



Orientation

Team Leaders

IN-DISTRICT LOBBY DAYS (week of Oct. 16-20)

Thursday, Sept. 7th, 5-6:30 pm

The price of democracy is eternal vigilance and action.



Hats Off

In-District Lobby Day Planning Team

Leon Huntting, Coordinator
Linda Harmeson
Kathy Indermill
Susan Kirsch

Team Leaders & Legislator(s)





Benefits of In-District Lobby Day

In-District Lobby Day is an opportunity to . . .

- Influence state housing policy by using your knowledge and skills to inspire colleagues to join your;
- Strengthen you and your team's relationships and influence with elected state legislators;
- Increase the visibility and stature of you, your team, and Catalysts.

Make your voice heard!



Agenda

- 5:00 Welcome, TY, Intro (name, legislator, motivation to join Lobby Day) & Benefits – Susan Kirsch
- 5:15 Going to the Mountain Top – Leon Huntting
Fall In-District Lobby Day Schedule
- 5:30 How to build your participant team? Who? How? Q&A
- 5:50 In-District 30-minute Meeting Format
 - Schedule
 - Flyer of Talking Points (statewide concerns)
 - Individualize the Meeting (local concerns)
- 6:10 Q&A and Next Steps
- 6:30 Adjourn



Team Leader Schedule Overview

- Th, Sept 7, 5-6:30 pm – Orientation
- Th, Sept 28, 5-6:30 pm - Team Leader & Participant Orientation
- Th, Oct 5, 5-6:30 pm – Team Leader/Participant Q&A (optional)
- M-F, Oct 16-20 – In-District Meetings
- Th, Oct 26, 5-6:30 – Evaluation, Highlights & Lessons - All



How to build your team

Ideal Team Size: Minimum: 5 Maximum: Standing-room only!

Team characteristics: Mix of gender, ethnicity, age, political affiliations, cities

Sources to recruit Team Members:

City Councils and Boards of Supervisors, friends & neighbors

Neighborhood Association/ Homeowner Association/ Ad hoc active groups

Local Dem, GOP, Young Dems/GOP, Common Sense or other parties

Rotary, Business Clubs, etc.

Strategies: Email/phone call/living room meetings w/ intro to Lobby Day

w/follow-up FAQ to email w/schedule, time, benefits, etc.

Phone follow-up; encourage "you and a friend"

Sequence: 1) Participant says "yes." 2) Fill out the form. 3) Confirm w/the

team leader. Reward for biggest team.



Overview of Lobby Day – A Day in October

Time	Activity (est. 30-minute meeting)	
15 min	Gather outside legislator's office	Updates, review plans, roles, goals, Affirm success
5 min	Welcome, Get Seated, Intros	Confirm plans and materials <ul style="list-style-type: none"> • Teams & roles (leader, note-taker, photographer, timekeeper) • Schedules - ? • Materials: Catalysts buttons, flyer • Q&A
20	Statewide POV. (10 min) Constituent's present POV (10 min) w/interactive Q&A/conversational	Refer to leave-behind flyer – DOF, HCD, RHNA, LOCAL CONTROL Pre-planned speakers (1-3 minutes)
5	Call to Action/Request Agreements, TY, Good-byes	
10	POST-MEETING	10-minute + debrief



Working as a Team

- Team Leader(s) MOVE TO TL/PARTICIAPTN day
 - Rotate leadership
 - Choose a leader from the legislator's district
 - Role: Refer to the script, adapt as appropriate
- Point Persons
 - #1: Collector: Cards from the people you meet with (turn cards into Leon)
Take notes, take pictures (with permission)
 - #2: Timekeeper: Monitor, tactfully/forcefully keep everyone on track
- Group Members: Be attentive; respectful, be prepared to make brief statements and requests, refer to the flyer to "place" or underscore points



Flyer: WITH NEW CONTENT



Housing Policy Lobby Day

Tuesday, April 11, 2023

Legislators, like local elected officials and community leaders, want housing that is affordable. Yet the very foundations of the American Dream— safety and owning a home—are being undermined by legislation that favors developer/investors. Confidence is dwindling. Working together, we can do better.

