

Mayors and Council Members Academy



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

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Agenda

- Cal Cities Advocacy Overview
- Your Role as an Advocate
- 2025 Advocacy Priorities and Key Issues

Cal Cities Advocacy: How Policy is Developed

Cal Cities Advocacy

APPLICATION FOR LEAVE TO FILE AMICUS BRIEF
TO THE HONORABLE CHIEF JUSTICE:
Pursuant to California Rules of Court, Rule 8.520(f), the amicus curiae identified below respectfully requests permission to file the attached brief in support of State of California. This application is filed within 30 days after the filing of the reply brief on the merits and is therefore timely pursuant to Rule 8.520(f)(2).

THE INTEREST OF AMICUS CURIAE
The League of California Cities
The League of California Cities (the "League") is an association of California cities dedicated to protecting and restoring local control to the public health, safety, and welfare of their residents, and to the quality of life for all Californians. The League is advised by its Policy Committee, comprised of 24 city attorneys. The Committee monitors litigation in those cases...



**Stop the Attack on
Bridge & Road Safety!**

YES ON 22

PROTECT LOCAL SERVICES. STOP STATE RAIDS!

and Education

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Legislative Advocacy

- Protect the common interests of cities statewide
- Protect and promote local decision-making
- Seek and protect state and federal funding to support cities
- Implement grassroots activities in conjunction with specific advocacy campaigns in partnership with the Regional Public Affairs Managers

Legal Advocacy

- Represent the interests of California cities in federal and state courts
- File friend-of-the-court briefs and letters in appellate courts and with state Attorney General for cases affecting local authority

Ballot Measure Advocacy

Prop. 6

Protect
Transportation Funds



Stop the Attack on
Bridge & Road Safety!

2018

Prop. 22

Protect
Transportation and
Local Funds

YES ON **22**

PROTECT LOCAL SERVICES. STOP STATE RAIDS!

2010

Prop. 98/99

Protect City Rent
Control and
Land Use



2008

Prop. 90

Protect City Land Use
Authority



It's a taxpayer **TRAP**

2006

Prop. 1A

Protect Local
Revenues from State
Raids

YES on 1A
PROTECT LOCAL TAXPAYERS
AND PUBLIC SAFETY SERVICES

www.YesonProp1A.com

2004

Cal Cities Policy Influencers

11

**Lobbyists and Policy
Analysts**

10

**Municipal
Departments**

5

**Diversity
Caucuses**

57

**Board
Members**

16

**Regional
Divisions**

16

**Regional Public Affairs
Managers**

400+

**Policy Committee
Members**

75

**Cal Cities
Partners**

Cal Cities Policy Arenas

- General Assembly
- Division Meetings
- Policy Committees Meetings
- Board of Directors Meetings



Policy Committees

- Community Services
- Environmental Quality
- Governance, Transparency, and Labor Relations
- Housing, Community, and Economic Development
- Public Safety
- Revenue and Taxation
- Transportation, Communications, and Public Works



Your Role as an Advocate

Kristine Guerrero
Director of Public Affairs

Grassroots organizing in the divisions: your Public Affairs team

- Calls to action
- Insights on political dynamics influencing legislation
- In-district meetings
- Organizing members
- Third-party stakeholder engagement



Your advocacy toolbox

- Action alerts
- Events: Division meetings
- Talking points
- Fact sheets
- Member surveys
- Media statements and press conferences
- Social media toolkits



Advocacy Strategies

- Coordinate with your regional public affairs manager
- Communicate your city's position
 - Position letters
 - Contacting your legislators

Relationship Building

- Legislators and district staff
- Administration officials
- County officials
- Special district officials
- Local opinion leaders and organizations
- Local media outlets
- Social Media

Get Informed

Like, follow, and share Cal Cities news!

- **Twitter:** @CalCities
- **Facebook:** leagueofcities
- **Instagram:** calcities
- **YouTube:** leagueofcacities
- **LinkedIn:** calcities

California Civic Leadership Institute (CCLI)

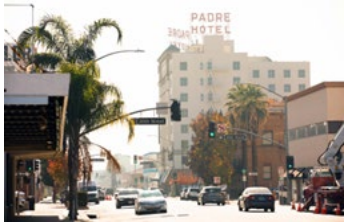


CALIFORNIA
CIVIC LEADERSHIP INSTITUTE®

Provides a forum to help inform and prepare local officials interested serving in the Legislature.

