



Team Leaders & Participant Orientation

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

Thursday, Sept. 28th, 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

ALL the TEAM LEADERS

ALL the PARTICIPANTS



Team Leaders & Legislators

Team Leaders	Legislator	Senate	Assem	Committee
Michael Barnes	Buffy Wicks		A-14	HOU
Dan Broach	Kelly Seyarto	S-32		AUDIT/HOU
John Eldon	Tasha Boerner-Horvath			AUDIT/LOC
Lira Filippini	Gail Pellerin		A-28	
Lira Filippini	Jim Wood		A-2	
Cynthia Gabaldon	Chris Holden		A-41	
Cynthia Gabaldon	Susan Rubio	S-22		
Cynthia Gabaldon	Anthony Portantino	S-25		
Keith Gurnee	John Laird	S-17		AUDIT
Charles Head	Phil Ting		A-19	
Rick Johnson/Tief Gibbs	Mike McGuire	S-2		HOU



Team Leaders & Legislators

Team Leaders	Legislator	Sen	Assem	Committee
Amy Josefek	Ben Allen	S-24		
Amy Kalish/Stephanie Cho	Damon Connolly		A-12	
Art Kiesel	Diane Papan		A-21	
Linda Koelling	Catherine Blakespear	S-38		AUDIT/HOU
Linda Koelling	Kate Sanchez		A71	
Liz Lawler replacement	Dave Cortese	S-15		
Renee Lazear	Scott Wiener	S-11		HOU
Shirley Lewandowski	Liz Ortega		A-20	
Tom Weissmiller	Josh Becker	S-13		



Agenda

- 5:00 Welcome – Susan Kirsch
 - Team Leaders & Participant Introductions (name, city, motivation)
 - Benefits & Expectations of Participation

- 5:15 What Team Leaders & Participants Need to Know – Leon Huntting
 - Overview of In-district Lobby Day Schedule
 - In-District 30-minute Meeting Format
 - Team Roles: facilitator, timekeeper, notetaker, photographer
 - Media: Press releases--schedule and content
 - Catalysts Culture Reminders (handout)

- 6:00 Q&A and Wrap-Up

- 6:30 Adjourn



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 team.
- Strengthen your relationship and influence with elected state legislators.
- Increase the visibility and stature of you, your team, and Catalysts.
- Make a difference!

Make your voice heard!



Lobby Day Campaign Schedule Overview

Date	Time	Event
Th, Sept 7	5-6:30	Team Leader Orientation
		<ul style="list-style-type: none"> Recruit your team of co-constituents (5+) Call the scheduler to set meeting date (Oct 16-20)
Th, Sept 28	5-6:30	Team Leader & Participant Orientation
		<ul style="list-style-type: none"> Roles, Message, Ask, Outcomes, Media
Th, Oct 5	5-6:30	Team Leader/Participant Q&A (optional)
M-F, Oct 16-20		In-district Meetings with Legislators
Th, Oct 26	5-6:30	Evaluation, Highlights & Lessons (All)



Overview of Lobby Day Meeting

Time	Activity (est. 30-minute meeting)	
15 min	PRE-MEETING: Gather outside legislator's office	Updates, review plans, roles, goals, Catalysts buttons, visualize success
5 min	Welcome, Get Seated, Intros	<ul style="list-style-type: none"> • Introductions • Team & roles (leader, note-taker, photographer, timekeeper) • Confirm est. of 30 minutes, distribute flyer • Q&A
20 min	Local constituent issues (5 min) Statewide housing issues: DoF, HCD, RHNA (15 min.)	Refer to flyer for talking points Pre-arrange speakers (1-3 minutes per person)
5 min	Q&A, Next Steps, TY, Good-byes	Take a picture
10 min	POST-MEETING	Debrief and take a 30-60 second video of group comments



In-District Lobby Day Flyer



In-district Lobby Day Campaign: Housing Policy

October 16-20 2023

Legislators, like local elected officials, community leaders, and constituents, want housing that is affordable, based on reliable numbers and aligned with environmental and community values.

