

New Mayors and Councilmembers Effective Advocacy & Key Issues



January 16, 2019

Agenda

- League Advocacy Infrastructure
- Your role as an advocate
- Key Issues for 2019
- Briefings by individual lobbyists
- Q and A

League Advocacy Infrastructure

League Advocacy Infrastructure

- Lobbyists and Policy Analysts
- Network of 16 Regional Managers (Statewide)
- Seven League Policy Committees and Board of Directors
- Five League Diversity Caucuses: Women's, Latino, African American, Asian Pacific Islander and GLBT
- 10 Professional Departments: Including a Mayors and Council Member's Department

League Advocacy Infrastructure

- Legal Advocacy: Protecting city interests in the courts
- Ballot Advocacy: protecting city interest on ballot measures; Citi-PAC
- League Divisions (periodic meetings and advocacy efforts)
- California Civic Leadership Institute: Helping prepare local officials serious about serving in the Legislature (*127 alumni, 27 serving in the 2017-18 Legislature*)
- League Partners: Businesses that supply goods and services to cities and care about city welfare

Your Role as an
Advocate

Underlying Power of the League

YOU!

- **City officials** are the cornerstone of our political strength. You are our leaders! Legislators and people in your communities look to you for information and leadership.

Your Role as an Advocate

Get Informed:

- Sign up for the League's Advocacy App: Visit the information desk at the conference
- League's Newsletter: *CA Cities Advocate*
www.cacities.org/cacitiesadvocate
- Bill information and letters: www.cacities.org/billsearch
- Western City Magazine: www.westerncity.com
- California City Finance: www.californiacityfinance.com
- Municipal Law Handbook: www.ceb.com
- League's Take Action Center: www.cacities.org/takeaction
- "Like" the League on Facebook:
www.facebook.com/leagueofcities
- Follow the League on Twitter: @CaCities

League Advocacy App



Visit the Information Desk to sign up today!

- Gain full mobile access to the Action Center and Hot Issues pages
- Receive “calls to action” on high priority legislative issues directly to your mobile device
- Receive Instant updates about legislation impacting your community
- Get invited to monthly conference calls with the League’s advocacy team

Your Role as an Advocate

Attend League conferences and meetings:

- **April 24**, Sacramento, Legislative Action Day
- **June 19-20**, Newport Beach, Mayors and Council Members Executive Forum
- **October 16-18**, Long Beach, League Annual Conference

Your Role as an Advocate

Get to know your Regional Manager:

<http://www.cacities.org/Policy-Advocacy/Public-Affairs-Campaigns>

Your main point of contact for the League:

- Distributing advocacy alerts
- Insight on political dynamics influencing legislation
- Presentations on legislative developments
- Support city officials in drafting sample letters
- Train city staff on legislative process
- Advocacy App: Sign up!

"Let's Get Connected" form! Leave on table.

Your Role as an Advocate

Build Relationships:

- Legislators and their district staff
- Local media
- Individuals and organizations
- Administration officials
- Network with other city, county and regional officials

Your Role as an Advocate

When we issue an **Alert**...Please

- Send a letter of support/opposition and call your legislators
- Work with your regional manager to organize meetings, news conferences, letter-writing and media campaigns, etc.

Major Issues for
2019

League Strategic Goals

1. Provide Cities Additional Funding and Tools and Preserve Local Authority to Address Housing Production, Affordability and Homelessness Challenges.
2. Improve Disaster Preparedness, Recovery and Climate Resiliency.
3. Promote Sustainability of Public Pension and Retirement Health Benefits.
4. Address Public Safety Concerns of California Cities.

Political Dynamics for 2019

- New Governor Gavin Newsom setting the tone
 - Bold vision “Courage, for a change”
 - Budget priorities, maintain fiscal discipline, pensions, addressing widening economic disparity: health care, affordable housing, higher education, early childhood education, etc.
- Large Democrat Supermajority—more than 2/3rds in each house
- Very Healthy Budget Conditions—Large Surplus
- Major Focus on Housing Production, Local Approvals and Impact Fees
- Helping the Homeless get off the Streets
- Disaster Recovery and Preparedness—PG&E Solvency
- Outcome of California decision on Pensions and “California Rule”
- Implementing *Wayfair* decision on collecting sales and use tax from online sales
- Tax Reform: Property Tax “Split Roll” on Ballot for 2020
- Criminal Justice Reform—Police Chiefs/Grocers Measure on 2020 ballot
- Tensions with Washington: Immigration, climate, energy, health care...

League Legislative Representatives

- **Dan Carrigg, Deputy Ex. Dir./Leg. Director**

Revenue and Taxation



- **Jason Rhine, Assistant Leg. Dir., Legislative Representative**

Housing, Community & Economic Development



- **Rony Berdugo, Legislative Representative**

Transportation and Public Works



League Legislative Representatives

- **Dane Hutchings, Legislative Representative**

Governance, Transparency & Labor Relations



- **Erin Evans-Fudem, Legislative Representative**

Community Services, Environmental Quality



- **Charles Harvey, Legislative Representative**

Public Safety



Legislative
Reception

Cafeteria 15L
Ultra Room Lounge and
Patio,
1116 15th Street
5:30—7pm
(Corner of 15th and L)
See you there!



Questions?



Thank you!