



**Lobby Day in Sacramento
RHNA & Housing Policy**

Tuesday, April 16, 2024

Participant Orientation Training: April 4, 2024



Agenda: April 4, 5-6:30

- 5:00 Welcome & Getting Started
Meet the Lobby Day Team; 1-minute introductions (name, city, motivation, outcomes)
- 5:15 Lobby Day Goals & Expectations
Schedule for the day; the 25-minute meeting
- 5:40 Lobby Day Messages & Resources: Flyer and Fact Sheet w/ Q&A
- 6:00 Teams: members, roles, teamwork
- 6:15 Logistics: travel, timing, parking w/ Q&A
- 6:25 Wrap up and Next Steps
- 6:30 Adjourn



Context

TIER I Actions: Assault in your own backyard

- Letters to City Council, Board of Supervisors, and media
- Petitions, Referendums
- Litigation

TIER II Actions: Statewide RHNA/Economic assault

- Legislation
- Litigation
- Lobby!!



What to expect on Lobby Day w/ Q&A

Tuesday, April 16th

- 8:45 Gather in Sacramento at 1121 L Street, Suite 612, Office of MVM Strategy Group
Allow time for travel and parking
- 9:00 Welcome - Rand Martin, Host and lobbyist; Susan Kirsch, Catalysts President
Overview and distribute materials: Team Schedules, Flyers, Fact Sheets, Catalysts Buttons
- 9:30 Meet with your team 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 (optional)
- 3:30 Wrap up and return home



Meeting Flow & Roles (15-25 minute meeting)

Time	Who	What	Notes
2-3 min	Team	Gather outside legislator's office. Review roles—timekeeper, notetaker/collector of business cards, photographer/get verbal photo permissions.	First impression: organized
2-3 min	Team Leader	TY for meeting; intros (Team Leader starts; others give name, city, position). TL confirms time, introduces timekeeper	Script option
9 min 3/3	Team Leader & Team	Distribute the flyer and fact sheet: <ul style="list-style-type: none"> • 3 Key Points: RHNA Basics and Fact Sheet (1-3 speakers): 6 minutes • Local projects & impacts (1-2 speakers): 3 minutes 	Script option
5 min	Team	Legislator/Aide Q &A; Conclude: What to do about RHNA	From Fact Sheet
2 min	Team	QR Code reminder, photo, Thank You	



The Key MESSAGES of Lobby Day

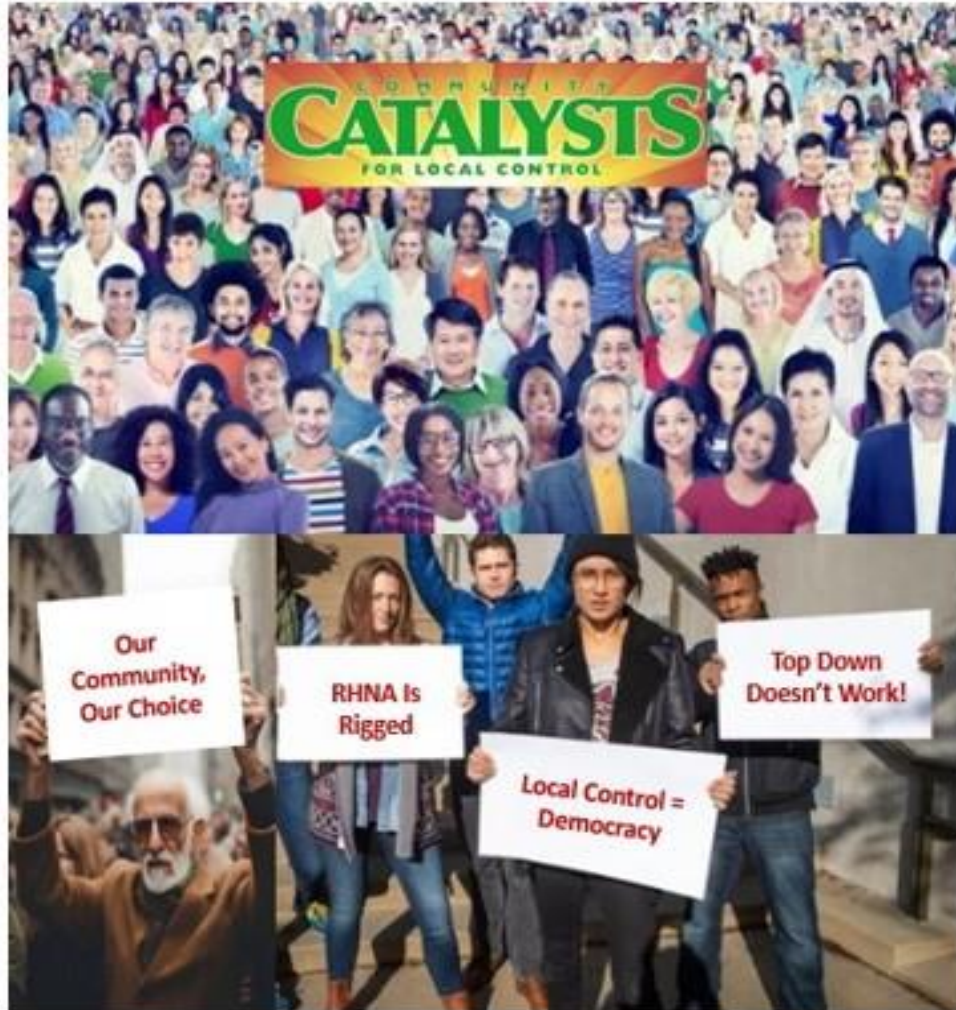
- On Tuesday – Assemblymember Buffy Wicks introduced AB 1893, sponsored by Attorney General Rob Bonta. It's presented as an “olive branch” to local governments, but more likely it's a way to streamline “builders remedy.”
- With this new information and context, we plan to revise the flyer and fact sheet.

