

New Mayors and Council Members Academy

January 27, 2022



LEAGUE OF
**CALIFORNIA
CITIES**

Strengthening California Cities
through Advocacy and Education

Effective Advocacy and Key City Issues

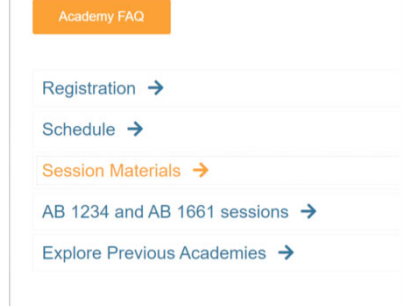
Advocacy and Public Affairs
League of California Cities

Moderator

- Melanie Perron
 - Deputy Executive Director, Advocacy and Public Affairs
 - mperron@calcities.org



Session Materials



State Mandated Trainings

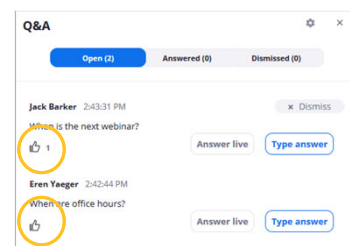
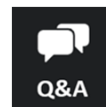
- Understanding Public Service Ethics Laws and Principles (AB 1234)
 - Friday, February 18
 - 10:00 a.m. – 12:00 p.m.
- Harassment Prevention Training for Supervisors and Officials (AB 1661)
 - Friday, February 25
 - 10:00 a.m. – 12:00 p.m.
- Registration links were provided in your welcome email

Housekeeping Notes

- This session is being recorded.
- Attendees are muted.
- Question and Answer is available throughout the webinar.

How to Ask a Question

- To write in a question, select the Q&A button on your tool bar.
- You can “upvote” other attendees’ questions. This brings the most popular questions to the top of the Q&A screen.



Agenda

- Cal Cities Advocacy Overview
- Your Role as an Advocate
- Cal Cities Action Agenda

Presenters

- Bismarck Obando
 - Director of Public Affairs
 - bismarck@calcities.org
- Jason Rhine
 - Assistant Legislative Director
 - jrhine@calcities.org



Presenters

- Derek Dolfie
 - Legislative Affairs, Lobbyist
 - Environmental Quality
 - ddolfie@calcities.org
- Johnnie Pina
 - Governance, Transparency, and Labor Relations
 - jpina@calcities.org



Presenters

- Nick Romo
 - Legislative Affairs, Lobbyist
 - Revenue and Taxation
 - nromo@calcities.org
- Damon Conklin
 - Legislative Affairs, Lobbyist
 - Transportation, Communications, and Public Works
 - dconklin@calcities.org



Presenters

- Elisa Arcidiacono
 - Legislative Affairs, Lobbyist
 - Public Safety
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- Caroline Cirrincione
 - Legislative Affairs, Lobbyist
 - Community Services
 - ccirrincione@calcities.org



Presenters

- Jessica Sankus
 - Senior Policy and Legislative Analyst
 - jsankus@calcities.org



Cal Cities Advocacy: how policy is developed

Jason Rhine
Assistant Legislative Director

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Cal Cities Advocacy Areas

SUPPORT AB 213 (Reyes) Annexation Financing.
Restores funding to 140 cities that lost funds following the annexation of inhabited territory; reestablishes previous fiscal incentives for cities that annex inhabited territory.
Sample City Letter

OPPOSE AB 1332 (Bonta) Sanctuary State Investment Act.
Significantly limits state and local agencies ability to contract out for a variety of vital public services. Mandates that agencies create an ever-evolving restricted list of private vendors. Creates an elaborate investigation and vetting process that agencies must adhere to before contracting for services. Creates avenues for protracted criminal and civil litigation against cities. Would impact operations for virtually every city.

Put on the Ballot by the Legislature
Amends Mental Health Services Act to Fund No Place Like Home Program, which finances housing for individuals with mental illness. Ratifies existing law establishing the No Place Like Home Program. Fiscal Impact: Allows the State to use up to \$40 million per year of county mental health funds to repay those with mental illness who are homeless. These bonds would fund housing for those with mental illness who are homeless.

WHAT YOUR VOTE MEANS
YES A YES vote on this measure means: The state could use existing county mental health funds to pay for housing for those with mental illness who are homeless.
NO A NO vote on this measure means: The state's ability to use existing county mental health funds to pay for housing for those with mental illness who are homeless would depend on future court decisions.

