

Library Advocacy Day

2016 Guide



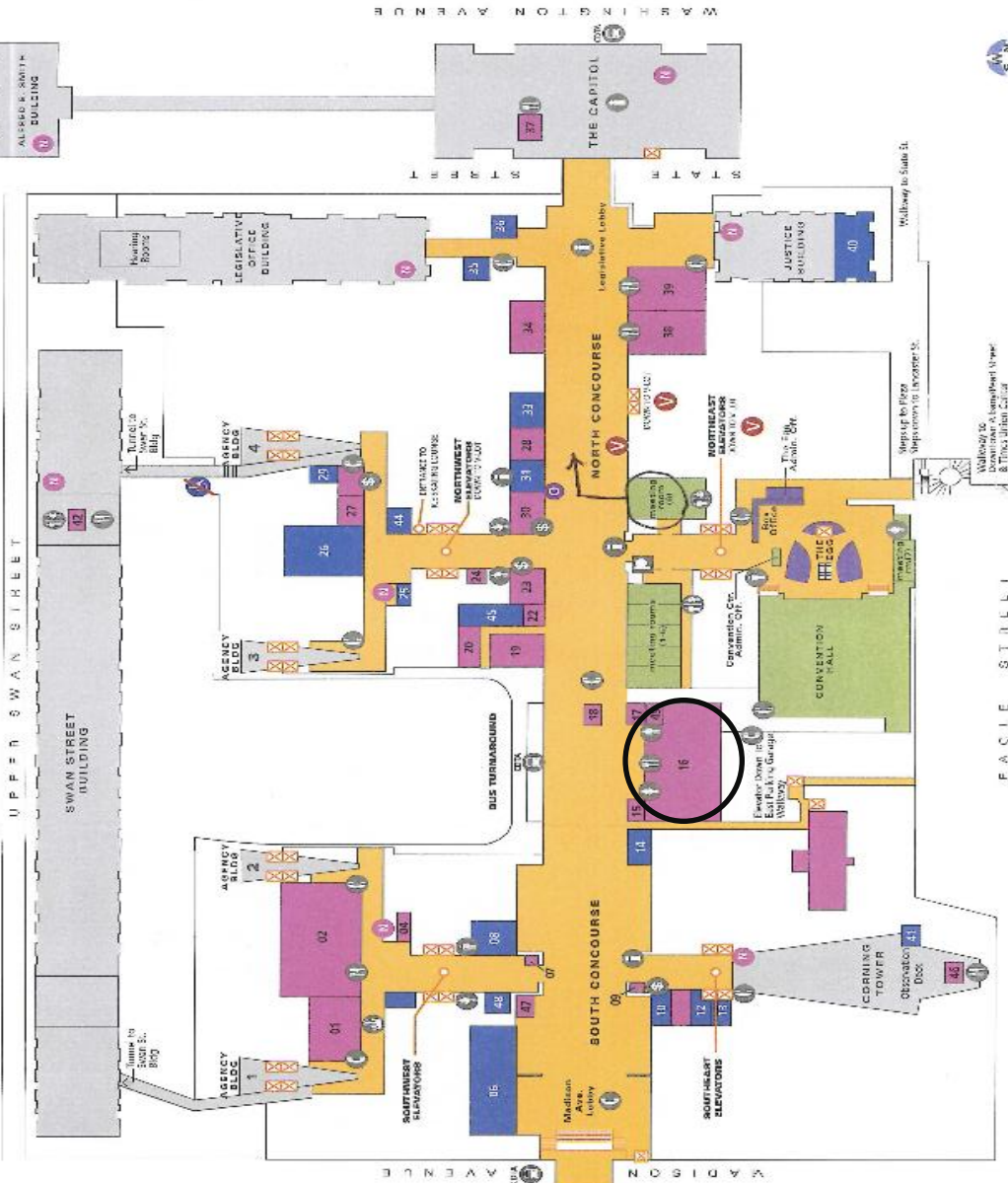
1300 Dryden Rd., Ithaca, New York 14850

(607) 273-4074 • (800) 909-3557

www.flls.org/advocacy



INDOOR CONCOURSE



- KEY:**
- Information
 - ATM
 - Phones
 - Elevators
 - Escalator
 - Restrooms
 - Dining
 - Vending Machine
 - Parallellines Cafeteria
 - Sosno Wizard Hair Styling
 - Sulway
 - NeaGain Wireless
 - Just Jewelry Repair
 - McDonald's
 - Plaza Food Court (Starbucks)
 - Hulk House Bakery (Starbucks)
 - Lot Street Flower Market
 - Scott's Hallmark
 - Planet Land Express
 - Citizen's Bank
 - Thomas Y. Simous Shoe Shine
 - Call Family Dental Practice
 - 3500 Credit Union
 - Key Bank
 - Legislative Gazette
 - Caputo Dell Catereria
 - Liberty Market Galleria
 - Albany Room Restaurant
 - Swan Street Grill
 - 25th Floor Cafe
 - African Reflections
 - Sodexo Caring Office
 - STATE OFFICES
 - NY Network Broadcast Ctr.
 - OGS Plaza Manager, Cultural Events
 - Post Office
 - Employee Health Services
 - OGS Conference Room
 - New York State Police
 - NY's Deferred Compensation Plan
 - DFT Telecommunications
 - Empire State College
 - PLAZA VISITOR CENTER & LOVE NY INFORMATION
 - Employee Assistance Program
 - NY's Assembly Payroll & Travel Unit
 - NY's Assembly Human Resources
 - Victorian Gallery
 - Observation Deck
 - Department of State Fire Prevention and Control
 - CSEA Local 600
 - OGS Food Service Office

Thank you for attending Advocacy Day with us! ♥ ♥ ♥

Library Aid funding is essential to the future of our libraries, and meeting with our legislators is a critical step in winning them as our allies.

BASIC LOGISTICS FOR TODAY:

1. Plan for airport-like security measures between the concourse and meetings with legislators in the Capitol and LOB

- Long lines can spring up without warning! Allow at least 30-45 minutes to enter the LOB and/or the Capitol. You do not need to pass through security to switch between the LOB and the Capitol.
- Metal detectors and bag x-rays will be required.
- Photo ID required for 16+ adults.
- Sharp objects/weapons will be confiscated – leave them on the bus!

2. LOB120 (aka NYLA headquarters)

There have been some changes to the locations. Room 6 *might* be available to hang your coat, but the bus will be locked so it is recommended that you leave anything you do not need on the bus. We'll stop here first thing to pick up our NYLA packets to give to legislators.

3. Lunch

