



## 2022 Advocacy Guide

In **2021**, The Washington Can't Wait Campaign built a movement of constituents and organizations across Washington who called on their legislators to update the Growth Management Act to address the biggest crises facing our state. For an overview of our work last year, [check out this blog post](#).

**This year, we are back to finish what we started** and ensure that our state is planning for the impacts of climate change, housing equity, and protecting our farms and forests.

**To do this**, we are focusing on three policy initiatives for the 2022 legislative session. Check out [our full campaign platform](#) and [our campaign bill tracker](#) to find out more about each of our priorities and where they are in the legislative process.

**Whether you are coming here as an individual constituent or as a member of one of our partner organizations**, we need your help to win big in 2022. Check out this guide for resources to help you dive into your advocacy.

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## **Campaign Platform**

### **2022 Legislative Session**

**Land use planning sits at the intersection of the biggest ecological and social problems plaguing our state.** From climate change to housing affordability, environmental justice and the protection of our farms and forests, how we plan to accommodate growth has profound impacts on the health and resilience of our communities, whether you live in a rural area, urban or somewhere in between. And in Washington, the Growth Management Act is the body of policy that dictates how cities and counties plan for growth. The GMA offers us a tool to create more equitable, just, and livable places for all Washingtonians.

**In 2021, The Washington Can't Wait Campaign built a movement** of constituents and organizations across Washington who called on their state legislators to update the Growth Management Act to address the housing and climate crises facing our state.

**This year, we are back to finish what we started** and ensure that our state is planning for the impacts of climate change, housing equity and is protecting our farms and forests.

**No matter where you live in Washington,** whether rural, urban or somewhere in between, you are impacted by these crises and the ways that they intersect with our land use decisions.

**To ensure this work gets done,** we are focusing on three policy initiatives for the 2022 legislative session:



## Climate Change: HB 1099

**Pass HB1099 to ensure Washington cities and counties are planning for climate resilient communities while reducing our contributions to the climate crisis.**

- We don't have any time to waste. Another summer of heat waves, smoke and wildfires makes it clear that climate change is already at our doorstep.
- While the WA State Legislature took good steps to address climate change last year, it is a moral imperative that we continue to take decisive and bold action to create resilient communities that protect our most vulnerable populations and reduce our reliance on fossil fuels. HB1099 will help get us there.
- HB 1099 is well-positioned to pass this session: we've already laid the groundwork by funding the Department of Commerce to create the programs necessary to implement the bill.
- We must pass HB 1099 early in 2022 in order to impact the Central Puget Sound 2024 comprehensive planning process.
- We're so proud of the steps the legislature has taken to make Washington State a climate leader -- let's keep up the momentum and pass more climate legislation, now is not the time to be apathetic!

### What's in the bill:

- HB1099 will add a climate change goal and element to our state's Growth Management Act that:
  - Requires the largest and fastest growing counties and cities to choose from a list of actions developed by the Department of Commerce to reduce their vehicle miles traveled and greenhouse gas emissions to meet state goals for reduction,
  - Requires all counties and cities planning under the Growth Management Act to plan to address the impact of climate hazards on people, property and ecological systems,
  - Includes a definition of environmental justice in the GMA and stipulates that our land use planning should work to achieve environmental justice and not worsen existing environmental health disparities.



## Housing Equity: HB 1220

**Fully fund the implementation of HB1220, which was signed into law in 2021, to ensure that the state legislature does not short-change housing equity.**

- In 2021, we worked successfully with constituents, partners, and legislators to pass HB1220, a bill that will take strides to end income and race-based discrimination in Washington's housing policy that have caused harm and displacement in our communities for too long.
- We also know that creating dense, affordable, walkable, and transit-oriented communities is one of our best tools in the fight against climate change.
- While we secured funding for this work to happen at the state level, the legislature failed to allocate funding for local governments to implement these vital policies.
- We cannot short change housing equity. To implement this work, and to do it well with the voices of impacted communities centered, we have to give financial support to our local jurisdictions and community organizations.
- The amount we are asking for is pennies on the dollar in comparison to the size of the state legislature's budget, and the impact on communities will be profound.
- Fully funding local governments and community organizations to implement HB1220 is a vital investment in Washington communities.