2025 Advocacy Priorities

2025 Cal Cities Advocacy Priorities



1. Protect local revenues and expand economic development tools



2. Strengthen climate change resiliency and disaster preparedness



3. Strengthen and modernize critical infrastructure



4. Secure investments to prevent and reduce homelessness and increase the supply of affordable housing

2025 Key Issues

Advocacy Team
League of California Cities

Revenue and Taxation

Ben Triffo

Legislative Affairs, Lobbyist

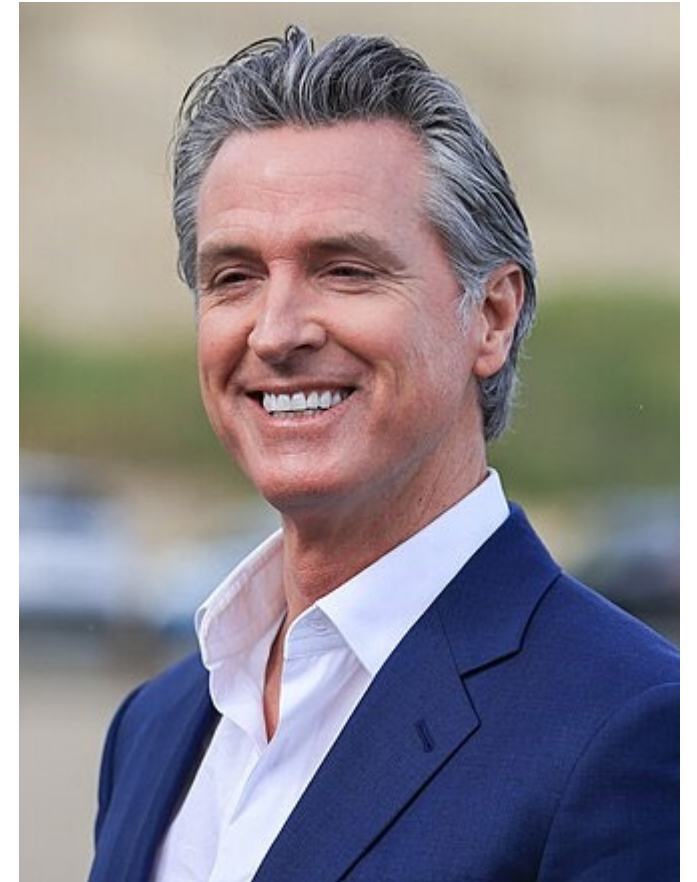
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FY 2025-26 State Budget

A trip down memory lane...

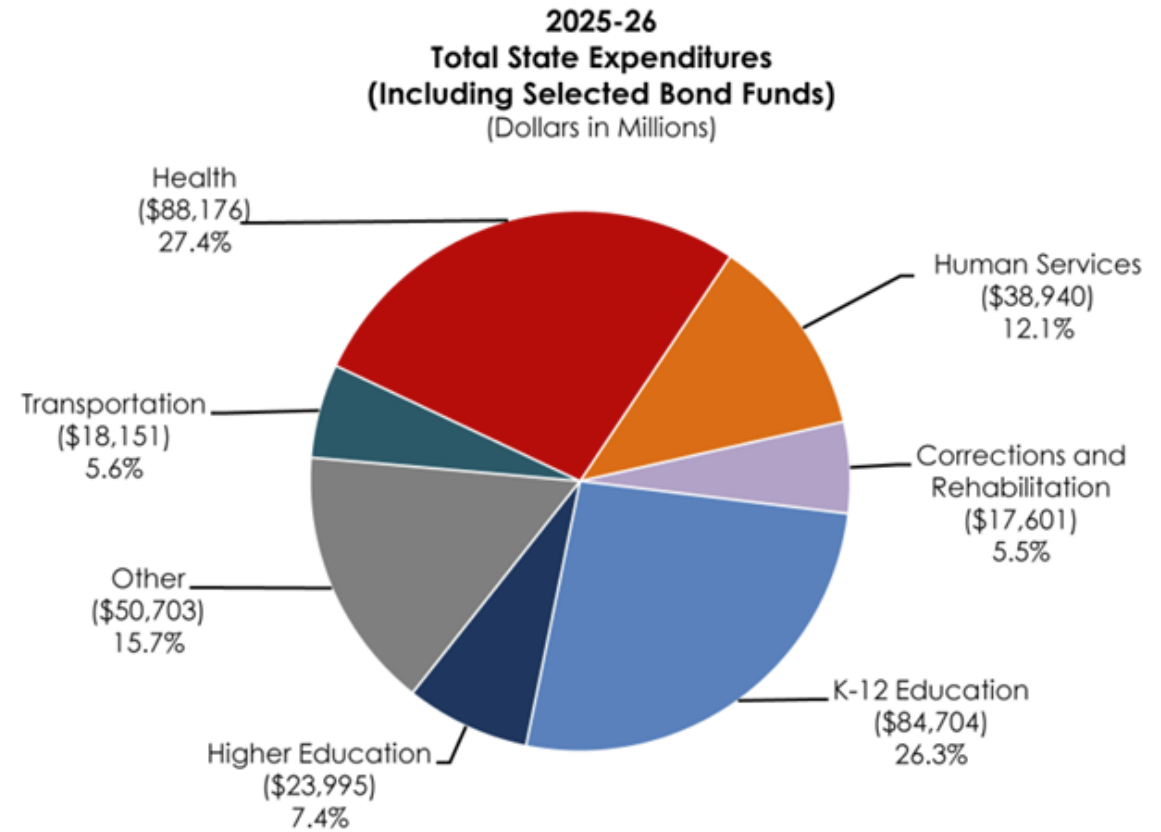
The last few years have been a rollercoaster:

- 2022 – more than a \$90 billion surplus.
- 2023 – approximately \$31 billion deficit.
- 2024 – nearly a \$47 billion deficit.

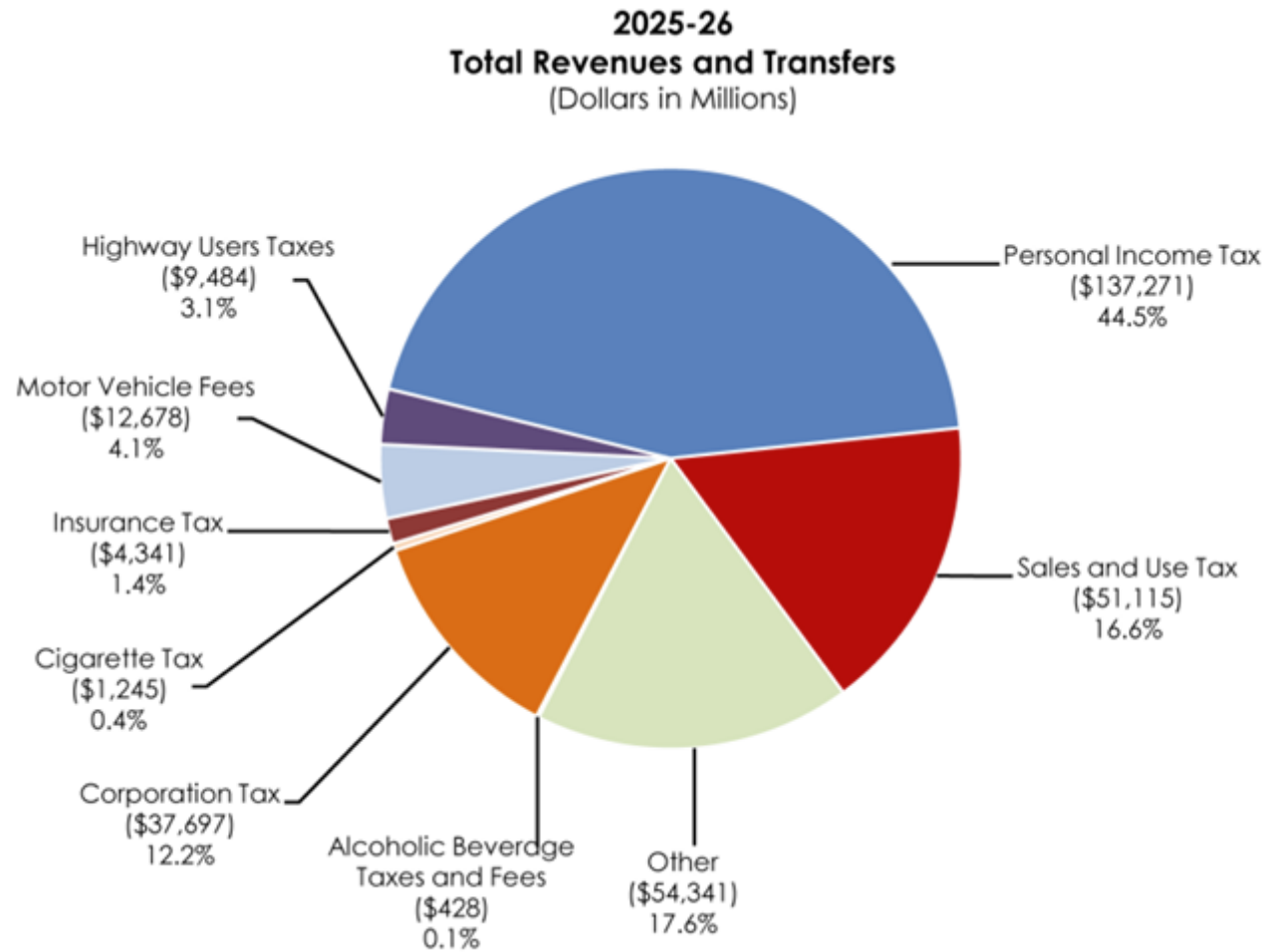


Hot off the press!

- Governor Newsom unveils his FY 2025-26 spending plan.
- \$322.3 billion balanced budget.
- \$16.9 billion in reserves.
- Modest surplus of \$363 million.



How are we paying for this?



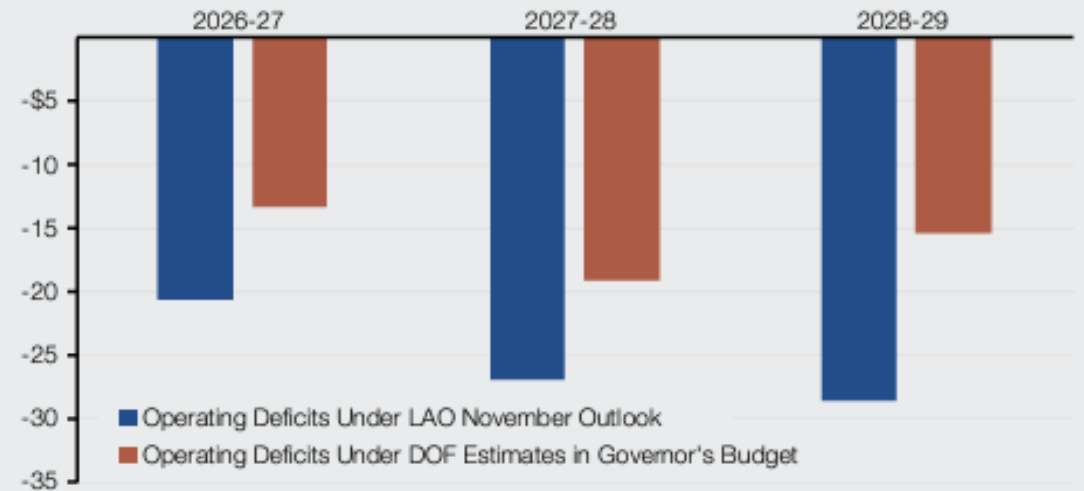
But what does the LAO say?

- The LAO forecasts a \$2 billion deficit for FY 2025-26.
- Largely aligned with the Governor.
- Recommends maintaining momentum on solving deficits.
- Not as rosy of an outlook.

Figure 2

Multiyear Deficits Persist

LAO and DOF Estimates of Multiyear Budget Condition (In Billions)



DOF = Department of Finance.

LAO

What's on the horizon?

- Budget subcommittees
- New federal administration
- Wildfires and other natural disasters
- Volatile stock market
- Revenue estimate misses



Revenue and Taxation

Potential Issues in 2025:

- New tax exemptions
- Short-term rentals
- Statewide fiscal reform
- Sales tax rebate agreements/sales and use tax reform

Sales and Use Tax: The Bradley Burns 1%

California Sales and Use Tax Rate Breakdown

State General Fund	3.9375%
County Realignment (<i>Mental Health/Welfare/PS</i>)	1.5625%
City/County General Fund (<i>Bradley-Burns</i>)	1.00%
Countywide Transportation Fund	0.25%
County Public Safety (<i>Prop 172</i>)	0.50%
Total	7.25%

Additional Voter-Approved taxes have
created different tax rates for different
jurisdictions

