## RIGHT TO COUNSEL / CITY COUNCIL BUDGET TIMELINE

RTCNYC Tool 10.3

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<th>MONTHS</th>
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| August 2015     | ● Pitch exclusive ahead of September re-launch:  
  ○ Possible pitch elements: new voices in the coalition, new supporters in the City Council, new or re-packaged research on the crisis, building off Legal Services Coordinator.  
  ○ Potential targets: reporters at the NY Times.                                                                                   |
| September 2015  | ● Hold large press conference at City Hall with elected officials in support of the legislation, tenants, judges, attorneys, advocates.  
  ● Pitch bill sponsors and coalition leaders to public affairs shows (Inside City Hall, Brian Lehrer, etc.).  
  ● Pitch op-ed from bill sponsor to citywide outlet (Daily News, Metro, AMNY).  
  ● For Mexican independence day, pitch an op-ed to El Diario from a Mexican immigrant who has lost a case in housing court due to a lack of representation. |
| October 2015    | ● Pitch op-eds from tenants to borough papers.  
  ● Pitch reporters at borough papers on the re-launched campaign.  
  ● Approach NY Times, Daily News, El Diario Editorial Boards to inform them on the campaign, request meetings.                      |
| November 2015   | ● For Veterans Day, release short report or infographic (can be re-packaged data) on how evictions impact Veterans. Consider press conference if there are enough Vets who would attend.  
  ● Pitch op-ed from Veteran who has lost a case in housing court to citywide paper.                                                 |
| December 2015   | ● Pitch op-eds from tenants to borough papers, on what being evicted around the holidays means for families.  
  ● Potentially release data on number of low-income families who are evicted during the holidays.  
  ● Pitch TV on individual evictions happening at holiday time, highlighting legislation that would help stop these tragedies.      |
| January 2015    | ● Respond to the release of the Mayor’s Preliminary Budget.  
  ● Launch e-advocacy campaign (online petition signing) and social media campaign (such as #Every4Seconds, referring to how often people are evicted in NYC). |
| February 2015   | ● Write letter from coalition leaders to City Council, urging them to include Right to Counsel in their March budget response.  
  ● Pick one borough and hold a rally at housing court or the home of an evicted tenant.                                           |
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| **March 2015** | ● Create one page fact sheet on Right to Counsel; request meetings with City Council Members and bring fact sheet.  
● Draft sign-on letter from City Council supporters to the Mayor calling for action on Right to Counsel; pitch letter to citywide paper.  
● Pick one borough and hold a rally at housing court or the home of an evicted tenant. |
| **April 2015** | ● Hold a press conference to kick off Lobby Day where coalition members and tenants meet with City Council members (best if they can wear matching campaign shirts).  
● Release report on cost savings to City of Right to Counsel; consider press conference at City Hall with large blown up graphics on cost.  
● Pick one borough and hold a rally at housing court or the home of an evicted tenant.  
● Continue Council Member meetings.  
● Hold a叫in day where calls go to elected officials’ offices, with a script urging the inclusion of Right to Counsel in the Executive Budget.  
● Reach out again to NY Times, Daily News, El Diario Editorial Boards to request meetings. |
| **May 2015** | ● Have presence at Executive Budget Hearing. Advocates should attend and identify volunteers to testify in public comment period.  
● Respond to release of Executive Budget.  
● Hold a press conference at City Hall to deliver thousands of petitions from New Yorkers (pending high number of signatures).  
● For Mother’s Day, place an op-ed from a single mother who lost a case in housing court due to lack of representation.  
● Pick one borough and hold a rally at housing court or the home of an evicted tenant.  
● Continue Council Member meetings.  
● Hold a call-in day where calls go to City Council members’ offices, with a script urging the inclusion of Right to Counsel in the Final Budget, or thanking them for their support and urging them to stay strong. |
| **June 2015** | ● Pick final borough and hold a rally at housing court or the home of an evicted tenant.  
● Hold a Judges for Right to Counsel press conference at City Hall with prominent judges; release letter from judges to Mayor.  
● Pitch public affairs shows ahead of final budget announcement.  
● Continue Council Member meetings. |

**June 2015 (budget passes late June)**