



# **Sacramento Lobby Day: RHNA & Housing Policy**

***Fix the Flaws***

Monday Night Catalysts Call, March 11, 2024



# Lobby Day Planning Team

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## *The Message, Power, & Potential of Lobby Day*

Stefanie Cho – Scheduling Meetings

Linda Harmeson – Lobby Day Schedule

Kathy Indermill – Instructional Design

Susan Kirsch – Recruitment, Oversight



# Agenda

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5:00 Welcome

5:05 Goals: **6 or more Registrations!**

1. Clarify the Lobby Day Message: **RHNA is Riddled with Errors**. Legislators are accountable to **Fix the Flaws!**
2. Be inspired by your power & potential to change the narrative.

5:10 Lobby Day Message/Q&A/Discussion

5:30 Lobby Day's Power & Potential, Schedule, Q&A

5:50 Updates & Announcements

- Senate Housing Letters due 3/13; Catalysts letters re: SB968 (Seyarato-support) and SB1128 (Skinner-oppose) in chat. Modify to send your own. Assembly Letter re: AB 2881 (Lee, Social Housing) due 3/1

6:00 Adjourn



# CONTEXT

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## **TIER I Actions: Assault in your own backyard**

Ex: ORME home in Palo Alto – to be replaced w/ 2 4-BR houses and 2 2-BR ADUs; 12 BR, 2 parking spots

- Letters to City Council, Board of Supervisors, local papers
- Petitions
- Referendum
- Litigation

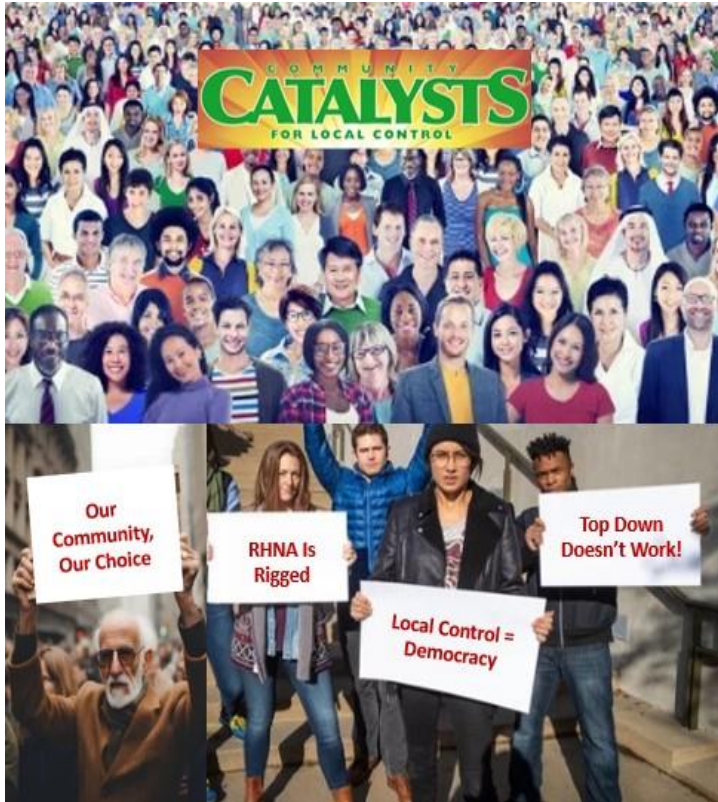
## **TIER II Actions: Statewide RHNA assault**

- Legislation
- Litigation
- Lobby!!