In the Supreme Court of the State of California
CITY OF OROVILLE,
Petitioner,
vs.
SUPERIOR COURT OF BUTTE COUNTY,
Respondent,
CALIFORNIA JOINT POWERS RISK MANAGEMENT AUTHORITY, et al.,
Real Parties in Interest.

After an Unpublished Decision of the Court of Appeal Third District Court of Appeal, Case No. C07181 arising from Butte County Superior Court, Case No. 133336, The Honorable Sandra L. McLean, Judge.

PROPOSED AMICUS CURIAE BRIEF OF THE LEAGUE OF CALIFORNIA CITIES, CALIFORNIA JOINT POWERS RISK MANAGEMENT AUTHORITY, PUBLIC ENTITY RISK DISTRICTS ASSOCIATION, CALIFORNIA ASSOCIATION OF JOINT POWERS AUTHORITIES AND CALIFORNIA SANITATION RISK MANAGEMENT AUTHORITY

- **Legislative Advocacy:**
Protecting city interests in the Capitol.
- **Ballot Measure Advocacy:**
Protecting city interests on ballot measures; CitiPAC
- **Legal Advocacy:**
Protecting city interests in court

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Cal Cities Policy Influencers



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Cal Cities Policy Arenas

- Division meetings
- Policy Committee meetings
- Board of Directors meetings



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Cal Cities Policy Allies

California Civic Leadership Institute (CCLI): Helping prepare local officials interested serving in the Legislature (*177 alumni, 30 serving in the 2020-2021 Legislature*)



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Your Role as an Advocate

Bismarck Obando
Director of Public Affairs

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Underlying Power of Cal Cities

YOU!

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Get Informed

- Cal Cities Newsletter: [Cal Cities Advocate](#)
- Western City Magazine: [Western City Magazine](#)
- Cal Cities Advocacy Information: [Take Action](#)
- California City Finance:
www.californiacityfinance.com
- Municipal Law Handbook: www.ceb.com

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Social Media

- “Like” Cal Cities on Facebook: www.facebook.com/leagueofcities
- Follow Cal Cities on Twitter: [@CalCities](https://twitter.com/CalCities)


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Regional Public Affairs Managers





Sara Sanders
 Redwood Empire



Charles Anderson
 Sacramento Valley



Nancy Hall
 Bennett North Bay


Sam Caygill
 East Bay


Seth Miller
 Peninsula



Deanna Sessums
 Monterey Bay


Stephen Qualls
 Central Valley



Rajveer Rakkar
 South San Joaquin Valley


David Mullinax
 Channel Counties


Jeff Kiernan
 Los Angeles County


Kristine Guerrero
 Los Angeles County



Jennifer Quan
 Los Angeles County


Tony Cardenas
 Orange County


Erin Sasse
 Riverside County


Laura Morales
 Desert Mountain Inland Empire


Catherine Hill
 San Diego County Imperial County


Bismarck Obando
 Director of Public Affairs

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Regional Public Affairs Managers

Your main point of contact for Cal Cities:

- Presents on legislative developments
- Provides insight on political dynamics influencing legislation
- Distributes advocacy alerts
- Supports city officials in drafting sample letters
- Educates city staff on legislative process



Relationship Building

- Legislators and district staff
- Local media
- Individuals and organizations
- Administration officials
- Other city, county, and regional officials



Action Alerts and Other Advocacy Strategies

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



2022 Action Agenda



2022 Action Agenda



1. Secure funding to increase the supply and affordability of housing and reform state housing laws to retain local authority.



2. Attain investments to strengthen and sustain critical infrastructure.



3. Secure increased funding and resources to prevent homelessness and assist individuals experiencing homelessness.



4. Strengthen disaster preparedness, resiliency, and recovery from climate change impacts through improved collaboration and resources.

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2022 Look Ahead

Advocacy Team

League of California Cities

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Budget Overview

- **\$286 billion budget** follows through on previous commitments.
- Projected \$45.7 billion surplus: **\$20.6 billion for discretionary purposes.**
- Prioritizes COVID-19, climate change, homelessness, the cost of living, and keeping our streets safe.
- Many investments of interest for cities are one-time investments or expansions of existing programs.
 - Ongoing state funding and sustained financial partnership is crucial for cities to address California's biggest challenges.

Community Services

2022-23 budget proposal largely follows through on the prior budget's homelessness commitments.

- **Homelessness:** \$8 billion
- **Childcare:** \$5.8 billion for childcare programs
- **Parks:** \$756.9 million for the Department of Parks and Recreation

Community Services

Potential Issues in 2022:

- Homelessness services
- Parks and open space
- Early learning and childcare
- Seniors and aging
- Community preparedness for disasters



Environmental Quality

2022-23 budget proposal largely follows through on the prior budget's climate commitments.