Everyone will get a lunch break. If you would like to purchase a lunch, there are two cafeterias in the concourse, as well as sandwich/snack vending machines in the LOB/Capitol. **Be sure to allow 45 minutes to pass through security for your afternoon meetings.** Lines after lunch can sometimes take up to an hour!

4. Departure

Please go to the food court (#16) immediately after the last meeting. We'll depart as close to 2:30pm as possible. If you get delayed for any reason or run into other logistical issues, please call Kristi. Buses have a very short window to pick people up, and we need to mobilize everyone on board quickly so that we get home by a reasonable hour!

If you have questions or need help/advice today, please call:

Kristi's Cell: 607-592-2566
Amanda's Cell: 401-374-9945
Sarah's Cell: 607-280-3047

MEETING WITH YOUR LEGISLATORS:

1. See the schedule for your scheduled meetings. If you have time, please join other meetings on the schedule if you can! (There are several exceptions to this. Check with Kristi before attending a meeting you aren't scheduled for.)
2. FLLS and NYLA have both prepared packets to deliver to legislators (we'll pick up the NYLA packets in Meeting Room 6). The starred person in each meeting group is in charge of delivering the packets.
3. Before your meetings please review:
 - The biographical information and legislative priorities for each legislator that you are meeting with
 - The 2016 legislative agenda & talking points
 - Our lobbying and storytelling tips
4. Sometimes legislators get called into session, and your meeting will then be with their staff. If this happens, please proceed as usual -- the aide can still pass on your concerns to the legislator.
5. If you have business cards, please bring them! They will save you time so that you don't have to fill out information at each meeting.

OUR PRIMARY LEGISLATIVE PRIORITY:

The last few years of restoration have been a welcome change from the six massive cuts we suffered 2008-2011. Although things are moving in the right direction, Library Aid remains well below the \$102M we received nearly a decade ago in 2007.

According to NYS Education Law libraries should be receiving \$102.6M.

The basic message we want to communicate to our legislators is:

- We are grateful not to receive additional cuts (which would be devastating).
- Increased funding for libraries is **ESSENTIAL** and **CRITICAL**.
- The current funding levels are roughly equivalent to what we received in 2000 and are not sustainable.
- The NYS Public Library Construction Grant Program needs increased funding.
- Talking points and data to help you make your case are included in the following pages, as well as NYLA's general legislative agenda.

