Effective Advocacy and Key City Issues

2021 New Mayors and Council Members Academy

January 28, 2021
Agenda

• Cal Cities Advocacy Infrastructure
• Your Role
• 2021 Key Issues
• Lobbyist Briefings
• Questions & Answers
Cal Cities Advocacy
Infrastructure
Cal Cities Advocacy Infrastructure

- Lobbyists and Policy Analysts
- Network of 16 Regional Managers (Statewide)
- Seven Policy Committees and Board of Directors
- Five Diversity Caucuses: Women’s, Latino, African American, Asian Pacific Islander and LGBTQ
- 10 Professional Departments: Including a Mayors and Council Member’s Department
Cal Cities Advocacy Infrastructure

• Legal Advocacy: Protecting city interests in court
• Ballot Advocacy: Protecting city interests on ballot measures; Citi-PAC
• Divisions (periodic meetings and advocacy efforts)
• California Civic Leadership Institute: Helping prepare local officials serious about serving in the Legislature (177 alumni, 30 serving in the 2020-2021 Legislature)
• League Partners: Businesses that supply goods and services to cities and care about city welfare
Your Role as an Advocate
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:

• Cal Cities 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
• Cal Cities Take Action Center: www.cacities.org/takeaction
• “Like” Cal Cities on Facebook: www.facebook.com/leagueofcities
• Follow Cal Cities on Twitter: @CaCities
Attend Cal Cities Conferences and Roundtables:

• **February 17:** Mayors and Council Members Roundtable

• **March 24:** Mayors and Council Members Roundtable

• **September 22-24:** Cal Cities 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 Cal Cities:*

- Distributing advocacy alerts
- Insight on political dynamics influencing legislation
- Presentations on legislative developments
- Support city officials in drafting sample letters
- Educate city staff on legislative process
Your Role as an Advocate

Build Relationships:

- Legislators and district staff
- Local media
- Individuals and organizations
- Administration officials
- Network with other city, county and regional officials
When we issue an Alert...

- 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 2021
Cal Cities Strategic Priorities

**Strategic Priority 1:** Secure state and federal funding for local COVID-19 public health response and economic recovery for all.

**Strategic Priority 2:** Secure funding to increase the supply and affordability of housing and resources to assist individuals at risk of – or already experiencing – homelessness while preserving local decision making.

**Strategic Priority 3:** Improve state-local coordination and planning to strengthen community disaster preparedness, resiliency, and recovery.

**Strategic Priority 4:** Protect and modernize critical infrastructure.
Cal Cities Legislative Leadership

Melanie Perron, Deputy Executive Director
Advocacy and Public Affairs

Jason Rhine, Assistant Legislative Director
Housing, Community & Economic Development
Cal Cities Legislative Representatives

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

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

Derek Dolfie, Legislative Representative
*Community Services, Environmental Quality*

Nick Romo, Legislative Representative
*Revenue and Taxation*
Legislative Analysts and Support Staff

Meg Desmond
Legislative & Policy Development Specialist

Johnnie Piña, Legislative Policy Analyst
Governance, Transparency, & Labor Relations, Housing, Community & Economic Development and Revenue & Taxation

Caroline Cirrincione, Legislative Policy Analyst
Community Services, Environmental Quality, Public Safety, and Transportation, Communications and Public Works, Federal Issues
Cal Cities’ 16 Regional Divisions cover every corner of California and serve as the grassroots advocacy core of the organization. City officials in each division work closely with the Cal Cities Regional Public Affairs Managers to develop regional informational programs and carry out grassroots activities to support specific legislative, regulatory, or ballot measure goals. Division members also help raise private funds for CitiPAC, Cal Cities’ political action committee.
REGIONAL PUBLIC AFFAIRS MANAGERS

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Director of Public Affairs

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Regional Contacts

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Sacramento Valley Division

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Peninsula Division

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DEANNA SESSUMS
Monterey Bay Division

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Email: dsessums@cacities.org
10 Tips for Cities Lobbying the California Legislature

1. Become engaged in the state level political process by appointing a legislative liaison within your city to track key legislation and work with your regional public affairs manager. You can locate contact information for your regional public affairs manager online at www.ca.cities.org/publicaffairs.

2. Use Cal Cities as a resource. To access Cal Cities priority bills, legislative contacts and additional information, visit www.ca.cities.org/legresources. Cal Cities’ online bill tracking tool can be found at www.ca.cities.org/billsearch.

3. Sign up to receive the Cal Cities newsletter, the Cal Cities Advocate, and stay current on important legislation. Subscribe at www.ca.cities.org/cacitiesadvocate.

4. Develop relationships with your Senate and Assembly representatives as well as their Capitol and district office staff.

5. Get to know members of your local press and educate them on legislative issues affecting your city.

6. Understand how state decisions impact your city’s budget.

7. Build networks and collaborate with other groups in your community on key legislative issues.

8. Organize an internal process within your city for developing and proposing changes to laws that will help your city.

9. Adopt local policies on legislation that enable your city to react quickly to the legislative process and respond to Cal Cities action alerts.

10. Write letters on legislation featured in Cal Cities Advocate. Samples can be found at www.ca.cities.org/billsearch by searching with the bill number or bill author.

Useful Legislative Resources

**Local Government**
- League of California Cities
  - www.ca.cities.org
- Western City Magazine
  - www.westerncity.com
- California City Finance
  - www.ca.cityfinance.com
- League Bill Search
  - www.ca.cities.org/billsearch
- Institute for Local Government
  - www.ca-ilg.org
- California State Association of Counties
  - www.csac.counties.org

**State Government**
- Office of the Governor
  - www.gov.ca.gov
- Secretary of State
  - www.sos.ca.gov
- Attorney General
  - http://oag.ca.gov
- California State Senate
  - www.senate.ca.gov
- California State Assembly
  - www.assembly.ca.gov
- California Dept. of Finance
  - www.dof.ca.gov
- Governor’s Office of Planning and Research
  - www.opr.ca.gov
- Legislative Analyst’s Office
  - www.lao.ca.gov

**Federal Government**
- Office of the President
  - www.whitehouse.gov
- U.S. Senate
  - www.senate.gov
- U.S. House of Representatives
  - www.house.gov
- Library of Congress
  - http://thomas.loc.gov
- National League of Cities
  - www.nlc.org

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Questions?

League of California Cities │ www.cacities.org
Thank you!