

New Mayors and Councilmembers: Effective Advocacy & Key Issues

January 22, 2020

Agenda

- League Advocacy Infrastructure
- Your role as an advocate
- Key Issues for 2020
- 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 LGBTQ
- 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 interests 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 22:** Sacramento, Legislative Action Day
- **June 17-18:** Monterey, Mayors and Council Members Executive Forum
- **June 19:** Monterey, Mayors & Council Members Advanced Leadership Workshops
- **October 7-9:** 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 or opposition and call your legislators
- Work with your regional manager to organize meetings, news conferences, letter-writing and media campaigns, etc.

Major Issues for
2020

League Legislative Leadership

Melanie Perron, Deputy Executive Director
Advocacy and Public Affairs



Jason Rhine, Assistant Legislative Director
Housing, Community & Economic Development



League Legislative Representatives

Rony Berdugo, Legislative Representative
Transportation, Communications, and Public Works, Federal Policy Liason



Derek Dolfie, Legislative Representative
Community Services, Environmental Quality



Charles Harvey, Legislative Representative
Public Safety



Bijan Mehryar, Legislative Representative
Governance, Transparency, and Labor Relations



Nick Romo, Senior Fiscal & Policy Analyst
Revenue and Taxation



Legislative Analysts and Support Staff

**Johnnie Piña, Legislative
Policy Analyst**

*Governance, Transparency, &
Labor Relations, Housing,
Community & Economic
Development and Revenue &
Taxation*



Meg Desmond

*Legislative & Policy Development
Specialist*



**Caroline Cirrincione,
Legislative Policy Analyst**

*Community Services,
Environmental Quality, Public
Safety, and Transportation,
Communications and Public Works,
Federal Issues*



League Strategic Goals

1. Improve the supply and affordability of housing
2. Advocate for increased funding and resources to prevent homelessness and assist individuals experiencing homelessness
3. Address cities' fiscal sustainability to deliver essential services and meet pension obligations
4. Strengthen community and disaster preparedness, public safety, and resiliency
5. Address public safety concerns of California cities

Political Dynamics for 2020

- Presidential Election Year
- Governor Gavin Newsom setting the tone
 - Budget priorities, maintain fiscal discipline, pensions, addressing widening economic disparity: health care, homelessness, higher education, early childhood education, etc.
- Large Democrat Supermajority –more than 2/3rds in each house
- Very Healthy Budget Conditions—Large Surplus - \$7 billion
- Major Focus on Housing Production, Local Approvals and Impact Fees
- Helping Individuals Experiencing Homelessness get off the Streets
- Disaster Recovery and Preparedness—PG&E Bankruptcy
- Cannabis Retail Establishments
- Disallowed Compensation
- 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...

Legislative
Reception

The Mix Downtown,
1525 L St
5:30—6:30pm
See you there!



Questions?

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Thank you!