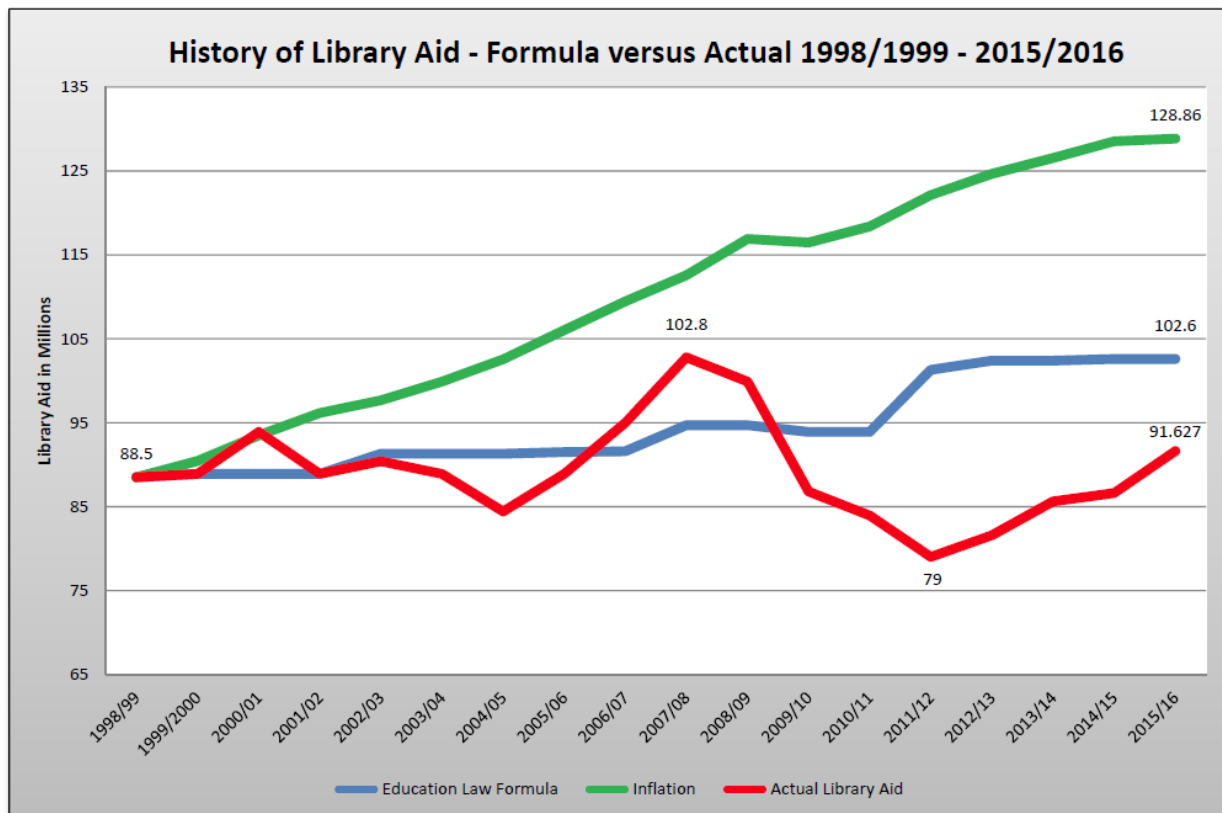
FLLS's 2016 Advocacy Talking Points

A. A brief history of NYS library funding:

Between 1998-2006, library systems received no state funding increases, while other educational institutions received generous increases. When economic conditions worsened, libraries were then the first to receive cuts. **Between 2008-2011, Library Aid suffered six dramatic cuts — a 23% reduction!** In comparison, school aid dropped only 2% during the same period.

Small restorations in the past few years were a step in the right direction, but we still have a long way to go. **Despite last year's restoration to \$91.6M, Library Aid remains below 2000 levels, which is unsustainable. Our libraries need adequate resources to serve their communities!**

Fully-funded Library Aid would comprise less than one-tenth of 1% of the total state budget.



B. Why are library systems important?

Cuts in Library Aid fall heaviest upon library systems, which serve as the backbone of our information infrastructure. They provide cost sharing and efficient shared services that save libraries and their patrons money. Through the Finger Lakes Library System, our local libraries offer access to a wide range of materials and services that they could never afford individually.

According to NYLA, for every \$1 of State Aid put into a public library system, approximately \$7 in services is provided for public library users.

C. Libraries are essential in a tough economy:

Library usage and demand for services are surging. Library usage is up 10% statewide, and up 20% for those households making less than \$50,000 annually.

Libraries offer essential services. For 25% of households earning less than \$50,000 annually, and for 33% of African – American and Latino households, the local library is the primary source of internet access.

Jobseekers need libraries — often simply to apply to jobs! According to a January 2015 Sienna poll, 40% of respondents who had used their local library in the past 6 months for job seeking or career building programs were in households making less than \$50,000 annually.

Libraries ARE education! When schools close at the end of each day, each week, and each school year, libraries remain open to New York's children and families. For pre-school aged children, libraries have continuously provided opportunities for enrichment dedicated to equality of access and free inquiry.

Libraries are the leading digital literacy educators in New York State. Libraries are chartered by the same Board of Regents that oversees schools, colleges, BOCES and other educational institutions. Library aid is administered through the NYS Department of Education.

Increase Funding in NYS Construction Grant Program to \$30M Annually!

State investment has remained stagnant since 2006, at \$14M annually despite the documented accumulated capital need of 2.2B statewide according to a 2014 State Education Department report to the state legislature.