### What's in the bill:

- HB 1220 is a game-changing update to the GMA housing element that will ensure that cities;
  - Are planning for housing affordable to people at all income levels,
  - Redress the impacts from historic racist housing policies,
  - Adequately plan for and allow homeless housing and shelters in a majority of zones,
  - Identify communities at high risk of displacement and implement anti-displacement policies, programs and regulations to prevent people from being priced out of the neighborhoods that they call home





## Protecting Forests and Farms from Sprawl\*

**Close the GMA's 'sprawl loophole' to protect farmland, forests, and critical habitats from unnecessary sprawl.**

- For the last 12 years, Futurewise has worked to close a crucial loophole in the GMA known as the 'vesting loophole'.
- This loophole undermines the intent of the GMA by allowing counties to subvert the Growth Management Hearing Board appeals process to illegally build sprawling developments that gobble up farmlands, forests, and critical habitats, put a financial strain on jurisdictions to provide adequate facilities and services to new developments, and can impact a local government's ability to secure state grants if they are found to be out of compliance with the GMA.
- Growth will continue to occur in Washington, and so long as this loophole exists, there will be people who exploit it for irresponsible development on lands that we desperately need to protect.

### What's in the bill:

- This bill would close the 'sprawl loophole' by:
  - Setting a new effective date for actions relating to urban growth areas; agricultural, forest, or mineral resource lands; limited areas of more intensive rural development; new fully contained communities; or master planned resorts.

\*Currently, this policy is written in SB5042, which is the bill we ran through the legislature last year. There is a chance that it will be re-introduced for 2022. If this happens, the policy will stay the same but the bill number will change.



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## **Individual Advocacy Toolkit**

Interested in advocating with the WA Can't Wait Campaign? Fill out our [advocate form](#) to let us know how you're interested in engaging, and our Lead Organizer, Jamie, will reach out to make sure you have the information and resources you need.

### **Stay Up to Date:**

- 1) Join our WCW email list for weekly campaign updates, using this link: [futurewise.org/wacantwait](https://futurewise.org/wacantwait)
- 2) Email Jamie at [jamie@futurewise.org](mailto:jamie@futurewise.org) to be added to our advocate Slack Space and email listserv.
  - a) This is the BEST way to get timely, advocate-specific updates on the campaign, legislation, events, calls to action, and much more.

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## **Ways to Advocate**

### **Meet with your Legislators for a Virtual Lobbying Session**

From now through the end of the 2022 legislative session, supporters of the Washington Can't Wait campaign will “go to the state legislature” virtually to ask them to pass major updates to the Growth Management Act (GMA) that will address the climate crises, housing affordability, and farm and forest protection. No one can





speaking to the benefits these updates to the GMA will bring to a legislator's district better than their own constituents – that's you.

If you are interested, check out our [Virtual Lobbying Guide](#) to get started, and join us for a Virtual Lobbying Training on December 2nd from 6:30-7:30 PM! [Register here.](#)

Reach out if you have questions or want to be connected to other volunteer lobbyists in your district. If you are already working to meet with your legislators, don't forget to fill out this [Lobbying Meeting Exit Survey](#) after your meeting!

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### Contact your Legislators

[Check out this guide](#) for template emails, social posts, and call scripts to use in reaching out to your legislators!

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### Write an Op-Ed

By writing an op-ed or letter to the editor to submit to a local publication, you will play a critical role in spreading awareness about this campaign to your fellow constituents and legislators by getting local media attention on the need to update the Growth Management Act. It is also a unique opportunity for you to share your story and why these issues matter to you! [Check out our comprehensive Op-Ed Guide at this link:](#)



**Interested in helping us support advocate writers?** We are currently looking for a volunteer to help us support our advocate writers in their writing process. This role includes: reaching out to individuals who express interest in writing a piece to share our Op-Ed Guide and supporting volunteer writers in writing their piece, selecting a publication, and going through the submission process. Email [jamie@futurewise.org](mailto:jamie@futurewise.org) for more information!

[Check out this link](#) for a list of WA based publications and guidelines for submission. Want to submit to a publication that isn't on our list? Let us know where you want to publish so we can update our list! Don't see a publication that is in your area? Reach out and we will help you find one.

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## Spread the word on Social Media

Feel free to [use the graphics in this folder](#) to go along with any post that you make! [Social Graphics](#)

If you want to tag your legislators, you can find their [social media handles here](#).

Please tag us so we can amplify your message!

