



# Home Rule: Principles to Action

Virtual Training  
February 27, 2020

# Goals of HR21

Spark a  
conversation

Advance  
legal reform

# The Right Moment

- Growing demand for solutions/action
- More mayors and elected officials calling for change
- Increased media focus on state/local friction
- Voters say it's time for a home rule update
- Emerging research documenting the consequences of the misuse of preemption
- Cross-issue coalitions active in multiple states
- Education campaigns already in play in multiple states

# Narrative

**Need to update HR to meet demands of today and tomorrow**

New challenges: equity, climate change, tech

Identify innovations, solutions, policies that would be put in place

**Need to protect localities from further erosion of authority**

Document amount of state interference in local lawmaking in last decade

Detail consequences - who is affected and how?

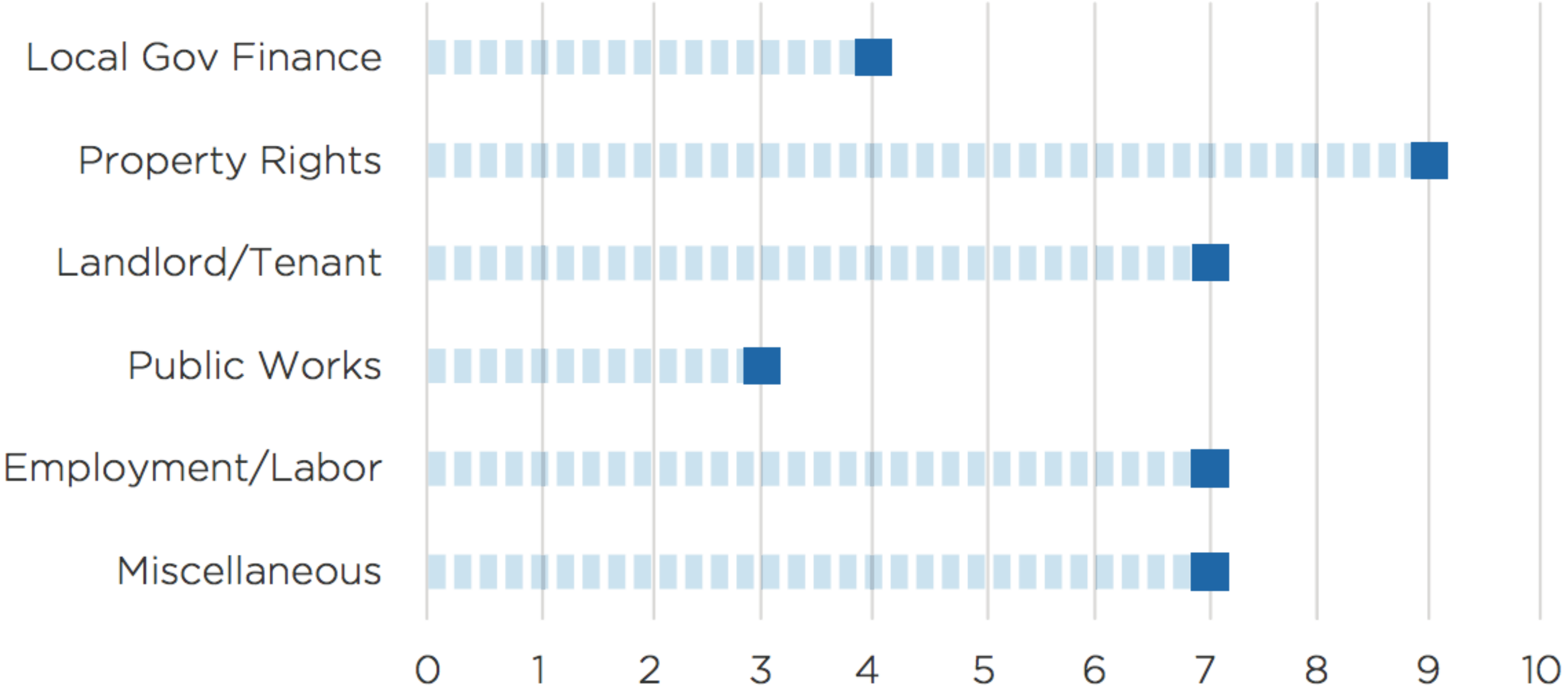
**Need a deeper, structural fix**

Dueling the balance of local / state power session after session, issues after issue is a death by 1,000 cuts

A structural problem requires a structural fix

# 7 sessions: 39 state preemption bills enacted

Figure 1: City of Madison Preemptions 2011-2018



# Build onto what you are **already doing**

**Making the case for local control that advances equity, health, economic well-being**

**Educating elected, allies and the public**

**Recruiting champions**

**Reaching to prospective partners**

**Countering preemption bills; advancing repeal and affirming local authority**

# Creating demand for home rule reform

*Use compelling language that explains both value of HR and need for reform*

Make this a conversation about the power of people, not the power of government to shape their community

They decide.

Local officials need the power to act on their decisions.

Use the current session to remind allies and public:

“This is why we need to update/reaffirm home rule powers.”

# Define a path **forward**

Identify campaign  
strategies and tools

Immediate, iterative,  
and long-term

Possible vehicles:  
Local resolutions  
Model statues



# Build your **team**

**Develop grassroots, communications, and organizing strategies to educate and engage**

**Identify and recruit new (and unusual) champions and allies (rural electeds, conservatives)**

**Coordinate with urban caucus / legislative allies**

# Tactics

NLC/LSSC sign  
on for local  
elected  
officials

Repeal-a-thons

Citizen  
petitions

Amped-up  
media

Briefings,  
webinars for  
existing and  
potential local  
and state allies

Local  
government  
caucus

Local power  
lobby days

Home rule  
rallies