

**May 22, 2015
Issue #52**

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Bills in Committee: May 25-29

The focus in the Legislature has transitioned from legislative policy committees to fiscal impacts of bills, the 2015-16 budget negotiations, and action by the full Assembly and Senate. The Legislature faces several major deadlines in the next month. *For more, see Page 2.*



June 11 Webinar on Industrial Stormwater Permit

The State Water Resources Board and the League of California Cities are co-sponsoring a free webinar for city staff on the new Industrial Storm Water Permit from 10-11:30 a.m. on Thursday, June 11. *For more, see Page 3.*



California City Solutions: Fontana Advertises Small Businesses to Boost Economic Development

This story is part of an ongoing series featuring Helen Putnam Award entries. The 2014 entries are available on the League's website as a resource for cities in a searchable database called [California City Solutions](#). Fontana's Open for Business video program was submitted in 2014 for the Community Services and Economic Development award category.

Opening a small business is no easy feat. Choosing a good location, having the appropriate resources, and finding ways to build a customer base are all very important. In an effort to boost small business growth, the city of Fontana launched "Open for Business" in 2011 to help local businesses and other organizations showcase products, services and job skills training. *For more, see Page 4.*

Next Friday, May 29 is the fiscal deadline for bills in the house of origin. Any bills with a fiscal impact that do not move out of the fiscal committees will be held until 2016. The Legislature will hold several fiscal hearings next week, with the majority of debate being held early in the week and suspense calendars being dispensed with at the end of the week. As of this writing, some hearings have not been publicly noticed. Anticipated hearings are indicated below with a *.

Budget hearings will also continue next week after the Memorial Day holiday in the Capitol. The budget committees are expected to consider actions of the subcommittees beginning Wednesday. The Legislature has until Monday, June 15 to adopt the budget.

The League's full [2015 Hot and Priority Bill list](#) is available online.

[A full listing](#) of Senate and Assembly hearings is available online. Hearing times are subject to change. Bill language and any available position letters on legislation can be found through the bill search function on the [League's website](#).

Tuesday, May 26

Senate Committee on Appropriations, 11 a.m., State Capitol, Room 4203

- **HOT [SB 16 \(Beall\)](#) Transportation funding.** *League position: Support.*

Wednesday, May 27

*Assembly Committee on Appropriations, TBD, State Capitol, Room 4202

- **HOT [AB 34 \(Bonta\)](#) Medical cannabis regulation and enforcement.** *League position: Oppose.*
- **HOT [AB 35 \(Chiu and Atkins\)](#) Income taxes: low-income housing: allocation increase.** *League position: Support.*
- ***HOT [AB 185 \(E. Garcia\)](#) Income taxation: insurance taxation: credits: California New Markets Tax Credit.** *League position: Support.*
- **[AB 428 \(Nazarian\)](#) Income taxes credit: seismic retrofits.** *League position: Support.*
- **HOT [AB 744 \(Chau\)](#) Planning and zoning: density bonus.** *League position: Oppose Unless Amended.*
- **[AB 771 \(Atkins\)](#) Personal income and corporation taxes: credits: rehabilitation.** *League position: Support.*
- **[AB 1239 \(Gordon\)](#) Tire recycling: California tire regulatory fee and waste tire program.** *League position: Support.*

Thursday, May 27 or Friday, May 28

*Assembly Committee on Appropriations, TBD, State Capitol, Room 4202

- **[AB 22 \(Rodriguez\)](#) Office of Emergency Services: oil-by-rail spills: firefighters.** *League position: Support.*
- **HOT [AB 45 \(Mullin\)](#) Household hazardous waste.** *League position: Oppose.*
- **[AB 74 \(Calderon\)](#) Care facilities: regulatory visits.** *League position: Support.*
- **[AB 90 \(Chau\)](#) Federal Housing Trust Fund.** *League position: Support.*
- **[AB 150 \(Melendez\)](#) Theft: firearms.** *League position: Support.*
- **[AB 184 \(E. Garcia\)](#) Small Business Technical Assistance Act of 2015.** *League position: Support.*
- **[AB 254 \(R. Hernández\)](#) Election dates.** *League position: Oppose Unless Amended.*
- **HOT [AB 266 \(Cooley\)](#) Medical marijuana.** *League position: Support.*
- **HOT [AB 278 \(R. Hernández\)](#) District-based municipal elections.** *League position: Oppose.*
- **HOT [AB 448 \(Brown\)](#) Local government finance: property tax revenue allocations: vehicle fee adjustments.** *League position: Support.*
- **[AB 511 \(Gipson\)](#) Workers' compensation.** *League position: Oppose.*
- **[AB 702 \(Maienschein\)](#) CalWorks: temporary shelter assistance.** *League position: Support.*