1. Twitter: @FuturewiseWA
2. Facebook: @Futurewise.Washington
3. Instagram: @futurewise.wa



## Templates

### Full Platform Posts:

- Join me in supporting the #WACantWait Campaign to update our state's Growth Management Act to ensure we are planning for a more affordable, equitable, and climate-resilient future. Learn more at [futurewise.org/wcw](https://futurewise.org/wcw).
- [TAG YOUR LEGISLATOR(S)]: If we want more resilient and equitable communities, we need to update the GMA's land-use policies. Vote #YESonHB1099, YES to #closethe loophole, and #FundHousingEquity by giving local govts money to implement HB1220.
- #WACantWait! [TAG YOUR LEGISLATOR(S)], it is time to update the GMA to address climate change (HB 1099) and protect forests and farmland from sprawl, and to ensure that local govts and community orgs receive funding to address housing equity by implementing HB1220
- [#WACantWait](#) to address climate change, environmental protection, and housing affordability through the GMA. I am excited to urge [TAG YOUR LEGISLATOR(S)] to vote YES to #closethe loophole, [#YESonHB1099](#) and to [#FullyFundHB1220](#) so our communities can address the housing crisis.

### HB1099 Posts: Add climate change to the GMA

- [TAG YOUR LEGISLATOR(S)], this summer has shown us that the climate crisis is here to stay. Vote #YESonHB1099 to ensure WA cities and counties are planning for climate-resilient communities while reducing our contributions to the climate crisis. #WACantWait
- [TAG YOUR LEGISLATOR(S)]- Another summer of heat waves, smoke, and wildfires, it's clear that climate change is already at our doorstep. #WACantWait to address this crisis from every angle. Vote #YESonHB1099 to ensure WA is planning for a climate-resilient future.



- [TAG YOUR LEGISLATOR(S)]- In 2021, #WAleg took good steps to address climate change, but we must continue to take decisive and bold action to create resilient communities that protect our most vulnerable and reduce our reliance on fossil fuels. Vote #YESonHB1099. #WACantWait

### Posts to Close the 'sprawl loophole'

- [TAG YOUR LEGISLATOR(S)], The GMA exists to protect farmland and forests and to curtail harmful sprawl. However, there is an sprawl loophole in the GMA that has resulted in the loss of critical lands for development. #WACantWait, vote YES to #closethe loophole..
- [TAG YOUR LEGISLATOR(S)], there is a harmful loophole in the GMA that allows for sprawling development on our forests and farmland. Growth will continue to occur, and we need to ensure it occurs responsibly. Vote YES to #closethe loophole in 2022. #WACantWait

### Fund HB1220 Posts: Don't shortchange housing equity

- [TAG YOUR LEGISLATOR(S)], last year, #WAleg passed HB1220, a historic bill that will address income and race-based housing discrimination. Now, we need to give local govts and community orgs money to implement it. We can't afford to short-change #housingequity. #WACantWait
- [TAG YOUR LEGISLATOR(S)], We can't short change #housingequity. To implement HB1220, and to do it well with the voices of impacted communities centered, we have to give support to our local jurisdictions and community organizations. Please support efforts to #FullFundHB1220.



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## Share your Story or Vision!

The WA Can't Wait Campaign is putting a call out to artists and storytellers across the state to participate in two exciting new projects that we have launched for the 2022 legislative session.

### WA Can't Wait Storytelling Project

With this project, we are hoping to collect a diversity of stories that highlight the ways that people across WA have been impacted by the housing and climate crises. These stories can be in any form and, with permission, will be shared on our social media accounts to draw awareness to the impacts that these crises have on people across the state. For more information and guidelines on how to submit, [click here!](#) You can also check out and share our posts on [Facebook](#), [Twitter](#) and [Instagram](#).

### WA Can't Wait Livable Future Art Initiative

We are putting out a call to artists to share their vision for a more livable Washington to be featured in our social media posts and our virtual art gallery. For more information and guidelines on how to submit, [click here!](#) You can also check out and share our posts on [Facebook](#), [Twitter](#) and [Instagram](#).

Your vision and your story matter. If you feel called, please consider making a submission to either of these projects, and share these opportunities with other artists and storytellers in your life.



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## Recruit your Friends and Family

Interested in helping us grow this movement to encourage our legislators to prioritize updates to the Growth Management Act to meet today's challenges? **Ask your friends and family to get involved!**

Links to share:

- [Advocacy Form](#)
- [Legislator Contact Guide](#)
- [Donate to the Campaign](#)
- [Email Updates](#)

Template language to ask your friends to join our campaign:

Hi [NAME],

I'm reaching out to ask you to join me in supporting Futurewise's Washington Can't Wait campaign to update the [Growth Management Act](#). If you haven't heard of the GMA, it's a statewide framework that sets goals for cities and counties in developing comprehensive plans for growth. When the campaign first started, prior to the 2021 legislative session, the GMA didn't adequately address housing affordability, doesn't require cities or counties to plan for climate change or environmental justice at all, and still allows for illegal growth to occur. [Although we made a lot of progress together in 2021](#), the WA Can't Wait Campaign is working to finish what we started by filling these gaps in the GMA this 2022 legislative session. [Check out their policy platform](#) to learn more!