NYLA 2016 BUDGET PRIORITY – LIBRARY CONSTRUCTION AID



Increase Investment in State Library Aid Construction Program to \$30M Annually

Background

1. State investment in the Library Aid Construction Program has **remained stagnant since 2006**, at \$14M annually.
2. This is despite a documented accumulated capital need of \$2.2B statewide, according to a 2014 State Education Department report to the state legislature.

Messaging

1. **Our state's library infrastructure is rapidly aging**
 1. Over 48% of public libraries in NYS are 60+ years old; an additional 33% are 30+ years old
 2. More than 24% of public libraries do not have all public areas accessible to wheelchairs
 3. The age of these critical community assets means they are **extremely energy inefficient**, forcing libraries to use ever-increasing amounts of operating revenue for energy costs – this results in reduced hours of operation, and scaled-back programming and collection development
2. **Library usage and demand for services are surging**
 1. A 2015 Siena Poll found library usage is up: 10% statewide, 15% among women respondents aged 18-34, nearly 15% among African-American respondents, 15% among Latino respondents, and among all income demographics, with usage up 20% for those households making less than \$50,000 annually
 2. The poll also found that 70% of respondents have used their local library in the last six months
 3. This increased usage is taxing already-strained infrastructure. Much of the capital need stems from malfunctioning mechanical equipment, leaky roofs, and overburdened electrical distribution systems
3. **Library use has evolved and space is being used differently**
 1. Patrons now rely on their local libraries for internet access, classroom space for library programs, and community meeting rooms – libraries need to renovate existing space to address this reality
 1. The January 2015 Siena poll found for nearly 33% of African-American and Latino respondents, and 25% of households making less than \$50,000 annually, the public library is their **primary source of internet access**;
 2. Of the respondents who have used their local public library for job seeking or career building programs in the last six months, 53% were African-American,

and 40% were households making less than \$50,000 annually

4. **Libraries are critical public infrastructure – Investment benefits every community and every New Yorker**
 1. NYC’s recent budget included a 10yr/\$300M capital commitment to improve library infrastructure
 2. NYS recently committed to a 5yr/\$900M investment to improve state parks
 3. NYS is contemplating at least \$8.3B to address transportation infrastructure in NYC, and billions more statewide
 4. NYS must make a long-overdue investment in library infrastructure that matches NYC’s investment

Permit Collaborative Capital Improvements for Small & Rural Libraries

[S.6651 Farley / A.9240 Abinanti](#)

Background

1. This legislation would permit small and rural libraries to secure financing through the Dormitory Authority of New York State (DASNY) for desperately-needed capital improvements by pooling projects together through the New York Library Association (NYLA). This measure would help to address an estimated \$2.2B in statewide capital improvement needs for smaller libraries.
2. Many aging, local libraries are forced to defer basic infrastructure needs because their project costs do not reach DASNY’s minimum bonding threshold. Allowing NYLA to aggregate multiple, small projects will create cost efficiencies, enhance collaborative planning, and help smaller libraries address aging and outmoded infrastructure.

Impact

1. If local libraries were permitted to partner and aggregate smaller infrastructure projects to meet DASNY’s bonding threshold, the sharing of fixed costs would allow these projects to move forward.
2. This legislation is analogous to existing authority for members of the New York State Rehabilitation Association and NYSARC, Inc.

QUOTABLE FACTS ABOUT AMERICA'S LIBRARIES (ALA, 2016)

Did You Know?

- 58% of adults in the U.S. have public library cards.
- Americans go to school, public and academic libraries more than three times more often than they go to the movies.
- Reference librarians in the nation's public and academic libraries answer nearly 6.6 million questions weekly. Standing single file, the line of questioners would span from Ocean City, Maryland to Juneau, Alaska.
- A 2012 poll conducted for the American Library Association found that 94% of respondents agreed that public libraries play an important role in giving everyone a chance to succeed because they provide free access to materials and resources.
- There are more public libraries than McDonald's in the U.S. – a total of 16,766 including branches.
- Americans spend nearly three times as much on candy as they do on public libraries.
- Americans check out an average of more than eight books a year. They spend \$35.81 a year for the public library – about the average cost of one hardcover book.
- Almost 89 percent of public library outlets now offer wireless Internet access.
- More than 92% of public libraries provide services for job seekers.
- A 2011 Pew study found that about 24% of library card holders had read e-books in the past year. Of them, 57% preferred borrowing them and about 33% preferred purchasing them.