(Front)

WE AGREE!	HOWEVER...	Our ASK: SUPPORT CONSTITUENTS!
<p>We need housing that is affordable:</p> <ul style="list-style-type: none"> ▪ Vets ▪ Low-income families ▪ Retail and service workers ▪ Seniors ▪ First-time buyers 	<p>Legislators are passing housing laws that:</p> <ul style="list-style-type: none"> ▪ Promote building market-rate housing. ▪ Prioritize special interest “builders’ remedies” over constituent’s needs. ▪ Put average Californians at physical, social and economic risk. ▪ Burden cities with unfunded mandates for increased staff and infrastructure costs. <p>Without increasing the supply of housing that is affordable AND. . .</p> <ol style="list-style-type: none"> 1. HCD’s methodology isn’t current. Dept of Finance says population growth will be flat thru 2060. 2. 6th cycle RHNA numbers were inflated, unreliable. 3. The American Dream of home ownership is squashed by unregulated rental housing monopolies. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> HCD won’t budge. They say, “RHNA numbers will remain in place for the remainder of the 6th Cycle (2023-2031). 7th Cycle planning won’t begin until 2027.” <input checked="" type="checkbox"/> COMMUNITIES CAN’T WAIT!! Insist that HCD use accurate data, reliable assumptions, and transparent processes to create trustworthy housing policy. <input checked="" type="checkbox"/> ADVOCATE FOR A FULL HCD AUDIT in 2024! <ol style="list-style-type: none"> 1. Contact JLAC. 2. Talk to colleagues. 3. Gather evidence.
<p>COMMUNITIES CAN’T WAIT!! Five immediate RISKS of RHNA without accuracy and HCD without guardrails--</p> <ol style="list-style-type: none"> 1. Cities and municipalities will be penalized for not meeting their Housing Elements targets. 2. As a result of the penalties, cities may face bankruptcy. 3. Municipal bond ratings for California entities may face downgrades resulting in a higher cost of borrowing. 4. Builder’s Remedy will cause overbuilding and a deterioration in the environmental sustainability of communities including strained water resources, electricity capacity, traffic congestion, evacuation safety. 5. Overbuilding may also cause a rental apartment Bubble-and-Crash cycle associated with unsustainably high rental vacancy rates. 		



In-District Lobby Day Flyer



In-district Lobby Day Campaign: Housing Policy

October 16-20 2023



(Replace QR Code to go with this flyer) Scan the QR code to access documentation for these links. Go to CatalystsCA.org for more information.

Evidence of the Need for a Full 2024 Audit

Just a decade ago, DoF was way off when they forecasted that California's population would reach 52 million by 2060! <https://www.oregister.com/2023/07/26/california-exodus-state-population-projected-to-remain-the-same-through-2060/>

Dan Walters, typically pro-growth, documents that California has a long history of overshooting population projections. <https://calmatters.org/commentary/2022/04/california-population-decline/>

Wendell Cox describes CA no-growth <https://www.newgeography.com/content/007894-california-no-growth-2060-state-projections>

Albany City Council member Michael Barnes describes how the 6th cycle was trickery. [How CA's 6th cycle / RHNA was rigged.](#)

The Embarcadero Institute shows evidence of how RHNA was double counted. <https://embarcaderoinstitute.com/portfolio-items/double-counting-in-the-latest-housing-needs-assessment>

Journalist Zelda Bronstein asks, [Who's Counting? How McKinsey Hyped CA's Housing Crisis.](#)

Holland & Knight on builder's remedy. <https://www.hklaw.com/en/insights/publications/2022/10/builders-remedy-bay-area-will-soon-face-a-powerful-housing-tool>

(Back)