I'm joining the Washington Can't Wait campaign to change that and I'm hoping you'll join me! I'm supporting the campaign because [FILL IN YOUR REASON]. We can't wait to make these changes for Washington communities, which is why we're organizing to pass legislation in the 2022 legislative session. Will you join me in





advocating with the campaign and contacting your legislators? Here are some ways to plug in!

- [Advocacy Form](#)
- [Legislator Contact Guide](#)
- [Join the All Advocate Meeting on November 22nd!](#)
- [Join a Virtual Lobbying Training on December 2nd.](#)

Let me know if you have any questions about Washington Can't Wait.

[YOUR NAME]

***\*If you want any help or guidance on how to talk to the people in your life about this campaign, or if you or they have any questions, please don't hesitate to reach out to our lead organizer, Jamie Ptacek, at [jamie@futurewise.org](mailto:jamie@futurewise.org).***





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## **Partner Advocacy Toolkit**

### **Join our Coalition:**

Interested in joining our coalition of partner organizations advocating with the WA Can't Wait Campaign? Fill out our [partner sign-on form](#) to get your logo added to any of our three policy sign-on letters ([linked here](#)) and to let us know how you're interested in engaging. Our Lead Organizer, Jamie, will reach out to make sure you have the information and resources you need.

### **Connect with Us:**

Want to schedule a chat with Jamie or our lobbyist Bryce to get more information on our platform before you decide to sign on? Email [jamie@futurewise.org](mailto:jamie@futurewise.org) or [book a time to meet on her Calendly](#).

### **Stay Up to Date:**

- 1) Join our general WCW email list for weekly campaign updates, using this link: [futurewise.org/wacantwait](https://futurewise.org/wacantwait)
- 2) Email Jamie at [jamie@futurewise.org](mailto:jamie@futurewise.org) to be added to our partner Slack Space, email listserv, or (once session begins) bi-weekly WA Can't Wait partner calls.
  - i) This is the BEST way to get timely, partner-specific updates on the campaign, legislation, events, calls to action, and much more.



## Ways to Advocate

### Share Calls to Action with your Members

One of the most impactful ways for you to support this work is to act as a mega-phone for our campaign updates and calls to action. Throughout the legislative session, we will be sharing resources and templates to assist you in broadcasting campaign actions to your membership lists and supporters. **To receive these updates, get in touch with Jamie to either be added to our partner organization email listserv or slack space.**

**Here are some links to opportunities to get involved with the campaign that you can share with your members:**

[-Sign-up to advocate with the campaign](#)

[-Join the WCW Email list](#)

[-Write an op-ed in support of the campaign](#)

[-Share your story for our WA Can't Wait Storytelling Project](#)

[-Share your vision for a more livable WA through our Livable Future Art Initiative](#)

[-January 19th SB5042 Educational Event and Text Bank](#)

[-January 26th HB1099 Educational Event and Text Bank](#)

We would especially love any support you can offer in recruiting your members to meet virtually with their legislators to lobby for these WA Can't Wait priorities. Reach out to [jamie@futurewise.org](mailto:jamie@futurewise.org) if you are interested in helping recruit volunteer lobbyists, and share our [Virtual Lobbying Guide](#) with anyone who might be interested.



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## Post to Social Media

Posting to social media is a great way to increase visibility for these policy priorities, as well as to show inter-organizational solidarity. Below are some template posts you can make to your social accounts, and you can find more in our [guide to contacting your legislators](#).

Feel free to [use the graphics in this folder](#) to go along with any post that you make!

If you want to tag legislators relevant to your organization, you can find their [social media handles here](#).

Please tag us so we can amplify your message!

4. Twitter: @FuturewiseWA
5. Facebook: @Futurewise.Washington
6. Instagram: @futurewise.wa

### Full Platform Posts:

- Join us in supporting the #WACantWait Campaign to update our state's Growth Management Act to ensure we are planning for a more affordable, equitable, and climate-resilient future. Learn more at [futurewise.org/wcw](https://futurewise.org/wcw).
- [TAG YOUR LEGISLATOR(S)]: If we want more resilient and equitable communities, we need to update the GMA's land-use policies. Vote #YESonHB1099, YES to #closethe loophole, and #FundHousingEquity by giving local govts money to implement HB1220.
- #WACantWait! It is time to update the GMA to address climate change (HB 1099) and protect forests and farmland from sprawl, and to ensure that local



govts and community orgs receive funding to address housing equity by implementing HB1220. Get involved at [futurewise.org/wacantwait](https://futurewise.org/wacantwait).