NYS Legislative Districts by Library

LIBRARY	ASSEMBLY DISTRICT	SENATE DISTRICT
Apalachin	124	52
Auburn	126	50 and 51*
Aurora	126	54
Berkshire	124	52
Candor	124	52
Cato	130	50
Cincinnatus	126	50
Cortland	125	51
Dryden	125	51
Fair Haven	130	54
Groton	125	51
Homer	126	51
Interlaken	132	54
Ithaca	125	58
Lansing	125	54
Lodi	132	54
Marathon	126	51
McGraw	125	51
Moravia	126	51
Newark Valley	124	52
Newfield	125	58
Nichols	124	52
Ovid	132	54
Owego	124	52
Poplar Ridge	126	54
Port Byron	130	54
Seneca Falls	131	54
Spencer	124	52
Trumansburg	125	58
Union Springs	126	54
Waterloo	131	54
Waverly	124	52
Weedsport	130	50

* Auburn's service area is split into two districts. Find your NYS Senator by searching with your address at <http://www.nysenate.gov/>.

The NYS Legislative Process

The Assembly, with its 150 members, and the Senate, with its 61 members, make up the New York State Legislature. Members are elected every two years. Each yearly legislative session begins in early January. One of their primary tasks is creating the yearly budget (due April 1).



The legislature attends session in Albany until the session end, usually in June or July. Legislators can also be called back to Albany for special legislative sessions, formal meetings, committee work or public hearings.

The legislative process begins in committees. Committees in each house analyze proposed bills, hold hearings for public input, and vote on whether such bills should be advanced for consideration. Each member of the Senate and the Assembly is appointed to serve on three to five committees. Both houses have Library Committees.

After the bill is finalized and reviewed, the bill reaches the Assembly floor for debate and vote. If it passes, it goes to the Senate. Once it passes both houses, it goes to the Governor, who may choose to sign it into law or veto. A 2/3 majority of both houses will override a veto.



New York State Assembly

<http://assembly.state.ny.us/>

DISTRICT 124:

Assemblyman Christopher Friend (Republican)

FriendC@assembly.state.ny.us



Chemist, earned his PhD at SUNY Buffalo. Big Flats native and attended Horseheads High School. He was elected to the Chemung County Legislature in 2006, then replaced Tom O'Mara's seat in 2010.

Committees: Ranking Minority Member Children & Families and Local Government Committees. Also sits on Housing; Aging; and Corporations, Authorities and Commissions committees.

Priorities: State government reform, reduced taxes, job creation/business incentives, right to bear arms, reduction of government spending, expansion of charter schools.

Year Elected: 2010

Represents:	District Office:	Albany Office:
Apalachin Berkshire Candor Newark Valley Nichols Owego Spencer Waverly	476 Maple Street P.O. Box 441 Big Flats, NY 14814 607-562-3602	938 LOB Albany, NY 12248 518-455-4538

DISTRICT 125
Assemblywoman Barbara Lifton (Democrat / Working Families)
LiftonB@assembly.state.ny.us



Former teacher. Served in 2009 as Chair of the Assembly Committee on Libraries and Education Technology, in 2010 as Vice-Chair of the Assembly Majority Steering Committee, and was designated as Chair of the Assembly Majority Steering Committee in 2011. In 2015, she was named to the newly-formed Assembly Work Group on Climate Change.

Committees: Agriculture; Education; Election Law; Environmental Conservation; Higher Education; Rural Resources; Legislative Women’s Caucus; Subcommittee on Election Day Operations & Voter Disenfranchisement

Priorities: Lifton makes education a priority, both PreK-12, as well as higher education. Lifton continues to push for implementation of the CFE decision to get new funding and reform to our PreK-12 schools, and fights for state support for all college students, and especially for SUNY campuses. Since 2008, she has devoted significant time to legislation and advocacy dealing with the issue of high volume hydrofracking (HVHF). She has been a leader on other issues of importance to women and families, including daycare, healthcare, and, notably, in the 2010 session, the licensing of midwives.

Year Elected: 2002

Represents:	District Office:	Albany Office:
Cortland Dryden Groton Ithaca Lansing McGraw Newfield Trumansburg	106 E. Court Street Ithaca, NY 14850 607-277-8030	555 LOB Albany, NY 12248 518-455-5444



DISTRICT 126
Assemblyman Gary Finch (Republican)
FinchG@assembly.state.ny.us

Small-business owner (Brew-Finch Funeral Homes), Auburn native. Extensive record of community service: Cayuga County United Way’s president and campaign chair and also on its executive and finance committees; a charter member, past president, and big brother of Big Brothers and Big Sisters; past president Rotary Club; past board member of Hospice of the Finger Lakes; and past member of Leadership Cayuga’s Curriculum Program Committee.

Priorities: Values higher education and heavily involved with Cayuga Community College: Finch has served the college in various capacities including Chair of the Board of Trustees and as a member of the Negotiating, Scholarship, Presidential Search and Strategic Planning committees. He has served on the Assembly’s Education Committee and continues to be a strong and knowledgeable advocate on educational issues.

Committees: Finch currently serves as Assistant Minority Leader to the Minority Conference. He is also assigned to the Assembly committees on Agriculture; Correction; Energy; Environmental Conservation; Insurance; and Rules. Finch previously served as ranking minority member of the Assembly’s Correction Committee and continues to be a vocal advocate on behalf of correction officers, their families and correction issues.