# CA Housing Policy (front)

## What we want and is promised vs What we're getting



Our Demands	
What we want	What we are getting
<input checked="" type="checkbox"/> <b>Validity</b>	Unscientific and unproven RHNA methodology
<input checked="" type="checkbox"/> <b>Reliability</b>	Flawed RHNA methodology leads to inflated, unattainable housing quotas
<input checked="" type="checkbox"/> <b>Affordability</b>	A flood of market-rate housing that benefits investor/developers, not low-income wage workers
<input checked="" type="checkbox"/> <b>Safety</b>	Increased risks of fire, blocked evacuation routes, flooding, no insurance, gentrification, economic instability
<input checked="" type="checkbox"/> <b>Accountability</b>	Laws that favor outsiders' profits, not the promised affordable housing

## Lobby Day Flyer (back)



### Housing Policy is Unfair and Unsafe!

- ✓ Legislation isn't producing housing that is affordable. Why? The problem is economic; not zoning, CEQA, or local control.
- ✓ RHNA methodology is unreliable.
- ✓ RHNA quotas are inflated and unattainable.
- ✓ RHNA methodology and quotas favor building market-rate, not affordable housing.
- ✓ Legislators have transferred power to plan for land use from local elected officials to the state, which caters to outside investors/developers.
- ✓ Investors/developers are calling the shots on zoning, height, density, parking, and values.
- ✓ HCD uses threats to force compliance.



## Evidence of RHNA's Lack of Validity (back)

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Scan the QR code for direct access to documentation for these links. Go to [CatalystsCA.org](https://CatalystsCA.org) for more information.

[The Dept of HCD must improve its processes](#); State Emergency Audit Report confirms RHNA flaws, 3/17/22.

[Background paper for audit of regional housing needs determination process](#), confirms numbers based on ad hoc info, not verifiable evidence; Christopher Elmendorf, UC Davis, 1/4/22.

[The inevitable failure of RHNA](#), Marc Verville, CPA/MBA, retired Walt Disney & Warner Bros. VP, Catalysts Town Hall, 2/8/24.

[Town Hall on Housing](#), host Lydia Kou, former mayor of Palo Alto, with guests Eric Filseth, former Palo Alto mayor, "Why haven't the state housing laws produced housing relief?"; Michael Barnes, former Albany City Council member, "Playing the Housing Numbers Games"; and Attorney Pam Lee, "SB-9 and RHNA lawsuits, 1/21/24.

[How housing laws sabotage affordable unit production](#), Amy Kalish, President, Citizen Marin, Catalysts Call, 11/27/23.

The Embarcadero Institute shows evidence of how RHNA was double counted, 2020.

<https://embarcaderoinstitute.com/portfolio-items/double-counting-in-the-latest-housing-needs-assessment>



# What We Want Legislators to Do

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## ✓ Take 3 Actions-- to serve communities & constituents!

1. **INITIATE** a request for the CA Audit Department to conduct a full audit of HCD's RHNA methodology, mandates, and outcomes to establish validity.
2. **DIRECT HCD** to put the 7<sup>th</sup> cycle Housing Element work on hold (2032-2040) until RHNA methodology, numbers, and process are verified as valid and reliable.
3. **VOTE in favor of bills that support local control and oppose bills that rely on faulty RHNA numbers.** For example, **OPPOSE AB-2881** (Alex Lee), The Social Housing Act and bills that weaken local control; **SUPPORT SB-968** (Kelly Seyarto), roll-over RHNA credits to the next cycle, and bills that benefit constituents.





# Lobby Day?

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**15 Senators and 15 Assemblymembers on housing, governance, and/or audit committees**

**5 Committee staff (5 meetings)**

**4 teams of 4-6+ elected and formerly elected officials, community leaders**

**5 20-25 minute meetings per team**

**2 breaks for lunch, discussion, and/or times to schedule a meeting with your own representative**



# What Should I Expect on Lobby Day?

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## Tuesday, April 16th

- 8:45 Gather in Sacramento near the capitol in a location TBD.  
Allow time for travel and parking
- 9:00 Welcome from Catalysts founder Susan Kirsch and lobbyist Rand Martin, overview of the day
- 9:30 Meet with your team members to confirm roles and schedule;  
disburse for the first meeting
- 10-2 Meet with legislators/aides/staff for 20-30 minutes
- 2:30 Gather for a group debrief w/refreshments
- 3:30 Wrap up and return home