The Big Picture



- 30,000 foot level: Evidence of flawed analysis of housing needs--
 - [State audit report](#) on RHNA (3/17/22): *The Dept. of HCD must improve its processes to ensure that communities can adequately plan for housing*
 - *Who's Counting? How McKinsey Hyped CA's Housing Crisis*, Zeldia Bronstein
 - [RHNA and ABAG demographic projections are way too high](#), Gaetan Lion

Legislation



- 10,000 foot level: Policies of streamlining, ministerial approval, and elimination of public participation benefit developer/investors, but harm neighborhoods, the environment, and don't meet goals for affordable housing --
 - [SB423](#) (Wiener) would extend SB35 (2017) to the [detriment of cities](#)
 - [Builders remedy](#) is a heyday for building market rate housing; no guardrails for communities

Cities/People at Risk



- 1,000 foot level: Cities and constituents suffer--
 - Developer/investors are enabled to build housing on sites [prone to fire](#), [flooding](#), and [toxins](#)
 - Cities incur increased costs for [unfunded mandates](#) and the infrastructure to support greater density (e.g., sewers, water, schools, power, safety, etc.) without state support

Take 3 Actions-- Implement policy solutions that serve communities & constituents!

1. **FIX** the flawed RHNA methodology that exploded housing quotas between the 5th & 6th Housing Element cycles by triple and up to six times previous mandates.
2. **OPPOSE** SB423 (Wiener). It [extends failed housing policy](#) without meeting the need for housing that is affordable. **Oppose AB1485 (Haney)** that exposes your constituents to [increased threats](#) from Attorney General Bonta's Strike Force.
3. **OPPOSE** bills that favor hedge funds and speculators to acquire land, profit, and housing cash flow while reducing safety, local control, and opportunities for home ownership.

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Housing Policy Lobby Day

Tuesday, April 11, 2023



Scan the QR Code to access this document and the links to the sources. Go to www.CatalystsCA.org for more information.

More Evidence

Housing costs are higher than ever after eight years of faulty RHNA methodology, "cities-are-to-blame-so-investors-can-profit rhetoric," and state "take-over" bills.

- ▶ **30,000 foot level: Bills use inflated and unreliable data to justify RHNA mandates.**
[Double Counting in the Latest Housing Needs Assessment](#), Gab Layton, Embarcadero Institute
[Huntington Beach v. Newsom, RHNA, HCD, and state housing law](#), Bob Silvestri, The Marin Post
- ▶ **10,000 foot level: Housing legislation benefits developer/investors, undermines the American dream of home ownership, drags the county down to a disenfranchised renter nation status, and relies on threats and litigation.**
[How CA's 6th cycle RHNA was rigged](#), Michael Barnes, Powerpoint re: SB35, SB828
[Modern Day Robber Baron: The Sins of Blackstone CEO Stephen Schwarzman](#), Patrick Range McDonald, Housing Is a Human Right
[JPMorgan is about to spend \\$1 billion on hundreds of rental homes across the US on the way to becoming a megalandlord](#), Robert Davis, Insider
- ▶ **1,000 foot level: Communities and constituents are put in danger.**
[YIMBY, White Privilege, and the Soul of our Cities](#)—Shelterforce
[CA Rent Control – The Unintended Consequences](#)—Altus Group
[Proposed multibillion-dollar regional bond signals shift in how Bay Area affordable housing is funded](#) -- Mercury News

Solutions

- ✓ Address the foundational issue of income inequality.
- ✓ Subsidize housing that is affordable to wage-earners.
- ✓ Preserve housing stock and tax vacancies.
- ✓ Regulate housing monopolies.
- ✓ Collaborate with communities and constituents.

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In-District Lobby Week Schedule

Schedule that names:

Date: Assembly District, Leg Names, Team Leader Names, Team Members

Date: Senator Districts, Names.



Prep for the Meeting – FROM APRIL

1. NEEDS WORK!!

The Legislator's name is a live link. Visit their website to learn more about them.

2. The box in the lower right-hand corner of the team schedule gives links to the Housing Committees.

3. If you have time, check the voting records of the people you'll meet. Be prepared to say "thank you."

Meetings:

17 Assembly Legislators or Aides: Agilar-Curry, Alvarez, Bauer-Kahan, Connelly, Gabriel, Hoover, Kalra, Jim Patterson, Joe Patterson, Quirk-Silva, Rivas, Rubio, Sanchez, Valencia, Ward, Wilson.

7 Senate Members or Aides: Becker, Caballero, Laird, McGuire, Seyarto, Weiner, Wilk

HOUSING COMMITTEES:

Senate Housing Committee: <https://ahcd.assembly.ca.gov/>

Assembly Housing Committee: <https://shou.senate.ca.gov/>

Assembly Local Government Committee: <https://alcl.assembly.ca.gov/>

For bill information, go to the CA Legislative (Leginfo) website: <https://leginfo.legislature.ca.gov/>



Q&A and Next Steps