Year elected: 1999

Represents:	District Office:	Albany Office:
Auburn Aurora Cincinnatus Homer Marathon Moravia Poplar Ridge Union Springs	69 South St. Auburn, NY 13021 (315)255-3045	448 LOB Albany, NY 12248 (518)455-5878

DISTRICT 130
Assemblyman Bob Oaks (Republican)
OaksR@assembly.state.ny.us



In September 2011, Minority Leader Brian Kolb appointed Assemblyman Oaks as the Ranking Minority Member of the Ways and Means Committee. The committee is the Assembly's Fiscal Committee where any proposed legislation with tax or spending implications is considered, including the annual \$132.5 billion state budget. The Ways and Means Committee is responsible for analyzing the Governor's budget proposal, holding public budget hearings, forecasting state revenues and participating in joint conference committees. As Ranking Minority Member, Assemblyman Oaks leads the debate on the final budget.

Committees: Rules; Ways and Means; Legislative Task Force on Redistricting.

Priorities: From the time he was first elected in 1992, Assemblyman Oaks' priorities have included improving New York State's economic environment and the agricultural industry, as well as strengthening local government services. He continues to be a dedicated advocate for reducing taxes, enhancing educational opportunities and achieving government reforms. Central to his representation is his commitment to constituent service and help with state government issues.

Year Elected: 1992

Represents:	District Office:	Albany Office:
Cato Fair Haven Port Byron Weedsport	10 Leach Road Lyons, NY 14489 (315)946-5166	444 Capitol Albany, NY 12248 (518)455-5655

DISTRICT 131

Assemblyman Brian Kolb (Republican)
KolbB@assembly.state.ny.us



Minority Leader

He served as an Adjunct Professor of Adult and Graduate Education at Roberts Wesleyan College. He is a former Chairman of the Finger Lakes Community College Foundation and is a former member of the Honeoye Central School Board and the Finger Lakes Community College Board of Trustees.

Legislative Priorities: reducing taxes, improving the quality of education, fostering economic development, providing sound health care and reforming state government.

Committees: Rules

Year elected: 2000

Represents:	District Office:	Albany Office:
Seneca Falls Waterloo	607 W Washington St. Ste 2 Geneva, NY 14456 (315)781-2030	933 LOB Albany, NY 12248 (518)455-3751

DISTRICT 132

Assemblyman Philip A. Palmesano (Republican)
PalmesanoP@assembly.state.ny.us



Ranking Minority Member on the Energy Committee

Active in community affairs, Phil has served on the Steuben County Community Services Board; the Chemung, Schuyler, Steuben Workforce NY system; member of the marketing committee of Catholic Charities of Steuben County. He also has served on advisory committees for Camp Good Days and Special Times and the Greater Corning Chamber of Commerce Corning-Steuben Leadership Program, having been one of the program's inaugural graduates in 2008.

Additionally, Phil is a member of the bipartisan New York State Legislative Commission on Rural Resources, comprised of both minority and majority conference members from the Senate and Assembly, who work together on a wide range of issues including agriculture, economic development, education, environment, land use, local governments, transportation, and health and human services.

Committees: Serves on the Libraries and Education Technology; Corporations, Authorities and Commissions; Real Property Taxation; Local Governments; and Oversight, Analysis and Investigation committees.

Year Elected: 2010 (newly representing this area in 2012 due to redistricting)

Represents:	District Office:	Albany Office:
Interlaken Lodi Ovid	105 E. Steuben St. Bath, NY 14810 607-776-9691 Fax: 607-776-5185	LOB 723 Albany, NY 12248 518-455-5791 Fax: 518-455-4644

New York State Senate

<http://www.nysenate.gov/>

DISTRICT 50

Senator John A. DeFrancisco (Republican)
jdefranc@nysenate.gov



Deputy Majority Leader State Senate

A community leader and education advocate, Senator DeFrancisco is also a former member and President of the Syracuse City School District Board of Education and a past Vice President of the Conference of Large City Boards of Education.

Legislative priorities: reduce crime, reform welfare, reduce taxes, make government more transparent, hold the line on state spending, job creation.

Year elected: 1992 (representing this area since 2012 due to redistricting)

Recent Bullet Aid Contributions to FLLS Libraries: 2015: gave \$3500 to Kellogg Library, \$4000 to Stewart B. Lang Library, \$4000 to Weedsport Free Library, \$13,000 to Seymour Library.

Represents:	District Office:	Albany Office:
Auburn* Cato Cincinnatus Weedsport	333 East Washington Street 800 State Office Building Syracuse, NY 13202 United States Phone: (315) 428-7632	416 Capitol Albany, NY 12247 United States Phone: (518) 455-3511

*Auburn's service area is splits into two districts. Please use your specific address at <http://www.nysenate.gov/> to find your NYS Senator.