- **Wildfires:** \$1.2 billion, over two years
- **Drought:** \$750 million
- **Water Infrastructure, Federal Dollars:** \$3.725 billion over the next five years
- **Extreme Heat:** \$175 million
- **Coastal Issues:** \$400 million
- **Climate Resilience:** \$325 million
- **Clean Energy:** \$2 billion over the next two years
- **Circular Economy:** \$65 million



Environmental Quality

Potential Issues in 2022:

- Organic waste and recycling (major reforms)
- Future of energy and greening the grid
- CEQA changes and reform
- Drought mitigation
- Disaster preparedness and response
- Mitigation and adaptation of climate change
- Water infrastructure (state and federal)

Governance, Transparency, and Labor Relations

2022-23 budget proposal continues to focus on COVID-19 response and recovery.

- **Pandemic Response:**
 - \$1.4 billion in early action to maintain and expand COVID-19 mitigation efforts
 - \$1.3 billion for 2022-23 to continue COVID-19 mitigation efforts
- **Unemployment Insurance Debt:** \$3 billion General Fund over two years to pay down a portion of the debt
- **Unfunded Pension Liabilities:** \$3.5 billion supplemental payment to CalPERS for the state plan

Governance, Transparency, and Labor Relations

Potential Issues in 2022:

- Brown Act and public meeting modernization
- California Voting Rights Act and redistricting
- Workers' compensation and presumption expansion
- Pension sustainability
- COVID-19 employer and employee impacts
- Cybersecurity

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Housing, Community, and Economic Development

2022-23 budget proposal builds off last year's commitments.

- **Infill Infrastructure Grant Program:** \$500 million over two years
- **Affordable Housing and Sustainable Communities Program:** \$300 million over two years
- **Expand Affordable Housing on State Excess Land:** \$100 million over two years
- **Low-Income Housing Tax Credit Program:** \$500 million

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Housing, Community, and Economic Development

Potential Issues in 2022:

- Limits to local land use authority
- Capping, reducing, and/or eliminating local development fees
- Redevelopment of commercial and retail sites
- Housing land use regulations in fire-prone, drought, and coastal Areas

Public Safety Budget

2022-23 budget proposal outlines resource allocations to combat organized retail theft, increase emergency preparedness and response, and address the State's cannabis tax structure.

- **Organized Retail Theft:** \$285 million over three years
- **Firefighting:** \$248.4 million
- **California Office of Emergency Services:** \$2 billion
- **9-8-8:** \$7.5 million one-time and a commitment of \$6 million ongoing
- **Cannabis Tax Reform**

Public Safety Issues

Potential Issues in 2022:

- Organized Retail Theft
- Emergency Preparedness/Response
- EMS Efficiencies
- Substance Use Disorder
- Mental Health



Revenue and Taxation

Over \$6 billion in state tax revenue impacts proposed.

- Eliminates the usage limits of net operating losses (NOLs).
- Maintains the State and Local Tax (SALT) deduction workaround through a passthrough entity tax; makes statutory changes to improve access by various entities.
- Proposes to pause the annual gas tax inflation adjustment. The Administration intends to hold local revenues harmless.
- Provides tax liability flexibility for working families.



Revenue and Taxation

Potential Issues in 2022:

- Short-term rental tax collection
- Sales tax sourcing
- Tax exemptions
- American Rescue Plan Act implementation, reporting, and second funds installment
- City revenues impacts via the ballot



Transportation, Communications, and Public Works

2022-23 budget proposal seeks to strengthen the state's position to meet zero-emission targets.

- **State Highway Operations:** \$21.8 billion for the next five years
- **Federal Infrastructure Funding:** \$14 billion additional funding over next five years
- **SB 1 Indexing:** Suspended
- **General Fund:** \$9.1 billion over the next two years
 - High-speed rail: \$4.2 billion
 - Transit and rail: \$3.5 billion
 - Active transportation: \$750 million
- **Zero-Emission Vehicles:** \$6.1 billion
- **Supply Chain:** \$2.3 billion



Transportation, Communications, and Public Works

Potential Issues in 2022:

- Protecting SB 1 revenues
- Securing and expanding transportation and infrastructure funding
- Increasing broadband deployment to close digital divide
- Expand electric vehicle charging infrastructure
- Advanced Clean Fleet adaptation
- Closing skilled labor gaps to meet infrastructure needs

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THANK YOU



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NEXT

- Policy Role in Land Use Planning
 - 11:00 a.m. – 12:00 p.m.