- [#WACantWait](https://futurewise.org/wacantwait) to address climate change, environmental protection, and housing affordability through the GMA. This legislative session, tell your legislators to vote YES to [#closethe loophole](https://futurewise.org/wacantwait), [#YESonHB1099](https://futurewise.org/wacantwait) and to [#FullyFundHB1220](https://futurewise.org/wacantwait). Get resources to help you advocate at [futurewise.org/wcwavocacy](https://futurewise.org/wcwavocacy)

### HB1099 Posts: Add climate change to the GMA

- [TAG YOUR LEGISLATOR(S)], this summer has shown us that the climate crisis is here to stay. Vote [#YESonHB1099](https://futurewise.org/wacantwait) to ensure WA cities and counties are planning for climate-resilient communities while reducing our contributions to the climate crisis. [#WACantWait](https://futurewise.org/wacantwait)
- [TAG YOUR LEGISLATOR(S)]- Another summer of heat waves, smoke, and wildfires, it's clear that climate change is already at our doorstep. [#WACantWait](https://futurewise.org/wacantwait) to address this crisis from every angle. Vote [#YESonHB1099](https://futurewise.org/wacantwait) to ensure WA is planning for a climate-resilient future.
- [TAG YOUR LEGISLATOR(S)]- In 2021, [#WALeg](https://futurewise.org/wacantwait) took good steps to address climate change, but we must continue to take decisive and bold action to create resilient communities that protect our most vulnerable and reduce our reliance on fossil fuels. Vote [#YESonHB1099](https://futurewise.org/wacantwait). [#WACantWait](https://futurewise.org/wacantwait)

### Posts Close the 'sprawl' loophole

- [TAG YOUR LEGISLATOR(S)], The GMA exists to protect farmland and forests and to curtail harmful sprawl. However, there is an 'illegal growth' loophole in the GMA that has resulted in the loss of critical lands for development. [#WACantWait](https://futurewise.org/wacantwait), vote YES to [#closethe loophole](https://futurewise.org/wacantwait)..



- [TAG YOUR LEGISLATOR(S)], there is a harmful loophole in the GMA that allows for illegal growth on our forests and farmland. Growth will continue to occur, and we need to ensure it occurs responsibly. Vote YES to #closethe loophole in 2022. #WACantWait

### **Fund HB1220 Posts: Don't shortchange housing equity**

- [TAG YOUR LEGISLATOR(S)], last year, #WAleg passed HB1220, a historic bill that will address income and race-based housing discrimination. Now, we need to give local govts and community orgs money to implement it. We can't afford to short-change #housingequity. #WACantWait
- [TAG YOUR LEGISLATOR(S)], We can't short change #housingequity. To implement HB1220, and to do it well with the voices of impacted communities centered, we have to give support to our local jurisdictions and community organizations. Please support efforts to #FullFundHB1220.

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### **Write an Op-Ed**

Writing an op-ed as an organization is an incredible way to draw attention to these issues and urge both constituents and legislators into action. If you are interested in writing a piece as an organization, [check out our comprehensive Op-Ed Guide at this link](#) and email [jamie@futurewise.org](mailto:jamie@futurewise.org) so she can support you in the process.



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## Contact Legislators who are Relevant to your Organization

Are there particular legislators that your organization has a relationship with, or who represent districts in which you work? Appealing directly to them either in an 'in person' meeting or via email can be a really impactful way to pressure them to be champions for these updates. We really do need your help to get these updates on your legislators' radars. [Check out our guide to contacting your legislators to find forms and templates](#) that you can use to contact your legislators through social media, email, or a phone call.

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## Provide Written or Spoken Testimony

There will be many opportunities to provide written and spoken testimony on HB1099 and our bill to close the sprawl loophole this legislative session. If your organization is interested in providing this type of support, reach out to [jamie@futurewise.org](mailto:jamie@futurewise.org) so we can keep you in the loop as opportunities arise, and make sure you have the support and resources you need to testify.

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## Host an event for your Members/Supporters

If you are interested in working with the WA Can't Wait Campaign to put on an event that gives your membership base/supporters more information about the campaign, ways to get involved in advocacy, and/or the opportunity to take action together,



reach out to [jamie@futurewise.org](mailto:jamie@futurewise.org) and she will work with you to organize an event that meets your needs.

Jamie is also always happy to participate in any regular meetings you might already have scheduled to give a short spiel on the campaign and ways to get involved.