DISTRICT 51

Senator James L. Seward (Republican)

Seward@nysenate.gov



Member of the Senate Library Committee.

In 2011, Seward became assistant majority leader on conference operations. He works closely with senate leadership in directing important legislation to the senate floor.

Senator Seward has been a consistent advocate for education, securing state aid for local districts to offset rising taxes and to support technology and special education initiatives within his schools. He strongly supported enactment of the STAR school tax relief program and has championed property tax relief.

Legislative priorities: jobs, business growth, tax relief, health insurance coverage/reform, economic development.

Committees: Insurance Committee(chair); Agriculture, Education; Finance; Health; Higher Education; Libraries; Mental Health and Developmental Disabilities; Rules; Heroin Task Force.

Year elected: 1986

Recent Bullet Aid Contributions to FLLS Libraries:

2015: Gave \$3500 a piece to Cortland Free Library, Groton Public Library, Lamont Memorial Free Library, Peck Memorial Library, Phillips Free Library, Powers Library, and Southworth Library Association.

Represents:	District Office:	Albany Office:
Auburn* Cortland Dryden Groton Homer Marathon McGraw Moravia	41 So. Main Street Oneonta, NY 13820 United States Phone: (607) 432-5524	172 State Street Room 430, Capitol Albany, NY 12247 United States Phone: (518) 455-3131

* Auburn's service area is splits into two districts. Please use your specific address at <http://www.nysenate.gov/> to find your NYS Senator.

DISTRICT 52

Senator Fred Akshar (Republican)
akshar@nysenate.gov



Fred has dedicated his career to serving and protecting the citizens of the Southern Tier. He's spent 15 years with local law enforcement, 2 years with the Chenango County Sheriff's Office and 13 with the Broome County Sheriff's Office. Fred's law enforcement experience touched on every level of the Sheriff's Office operations, and provided him with an intimate knowledge of the concerns of the people and communities across the entire region.

Fred is a champion for crime victims and for protecting young people from the scourge of dangerous drugs, like heroin. He served as a volunteer member of the Crime Victims Assistance Center Board and the Broome Opioid Abuse Council, where he used his firsthand experience in combating drug trafficking and intervening on behalf of victims of drug addiction to advocate for better education, prevention and treatment for heroin's victims.

Committees: Elections (chair); Banks; Cities; Codes; Labor; Consumer Protection; Crime Victims, Crime & Correction; Legislative Commission on Rural Resources

Legislative Priorities: As a State Senator, Fred's priorities are strengthening the Southern Tier economy by helping small businesses succeed and create jobs, battling drug addiction and making our communities safer, as well as fighting for a fair shake from Albany.

Year Elected: 2015 (special election on November 15th)

Represents:	District Office:	Albany Office:
Apalachin Berkshire Candor Newark Valley Nichols Owego Spencer Waverly	44 Hawley St. Rm 1607 Binghamton, NY 13901 (877) 854-2687	429 State Capitol Building Albany, NY 12247 (518) 455-2677

DISTRICT 54
Senator Mike Nozzolio (Republican)
Nozzolio@senate.state.ny.us
Senate Majority Whip



Prior to his election to the New York State Senate, Senator Nozzolio served for 10 years in the New York State Assembly representing Cayuga, Seneca and Wayne Counties. He served as a JAG officer in the U.S. Naval Reserves and is currently a Commander in the New York Naval Militia.

Committees: Codes (chair); Finance; Investigations & Government Operations; Judiciary; Racing, Gaming, & Wagering; Crime Victims, Crime, & Correction; Elections; Transportation; Rules; Heroin Task Force; Task Force on Lyme & Tick- Borne Diseases

Priorities: cut taxes, property tax relief, economic recovery/business growth, Medicaid reform, open, transparent budget negotiations.

Year elected: 1992

Recent Bullet Aid Contributions to FLLS Libraries:

2015: Gave \$10,000 a piece to Aurora Free Library, Fair Haven Public Library, Interlaken Public Library, Lansing Community Library, Lodi Whittier Library, Edith B. Ford Library, Hazard Library, Port Byron Library, Springport Free Library, and Waterloo Library and Historical Society. Gave \$20,000 to the Seneca Falls Library.

Represents:	District Office:	Albany Office:
Aurora Fair Haven Interlaken Lansing Lodi Ovid Poplar Ridge Port Byron Seneca Falls Union Springs Waterloo	119 Fall Street Seneca Falls, NY 13148 (315) 568-9816 FAX: (315) 568-2090	Room 503 Capitol Building Albany, NY 12247 (518)455-2366 FAX: (518)426-6953

DISTRICT 58
Senator Tom O'Mara (Republican)
OMara@nysenate.gov



Senator O'Mara is a native of Chemung County, born and raised in Horseheads. Active in his community, Senator O'Mara is counsel to the Chemung County Industrial Development Agency. His focus is on improving the business climate in NYS and fostering economic growth in the region.