# Upcoming Dates

## *Mark your Calendar*

Date	Activity
March 11 (M)	Catalysts Call: The Power and Potential of Lobby Day
March 28 (M)	<a href="#">Deadline to register</a> as a Lobby Day Leader
April 4 (Th)	Lobby Day Orientation, 5-6:30, mandatory for leaders; open to all. <a href="#">Register for the Town Hall</a>
April 11 (Th)	Orientation Q&A, 5-6:30 pm Town Hall; optional, open to all
<b>April 16 (T)</b>	<b>Lobby Day in Sacramento</b>
April 19 (F)	Team leader photos and reports due
April 22 (M)	Catalysts Call: Debrief for all



# What is the Power of Lobby Day?

## Catalysts' Power Base\*

Credit to researchers John French and Bertram Raven.

## Examples

➤ <b>LEGITIMATE. Evidence, data, research</b>	Flyer w/sources of evidence: Audit, Embarcadero Institute, Barnes, Filseth, Kalish, Verville.
➤ <b>REWARD. Elected officials/vote records, voters</b>	"We're voters, influential, and have friends who vote."
➤ <b>EXPERT. Knowledge, skill, experience</b>	Elected officials, formerly elected, community leaders, candidates, planners, architects
➤ <b>REFERENT. Formal/informal leaders, visionaries, supporters, cheerleaders</b>	Courage, integrity, respectful, strong, clear
➤ <b>COERCIVE. Courage to stand up to the proverbial bully on the playground; one stick alone breaks; a bundle doesn't</b>	Attorney General's "strike force", fines, fees, threats, group think
➤ <b>INFORMATIONAL. Capacity to control the narrative</b>	Catalysts Call, Town Halls, networking



# What is the Potential of Lobby Day?

## Catalysts' Potential to Expand Power

Common Victim Refrain	Catalysts Perspective	Catalysts Potential/ Opportunity
<ul style="list-style-type: none"> <li>• There's nothing we can do!</li> </ul>	Action (the first step) spawns possibilities.	"Whatever you can do or dream you can, begin it! Boldness has genius, power, and magic in it." German philosopher, Goethe
<ul style="list-style-type: none"> <li>• It's a waste of time. They'll never change their minds.</li> </ul>	Doing nothing is the surest way to maintain or worsen the status quo.	Change begins with face-to-face challenge to the mainstream narrative; build relationships
<ul style="list-style-type: none"> <li>• The housing situation is too hard, hopeless, depressing.</li> </ul>	Study. Learn. Compare notes. Experiment.	Think broadly, collaborate. Expand our tool kit. Mental health is in direct proportion to perceived options.
<ul style="list-style-type: none"> <li>• I trust my city council/BOS will do the right thing.</li> </ul>	Ya, right! They need nudges, support. Peer and top-down pressure dampen courage to do the right thing.	Stive to be partners. Share info. Demand accountability. Connect the dots. Display the obvious.



# Get Going!

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***Whatever you can do or dream you can,  
Begin It!  
Boldness has genius, power, and magic in it.***

Goethe, German philosopher



# What are the bases of Catalysts Power?

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## 6 Bases of Power\*

1. **Legitimate** – This comes from the belief that a person has the formal right to make demands, and to expect others to be compliant and obedient.
2. **Reward** – This results from one person's ability to compensate another for compliance.
3. **Expert** – This is based on a person's high levels of skill and knowledge.
4. **Referent** – This is the result of a person's perceived attractiveness, worthiness and right to others' respect.
5. **Coercive** – This comes from the belief that a person can punish others for noncompliance.
6. **Informational** – This results from a person's ability to control the information that others need to accomplish something.

Based on the research of John French and Bertram Raven who showed how different kinds of power influence one's leadership capacity.