Catalysts Media Plan

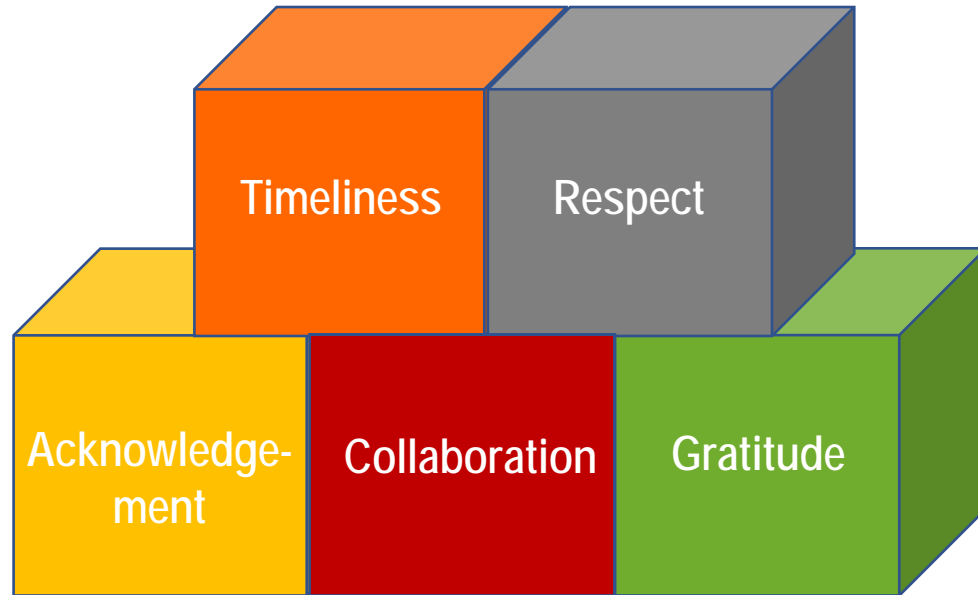
Goal: To get media coverage in 50% of the districts

Media Plan:

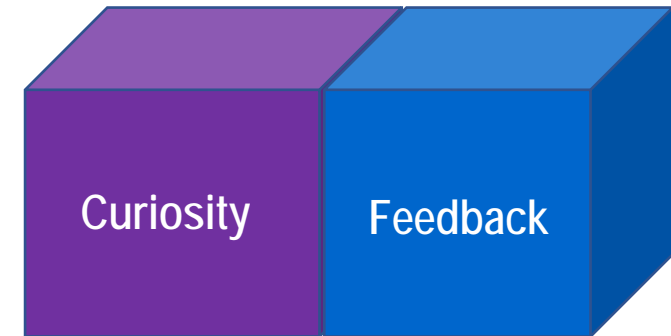
1. Identify one or more media outlets (print, radio, TV or blog news).
2. Tailor the Catalysts Press Release for each jurisdiction. (See template)
3. PR Schedule & Procedure: Email PR, make a follow-up call, leave message, resend
 - Oct 2 PR #1
 - Oct 9 PR #2 (use quote from TL)
 - Oct 23 PR #3 (use photo to include with PR)
4. Write an Opinion Piece to submit to your local paper. (optional)
5. Monitor media and send coverage to Catalysts (Linda Harmeson, yr1966@comcast.net).

Catalysts Culture Building Blocks

Useful in Building Relationships



Useful in Reducing Defensiveness



(See Catalysts Culture Reminders in Chat)



Q&A, Discussion, & Next Steps

1. Upcoming Dates:
 - Oct 5 – Optional orientation
 - Week of Oct 16-30 – Meetings
 - Oct 26 – Evaluation/debrief

2. Teamwork; play to strengths



Scheduling Process for Legislator Meetings

Sequence:

- 1. Scheduler:** Find the name and email address of your Assemblymember or Senator's scheduler. Dropped into chat. Call Leon (**415-377-9612**)
2. Email a meeting request. (*sample on next slide*)
3. If you don't get a response in a week, follow-up with another request. Consider calling the office to get the phone number of the scheduler.
- 4. DUE DATE:** Email or phone status reports to Leon (**leon@loanhunting.com**)



How to Build Your Team

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: Call or email with an intro to Lobby Day and your TL role

- Follow-up w/ a TY email w/schedule, time, benefits, etc. (Catalysts template)
- "Join me!" to make a difference!
- Use the online registration form at CatalystsCA.org—*Let's do it now!*



Wrap-up

We're all in this together....



“It’s not the mountain we conquer, but ourselves.” Sir Edmund Hillary