Committees: At the beginning of the 2015 legislative session, Senator O'Mara was appointed chairman of the Senate Standing Committee on Environmental Conservation. In addition to his chairmanship, the senator also serves as a member on the following nine Senate committees: Agriculture; Banks; Codes; Energy and Telecommunications; Finance; Insurance; Investigations and Government Operations; Judiciary; and Transportation. He also serves as one of five state senators serving on the joint, bipartisan Legislative Commission on the Development of Rural Resources, and as a member of the following Senate Task Forces: Heroin and Opioid Addiction; Lyme and Tick-borne Diseases; and Workforce Development.

Priorities: Outspoken in his opposition to the out-of-control spending in Albany, cutting waste in government, particularly in the state's \$50-billion-plus system of Medicaid where he has championed better ways to manage care, improve disease management and utilize cutting-edge data mining technology to potentially save billions of taxpayer dollars that are being lost to waste, fraud and abuse.

Year Elected: 2010 (served in NYS Assembly 2005-2010)

Represents:	District Office:	Albany Office:
Ithaca Newfield Trumansburg	333 East Water Street (3rd Floor, Suite 301) Elmira, NY 14901 United States (607) 735-9671	812 Legislative Office Building Albany, NY 12247 (518)455-2091

Lobbying Tips

A. Universal Lobbying Principles:

Five basic rules of effective communication for advocacy:

1. **Be Brief.** A Legislator's time is limited and so is yours.
2. **Be Appreciative.** Give thanks for past support and current action or efforts.
3. **Be Specific.** Refer to exact titles and bill numbers you want supported, and speak about specific local library needs. Refer to the legislator's own district's needs if you live or work there. Be specific about how people's lives are affected by the bill or issue.
4. **Be Informative.** Give good reasons why a bill or measure should be supported.
5. **Be Courteous.** The name of the game is respect. Ask. Do not demand or threaten. Be pleasant but firm, positive and polite.



Additional important tips:

- Be passionate, enthusiastic, and committed to your ideas and concerns.
- Do not whine, complain, or display anger.
- Focus deliberately on your message and never introduce non-library issues.
- Use simple language and avoid jargon.
- Be scrupulously honest and forthright in all communications.

- adapted from the American Library Association

B. How to Tell Your Story:

The most effective way to communicate to your legislators about the importance of libraries is often to share a library story or two that shows how your library makes a difference.

Effective stories...

1. are simple, brief and personal
2. have a beginning, middle and end
3. have a "punchline"
4. do not use real names unless you have been given permission
5. have a message
6. are appropriate
7. are specific
8. show the library/librarian clearly solving a problem or filling a need
9. illustrate your point in real-life terms.

A few carefully chosen statistics can be impressive, but personal stories offer a powerful emotional connection that brings your message to life. The most effective stories are not about what the library does. They are about the people who use and benefit from our libraries. They are the inventor who did his research at the university library, the school child who talks online to a scientist at the North Pole, the welfare mother who starts her own business based on what she's learned at the library.

-- partially excerpted from "LSTA Success Stories", by Patricia Glass Schuman

C. Meeting with Legislators in Person:

1. Be on time for your meeting.
2. Dress comfortably, but look your best (business casual is fine).
3. Identify yourself – trustee? friends of the library?
library user? staff?
4. Be concise and diplomatic.
5. Be a good listener.
6. Put a local and personal angle on the issues.
7. Press for a commitment. Don't let your legislator evade the issue or change the subject.
8. Don't be intimidated! Your legislator is in office to serve you.
9. Don't guess. If you don't know the answer to a question promise to provide one.
10. Say thank-you when you leave. Follow-up with a brief note, repeating succinctly the reason for your visit. *A sample thank you note is provided in this guide.*



Sample Thank You Note

Your Name
Your Street Address
Your City, State, Zip

Date

The Honorable John Doe
New York State Senate / New York State Assembly
Legislator's Address

Dear Senator Doe / Assemblyman Doe,

Thank you for taking the time to speak with me last Wednesday about restoring Library Aid to \$102.6M in this year's budget, the full amount according to NYS Education Law.

As we discussed, in this rural area the library is often the only place that people can go to access technology, to fill out job applications, and to continue their learning. Through the cost-sharing infrastructure that FLLS provides our libraries are able to offer numerous essential resources to their communities despite limited resources, but we can't live on love alone. In these difficult economic times, your support for sustainably-funded library systems is needed now more than ever.

As the great astronomer and author Carl Sagan once said, "I think the health of our civilization, the depth of our awareness about the underpinnings of our culture, and our concern for the future can all be tested by how well we support our libraries". Last year's 4.9% funding restoration was a step in the right direction towards passing that test, but we have another 16% to go just to return to funding levels from nearly a decade ago. Please continue to represent the interests of our libraries by supporting a funding restoration this year.

Sincerely,

Your Name
Title