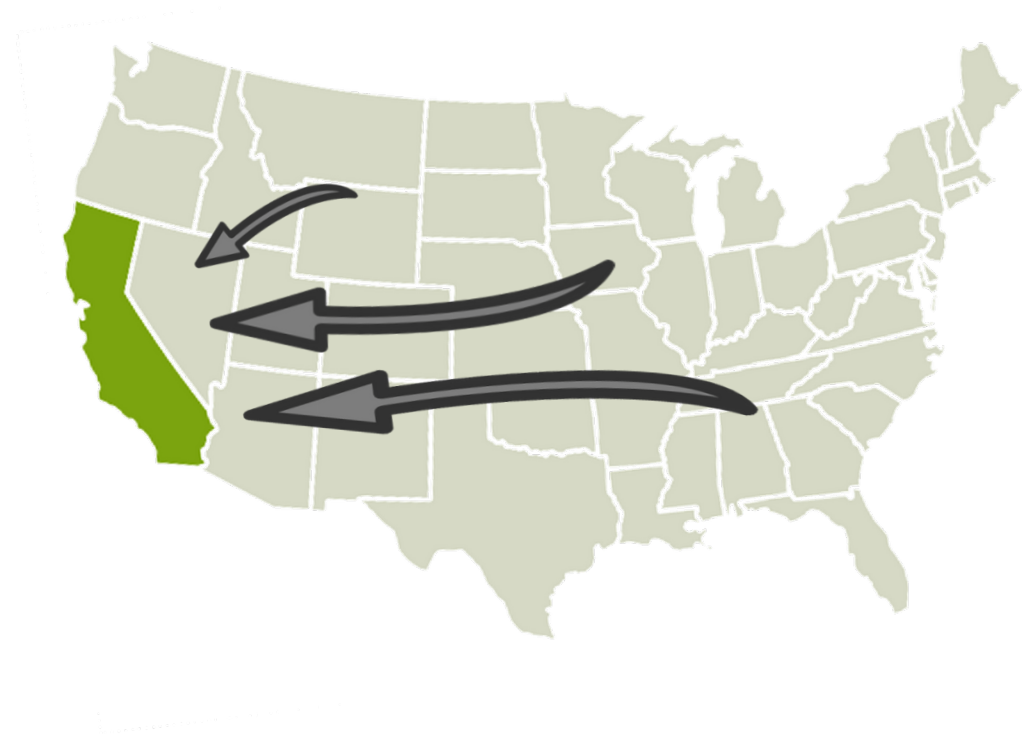
What is Sales Tax?

- Sales tax is imposed on ALL sales of tangible personal property in CA
- Tax only levied once: when purchased or used by the ultimate consumer
 - Retailer buys at wholesale and pays no tax