- [AB 870 \(Cooley\)](#) Homelessness: rapid rehousing. *League position: Support.*
- [AB 988 \(M. Stone\)](#) Outdoor Environmental Education and Recreation Grants Program. *League position: Support.*
- ***HOT** [AB 1159 \(Gordon\)](#) Product stewardship: pilot program: household batteries and home-generated sharps waste. *League position: Support.*
- [AB 1315 \(Alejo\)](#) Public contracts: water pollution prevention plans: delegation. *League position: Oppose.*
- **HOT** [AB 1335 \(Atkins\)](#) Building Homes and Jobs Act. *League position: Support.*
- [AB 1347 \(Chiu\)](#) Public contracts: claims. *League position: Oppose.*

Senate Committee on Appropriations, TBD, State Capitol, Room 4203

- **HOT** [SB 25 \(Roth\)](#) Local government finance: property tax revenue allocation: vehicle license fee adjustments. *League position: Support.*
- [SB 122 \(Jackson\)](#) California Environmental Quality Act: record of proceedings. *League position: Concerns.*
- **HOT** [SB 239 \(Hertzberg\)](#) Local services: contracts: fire protection services. *League position: Oppose.*
- [SB 254 \(Allen\)](#) State highways: relinquishment. *League position: Support.*
- **HOT** [SB 643 \(McGuire\)](#) Medical marijuana. *League position: Support If Amended.*

The bills approved by fiscal committees will then head to the Assembly or Senate Floor for a vote by the full legislative body. The deadline for bills to pass off the floor in the first house is Friday, June 5. The following bills for which the League has positions will be eligible to be considered on the floor next week. Bills can be taken up on any day on which house meets.

Assembly Floor

- [AB 57 \(Quirk\)](#) Telecommunications: wireless telecommunication facilities. *League position: Oppose.*
- [AB 388 \(Chang\)](#) Housing: homeless veterans: reports. *League position: Support.*
- **HOT** [AB 718 \(Chu\)](#) Local government: powers. *League position: Oppose.*
- [AB 1157 \(Nazarian\)](#) Property taxation: certificated aircraft assessment. *League position: Support.*
- [AB 1223 \(O'Donnell\)](#) Emergency medical services: ambulance transportation. *League position: Support.*
- [AB 1236 \(Chiu\)](#) Local ordinances: electric vehicle charging stations. *League position: Oppose Unless Amended.*

Senate Floor

- **HOT** [SB 321 \(Beall\)](#) Motor vehicle fuel taxes: rates: adjustments. *League position: Support.*
- [SB 593 \(McGuire\)](#) Residential units for tourist or transient use: hosting platforms. *League position: Support if Amended.*
- [SB 658 \(Hill\)](#) Automated external defibrillators. *League position: Support.*

'Stormwater' Continued from Page 1...

Board staff plan to cover:

- Changes for regulated businesses located within cities;
- What cities need to be aware of about discharges into their Municipal Separate Storm Sewer Systems (MS4s);
- How this may be related to ordinances in the cities.

Board staff plan to give special emphasis to the No Exposure Certification, Industrial Classification Codes and Minimum Best Management Practices that are required.

The webinar will also cover the board's electronic database Stormwater Multiple Application and Report Tracking System (SMARTS) and [the industrial permit toolbox](#).

Noteworthy for city planners: New dischargers cannot get a permit if they discharge into an impaired water body. Board staff will discuss how this may be related to how facilities will be built after July 1, both to meet impaired water body and post-construction requirements.

No advance registration is necessary. To participate, [click this link](#) on the day of the webinar:

To check whether you have the appropriate players installed for UCF (Universal Communications Format) rich media files, [click this link](#).

'Fontana' Continued from Page 1...

Since 2000, Fontana survived two recessions while growing by more than 15 percent. Even with this growth, city leaders knew that local sales dollars were being lost as residents shopped, dined and worked in neighboring cities. As a result, only one-half of Fontana's small businesses survived five years.

Many small, local businesses and educational organizations lack the resources or budget to effectively advertise their goods and services. Additionally, as they begin, these businesses are also competing with larger, well-established franchises with national marketing.

Finding qualified applicants is also challenging for small businesses, especially for industrial and technical jobs that require a specialized skill set. Sixty-seven percent of Fontana residents identify as Hispanic or Latino ancestry and 15 percent of residents live below the state poverty level. The unemployment rate is 9 percent (compared to 7 percent statewide) and only 15 percent of residents older than age 25 have a bachelor's degree or higher.

Despite these figures, Fontana has a high number of small businesses in the community with 63 percent owned by minorities. These businesses however, need employees who have special training or specific skills.

After taking a detailed inventory of city resources and partnerships, city leaders developed a platform to share information about Fontana's small business products, services, job opportunities, and training called "Open for Business." Founded and hosted by Mayor Acquanetta Warren, the show is a series of video interviews highlighting Fontana businesses and other organizations to showcase helpful information about jobs, job training and local businesses. The free publicity helps promote local businesses.

