New Mayors and Council Members Academy

Strengthening California Cities through Advocacy and Education

Effective Advocacy and Key City Issues

January 27, 2022

Moderator

• Melanie Perron
  ▪ Deputy Executive Director, Advocacy and Public Affairs
  ▪ mperron@calcities.org
Session Materials

New Mayors and Council Members Academy
January 20-21 and January 27-28, 2022

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

- **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
  earcidiacono@calcities.org

• Caroline Cirrincione
  legislative Affairs, Lobbyist
  Community Services
  ccirrincione@calcities.org

• 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

- **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
Cal Cities Policy Influencers

- Lobbyists and Policy Analysts: 8
- Regional Public Affairs Managers: 16
- Board Members: 59
- Municipal Departments: 400+
- Policy Committee Members: 10
- Regional Divisions: 16
- Diversity Caucuses: 5
- League Partners: 75

Cal Cities Policy Arenas

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

Your Role as an Advocate

Bismarck Obando
Director of Public Affairs
Underlying Power of Cal Cities

YOU!

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
Social Media

- “Like” Cal Cities on Facebook: www.facebook.com/leagueofcities
- Follow Cal Cities on Twitter: @CalCities

Regional Public Affairs Managers

- Sara Sanders, Redwood Empire
- Seth Miller, Peninsula
- David Mullinax, Channel Counties
- Tony Cardenas, Orange County
- Charles Anderson, Sacramento Valley
- Deanna Sessums, Monterey Bay
- Jeff Kiernan, Los Angeles County
- Erin Sasse, Riverside County
- Nancy Hall, Bennett North Bay
- Stephen Qualls, Central Valley
- Kristine Guerrero, Los Angeles County
- Laura Morales, Desert Mountain Inland Empire
- Sam Caygill, East Bay
- Rajveer Rakkar, South San Joaquin Valley
- Jennifer Quan, Los Angeles County
- Catherine Hill, San Diego County Imperial Valley

Bismarck Obando
Director of Public Affairs
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.

### 2022 Look Ahead

**Advocacy Team**  
League of California Cities
**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

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
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

THANK YOU
NEXT

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