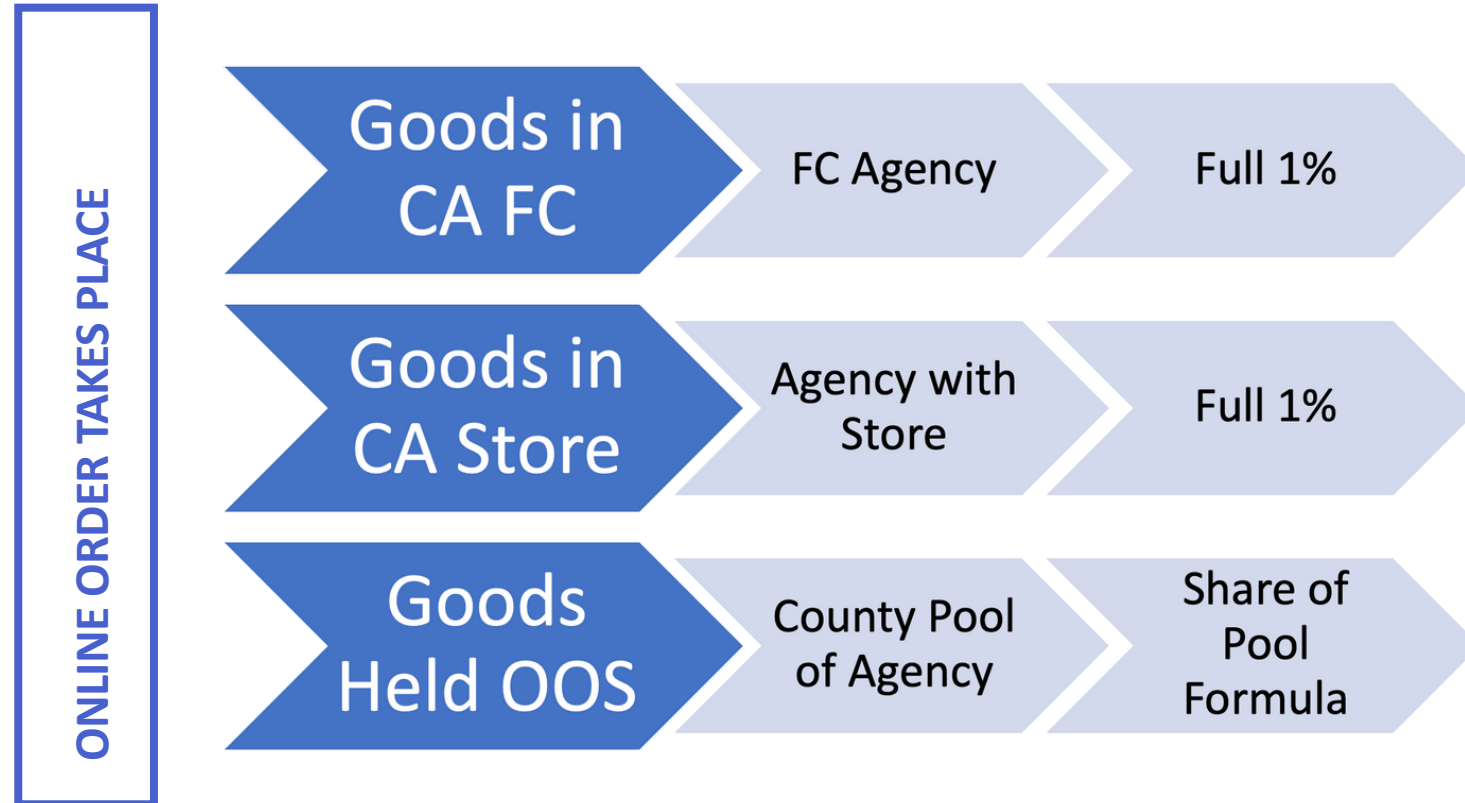


What is Use Tax?

- Charges on goods sold to California customers from out-of-state retailers
- **How is use tax distributed?**
- **First** - allocated into the county pool where the goods were delivered.
 - 58 counties = 58 pools
- **Second** - distributed from each pool to all agencies within a county, using a pro-rata share of sales tax formula



Where Do Taxes From Online Sales Go?



City Managers Sales Tax Working Group

Purpose

To convene a **diverse and representative** group of California city officials dedicated to examining local government sales tax issues and providing recommendations that:

- Equitably benefit California cities,
- Further fiscal sustainability, and,
- Strengthen the viability of the sales tax.

E-Commerce and Bradley Burns: Recommendations

Equitable split

- Defining Parameters:
 - A 50/50 split of Bradley Burns sales and use tax revenues generated from e-commerce transactions.
 - A plus or minus of 10% to allow for flexibility.
 - Prospective, revenues from existing sales tax sharing agreements not subject to split.
 - Five-year phase-in, post CDTFA implementation.
 - County pool use tax dollars redirected to destination city.

What's Next?