Mayor Warren conducts 10 to 15 minute interviews of the featured guest or business owner. Videos show the business site and the history of the business. The show is then distributed to the city's [Facebook page](#), [website](#), KFON-TV [YouTube channel](#) and featured on the KFON-TV network channel, airing three times per week. KFON-TV, Fontana's community television station, reaches from Diamond Bar to San Bernardino.

Through these channels, featured businesses reach an audience beyond Fontana's city limits. Fontana Chamber of Commerce (comprising more than 400 members) also provides a link to "Open for Business" on their [website](#) and businesses receive a copy of the interview to upload to their own Facebook Page, company website, or to assist with their own marketing efforts.

Cardenas Market is a business featured on "Open for Business." With three locations in Fontana providing a fresh selection of produce and grocery items, Cardenas Market is a community institution. The business contributes more than \$500,000 in scholarships and participates in community events including health screenings and voter registration. The market has formed partnerships with community nonprofits to help the homeless and sponsor youth groups. Knowing about this business' products in addition to its community involvement can encourage residents to support a local business and keep community dollars local.

"Open for Business" also highlights educational sources and job training opportunities. Chaffey College and Westech College, both located within the city, have been featured on the show explaining the special job training classes they have available on their campuses. With a variety of classes available, including specialized classes on the evolving technical skills needed in

today's job market such as veterinary assistant, medical office administration, medical assisting, computerized office administration, and fitness training, both colleges offer the necessary skills to succeed in the business market.

Since launching, more than 60 interviews have been featured on "Open for Business," including 54 businesses, two colleges, and eight city department agencies. Some businesses have voiced an increase in foot traffic and revenue after their video aired. One example is *My NY (New York) Pizza*, co-owned by Betty Torres and her husband, featured in February 2012.

The video program now also features local organizations and their individual departments to explain some of the services available to new business owners and residents who need assistance. San Bernardino County did an interview to spotlight individual departments that offer business relations services and provide information on how residents can qualify for financial assistance such as WIC, Veteran's Affairs, Child and Family Services, and more.

The Fontana Chamber of Commerce also partners with the city to motivate business owners to join the Chamber and develop networking strategies with other members. An invitation is extended to each new business owner as they acquire a business license to inform them of the city services available.

The city is seeing an increase in residents inquiring about small business opportunities thanks to the exposure from "Open for Business." The city is confident this outlet will continue to serve as an important vehicle for promoting economic development by creating awareness of local businesses, job opportunities, and other resources for residents.

2016 Public Works Officers Institute Call for Proposals

Do you want to help build the 2016 Public Works officers Institute program? Do you have an idea for a new session that will inspire and motivate our attendees? Maybe you know of a colleague that would be an excellent speaker?

The League of California Cities is continuing the search for speakers and session topics for the 2016 conference, which will be held March 9-11, in Sacramento.

Become an active participant in the planning process by [submitting proposals](#), non-commercial nature.

Submissions from any individual, group, business or organization on any topic are welcome. The Program Planning Advisory Committee will consider the educational value of each proposal and the extent to which it presents new and/or significant information.

Ideas fully completed and submitted through the online proposal form by the deadline of Thursday, July 23 will be considered by the committee.

Please contact [Sarah Cuneo](#) for questions about this opportunity.

Make Use of Remaining Training Funds and Attend One of the League Events Now Open for Registration

Do you have training funds left in your FY 2014-15 budget? Don't let them go to waste. Register today for the League of California Cities' City Clerks New Law & Elections Seminar or the Municipal Finance Institute, available in December. Official conference announcements and housing accommodations will be available later this summer.

2015 City Clerks New Law & Elections Seminar

Being held on Dec. 2-4 at the Hyatt Regency La Jolla, this event focuses on new laws having an impact on elections and other components of the city clerk's roles and responsibilities. Registration is available [online](#).

2015 Municipal Finance Institute

Being held on Dec. 2–3 at the Hyatt Regency La Jolla, this event will cover a range of sessions geared towards California fiscal officers. Registration is available [online](#).

Contact League Registrar [Megan Dunn](#) for questions about registration for these events.

NLC to Host Sustainability Coordinator Workshop in Colorado Aug. 9-13

The Sustainable Cities Institute at the National League of Cities is hosting a special [four-day conference](#) for sustainability professionals in collaboration with the Shadowcliff Institute. This professional development workshop is open to planners, public works officers, or anyone else with sustainability duties in cities. You'll leave refreshed by the mountain air and prepared to create and implement effective sustainability programs in your city.

One all-inclusive rate of \$950 provides lodging, meals, conference materials, and travel vouchers for round-trip airfare on Southwest Airlines, the official travel sponsor of the event!

[Click here](#) to learn more, register, and see what previous students have said about this unique workshop.
