of the Governor  
District Office, Senator Wolk

1215 N Street, Suite 1000  
Sacramento, CA 95814  
916.444.6670  
www.calchamber.com

Keep your letter short. A succinct, one-page letter will have more impact than a longer one. If you have documentation of the bill's impact on your business, enclose it, but keep the letter short.

Indicate immediately which bill you're addressing by its bill number (AB \_\_\_ if it originates in the Assembly, SB \_\_\_ if it originates in the Senate), by an identifying phrase and whether you support or oppose the bill. This will help legislative staff in routing your letter.

In many committees, staff members file correspondence according to the date of the bill's next hearing. If you know the date, be sure to include it. Including such information will help ensure your letter is read in time to have an impact.

Get to the point of your letter quickly: your support for or opposition to the bill.

Provide concrete, credible information on the impact of proposed legislation on your business.

Be sure to make clear for whom you're speaking.

Be sure to be clear about what action you want the legislator to take.

If you have a personal relationship with the legislator, take a moment to write a quick, handwritten note to draw his or her attention to your letter.

Elected officials prefer to hear from persons in authority rather than just from staff members. A letter will have more impact if the business owner or person in a management position signs the letter.

Be sure to send a copy of your letter to the Governor. Also please send a copy to the CalChamber staff members assigned to the bill so they can include information on your support or opposition in their committee testimony.

Use boldface type, underlining or italics sparingly to emphasize important points.

Act promptly. Too many good lobbying letters arrive after a vote already has been taken.

Later...If the legislator does what you ask, be sure to send a thank you letter.

# Expanding Opportunity An Agenda for All Californians

## 2017 Business Issues and Legislative Guide

See the entire CalChamber 2017 Business Issues and Legislative Guide at  
[www.calchamber.com/businessissues](http://www.calchamber.com/businessissues)  
Free PDF or epub available to download.

Special Thanks to the Sponsors  
Of the 2017 Business Issues and Legislative Guide

Premier



Bronze



Iron



We're always with you.®

COMCAST  
BUSINESS  
**B4B**  
BUILT FOR  
BUSINESS™