Environmental Quality

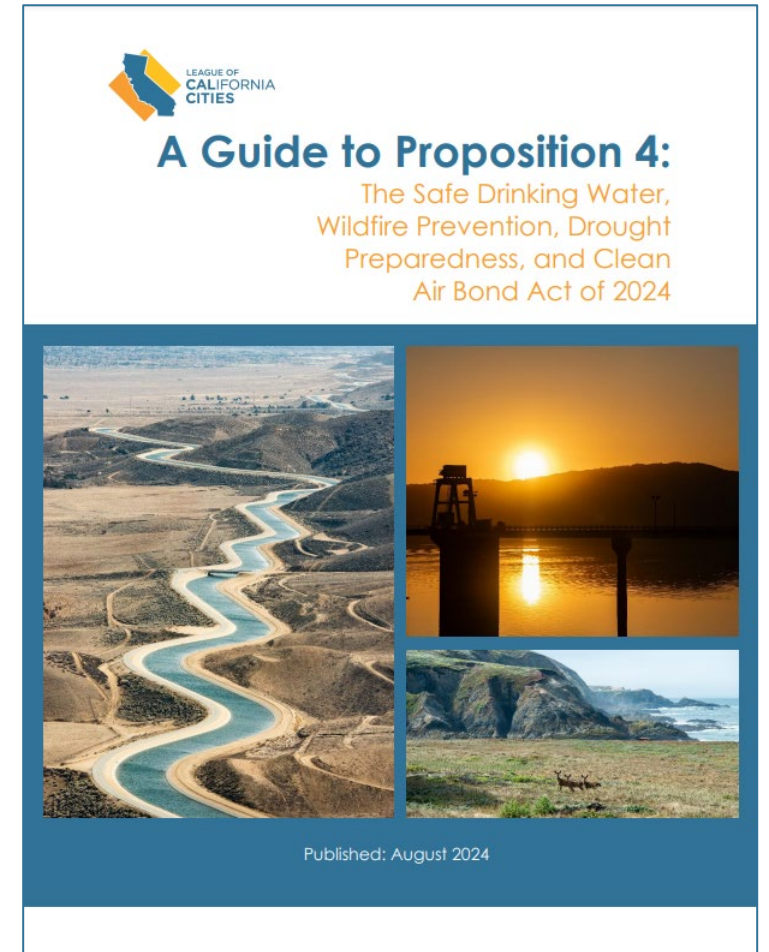
Melissa Sparks-Kranz

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Environmental Quality in the Budget

- 25-26 budget proposes \$2.7B for the first year of a 5-year expenditure plan to implement a \$10B [climate bond](#) ([Proposition 4](#))
- Proposed Budget includes:
 - Safe drinking water, drought, and flood resilience
 - Coastal resilience
 - Biodiversity and nature-based solutions
 - Clean energy
 - Wildfire and forest resilience
 - Outdoor access
 - Extreme heat mitigation
 - Dam infrastructure safety



Environmental Quality

Potential Issues in 2025:

- Disaster preparedness/fire hazard severity zone mapping
- Greenhouse Gas Reduction Fund and Cap-and-Trade Program reauthorization
- Water management legislation
- Coastal legislation
- Clean energy and grid reliability/affordability
- CEQA “reform” legislation
- AB 98 (2024) “warehouse bill” clean up legislation
- Proposition 4 implementation

Transportation, Communications, and Public Works

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Transportation, Communications, and Public Works in the Budget

2025-26 budget maintains previous commitments to statewide transportation projects.

Transportation Funding

- Transit Intercity Rail: \$7.7 billion for high priority transit
- Active Transportation: \$100 million to connect communities
- Port Terminals: \$1.2 billion to improve goods movement

Broadband

- The budget continues to delay investments for last-mile projects infrastructure funding

Transportation, Communications, and Public Works

Potential Issues in 2025:

- Infrastructure Investment and Modernization
- Advanced Clean Fleet Regulation Compliancy
- Clean Energy Permitting
- Protecting SB 1 Revenues/Exploring Sustainable Alternative Funding Sources

Community Services

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Community Services in the Budget

- **Homelessness:**

- Maintains \$100 million for Encampment Resolution Fund grants.
- Creates a new California Housing and Homelessness Agency.
- Does not commit to funding round seven of the Homeless Housing, Assistance, and Prevention (HHAP) grant program.
- Reinforces the Governor's commitment to increased accountability.

- **Children and child care:**

- Maintains previous funding commitments to implement Universal Transitional Kindergarten fully, expanded after-school and summer programs, and Universal School Meals.
- Continues the California State Library Parks Pass program.

Community Services

Potential Issues in 2025:

- Accountability and transparency for state homelessness funding
- Ongoing funding to address homelessness
- Addressing encampments
- Proposition 1 implementation
- Sober living homes and recovery housing
- Seniors and aging
- Community disaster preparedness
- Art and murals

Governance, Transparency, and Labor Relations

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Governance, Transparency, and Labor Relations in the Budget

- **State Employees' Retirement Contributions:**
 - \$6.9 billion (\$3.5 billion General Fund) for the statutorily required annual state contribution to CalPERS for state pension costs in 2024-25
- **Information Technology System Upgrades and Modernizations**
 - Unemployment Insurance Trust Fund Loan Interest
 - EDDNext
 - Division of Workers' Compensation
- **Workforce**
 - California Jobs First (formerly the Community Economic Resilience Fund)
 - Apprenticeship Innovation Fund

Governance, Transparency, and Labor Relations

Potential Issues in 2025:

- Brown Act and Public Meeting Modernization
- Artificial Intelligence/Technology
- Public Records Act Requests
- Campaign Finance
- Pension Sustainability and Divestment
- California Voting Rights Act and Redistricting
- Labor Relations
- Cybersecurity

Housing, Community, and Economic Development

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Housing, Community, and Economic Development in the Budget

- No new funding to affordable housing programs or restoration of funds after last year's \$1 billion budget cuts to affordable housing
- The Governor released 3 priorities for the year: reducing the cost of housing, enhancing accountability of local governments to meet their housing obligations, and removing barriers to infill housing near transit
- Cal Cities continues to advocate for ongoing funding for affordable housing as budget negotiations continue this spring

Housing, Community, and Economic Development

Potential Issues in 2025:

- By-Right Approvals of Adaptive Reuse and Office Conversion Projects
- Round 7 RHNA Reforms – HCD Study Response
- Coastal Housing Issues
- Housing Bond
- Enforcement of State Housing Law by the Attorney General
- Housing Element Audit: Expected release date this summer

Public Safety

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Public Safety in the Budget

The 2025-26 budget proposal includes significant wildfire mitigation and preparedness funding from the climate bond, including:

- **Forest health.** \$82.2 million for projects that improve forest health by significantly reducing fuels
- **Local fire prevention.** \$59.1 million for the Wildfire Prevention Grants Program
- **Wildfire mitigation.** \$9.1 million for the Wildfire Mitigation Program, which offers financial assistance in wildfire-prone areas for cost-effective structure hardening and retrofitting to create fire-resistant homes, as well as defensible space and vegetation management activities

Public Safety in the Budget

- **CalFIRE.** In addition to climate bond investments, an additional \$137.9 million for the continuation and addition of critical major capital projects, including the replacement of various fire stations, unit headquarters, helitack bases, and air attack bases

With the passage of Proposition 36 and a retail theft legislative package in 2024, the Governor's budget proposal does not include any major investments toward reducing retail theft, fentanyl, or other related issues. The Governor's proposed budget does note the impact Proposition 36 will have on the prison and parole populations

Public Safety Issues

Potential Issues in 2025:

- Proposition 36 and Retail Theft Package implementation
- Emergency Preparedness and Response to the Los Angeles County Fires
- Fire Insurance/Home Insurance
- EMS Regulations and implementation
- SB 357 (Wiener, 2024) Clean-Up

Questions?



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**SAVE THE
DATE**

April 23-25, 2025

Sacramento, CA

City Leaders SUMMIT



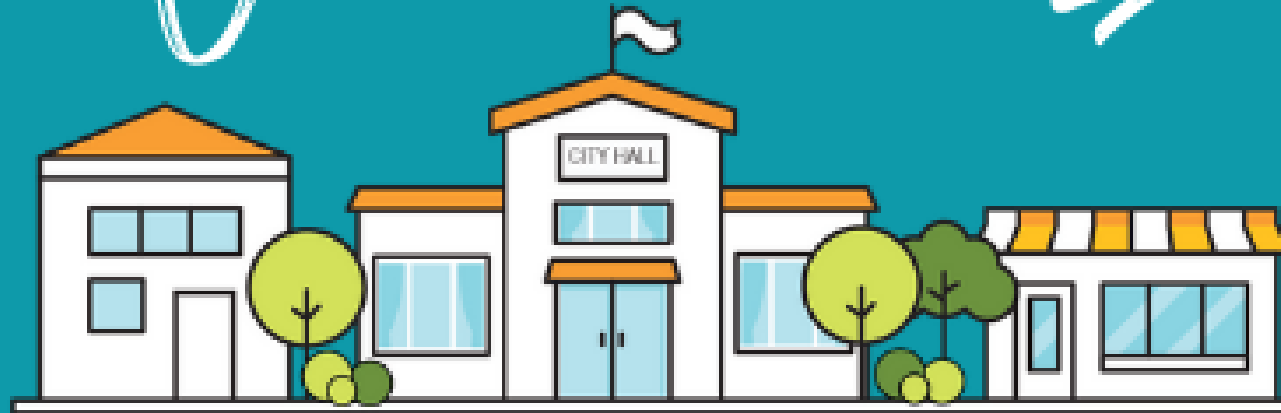


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Let's celebrate cities!

April 20-26, 2025

california



CITIES WEEK

THANK YOU!



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Strengthening California Cities
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