The “housing crisis” is a narrative that benefits builder and investors, but not constituents and communities.

1. 150 housing laws; not much increase in production or affordability.
2. It's an economic, not a housing, problem. RHNA mandates rig the system.
3. Extremely costly – both state and locally.



Lobby Day Flyer (front—RHNA Basics)



RHNA BASICS!

- HCD (Housing and Community Development Dept) oversees an 8-year cycle of planning for RHNA (Regional Housing Need Assessment and Allocation).
- 5th cycle – 2015 - 2022
6th cycle – 2023 – 2031
- Assessment includes Projected Needs based on Dept. of Finance population projections and “existing” need.
- Allocation occurs in 4 income categories based on local Area Median Income (AMI): very low, low, moderate, and above moderate.
- 2017 laws changed RHNA from a planning tool to a production club.



Lobby Day Flyer (front--RHNA Data)

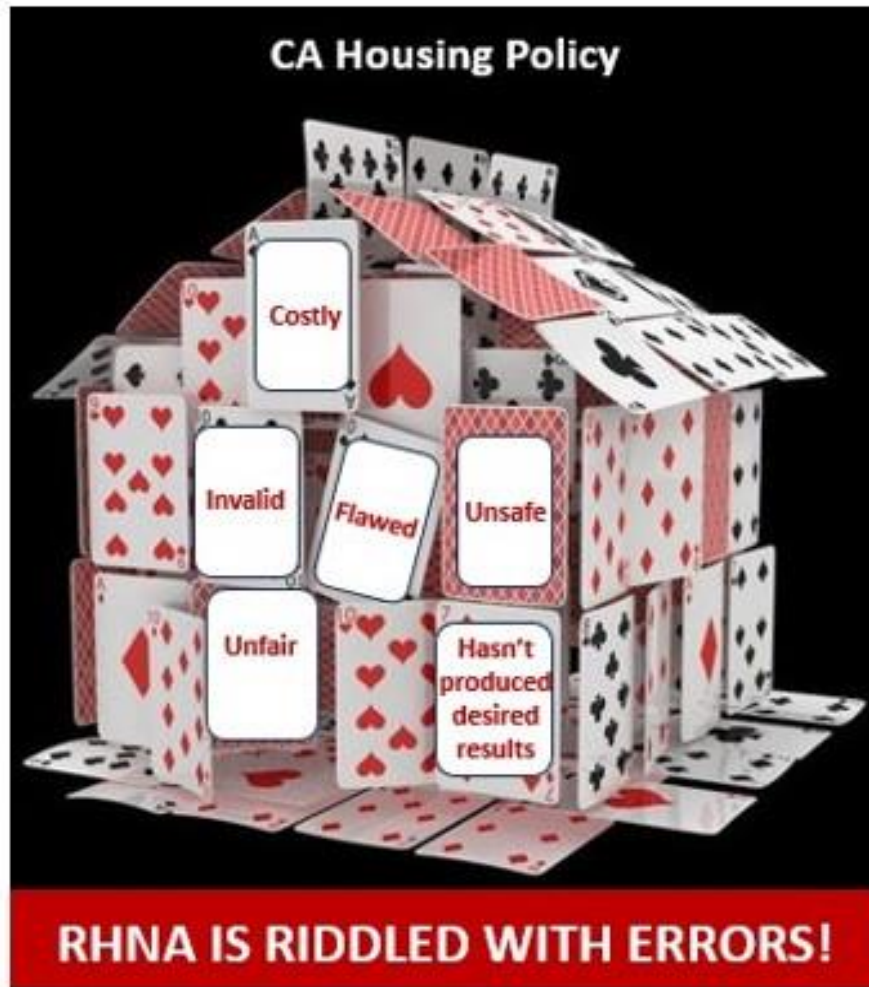
RHNA Data from the 5th and 6th Cycle:

County	City	5 th Cycle	6 th Cycle	5 th Cycle	6 th Cycle	5 th Cycle	6 th Cycle	5 th Cycle	6 th Cycle	Total 5th	Total 6th	Unit Increase
		Very Low AMI		Low AMI		Moderate AMI		Above Mod. AMI		Totals	Totals	From 5-6 th Cycle
Alameda	Oakland	2,059	6,511	2,075	3,750	2,815	4,457	7,816	11,533	14,765	26,251	11,486
San Francisco	San Francisco	6,234	20,867	4,639	12,014	5,460	13,717	12,536	35,471	28,869	82,069	53,200
Santa Clara	Cupertino	356	1,193	207	687	231	755	270	1,953	1,064	4,588	3,524

Take Notice:

1. RHNA increases from the 5th to 6th Housing Element cycles. Dept of Finance says population growth is flat through 2060.
2. RHNA sets higher quotas for moderate and above moderate housing; lower quotas for low-income affordable housing.
3. AMI for a 4-person household: Alameda - \$147,900; San Francisco - \$128,151; Santa Clara - \$181,300. Consider that minimum wage at \$16/hr. generates an annual income of \$32,000.

Lobby Day Flyer (back—What We Expect)



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

Lobby Day Flyer (back—Results)

- ✓ Legislators promised affordable housing if cities forfeited planning, curtailed public participation, and abandoned environmental constraints. Results: homelessness up 31%, median rent up 38%, housing production flat; total per-unit cost at \$945,000. The problem is economic; not zoning, CEQA, or local control.





Fact Sheet (front)

FACTS	EVIDENCE
<p>SANDAG-San Diego Association of Governments, March 22, 2024. Theme of the critical comments from elected officials directed to HCD’s Deputy Megan Kirkeby: <i>RHNA is broken and the process is flawed.</i></p>	<p>https://www.youtube.com/watch?v=arKeg7IFk7w Solana Beach Mayor Lesa Heebner, SANDAG VP, starts at 45:30. Testimony runs until 1:35.</p>
<p>State Audit – <i>Overall, our audit determined that HCD does not ensure that its need assessments are accurate and adequately supported.</i></p>	<p>State Auditor’s Report on RHNA, March, 2022, Michael Tilden, Acting State Auditor.</p>
<p>State Department of Finance - <i>California Exodus: Once growing rapidly, state population projected to remain the same through 2060.</i> It makes no sense that RHNA numbers should increase by 2-3 times.</p>	<p>California: No Growth to 2060 per State Projections, Wendell Cox, New Geography, July 30, 2023</p>
<p>Legislation is rigged to set cities up to fail. From SB-828 (streamlining, Wiener) to SB-35 (ministerial approval, Wiener) to SB423 (coastal, Wiener), authority to plan and zone is wrested away from local electeds and the coastal commission.</p>	<p>Why the Wiener housing bills will never work—and could destroy the coast, Michael Barnes, former Albany City Council, March 12, 2024</p>
<p>RHNA is economically untethered. It is designed to give incentives to market-rate developers in high value areas which creates high risk to community finances and environmental resources without materially impacting the affordability objectives that have been used as its justification.</p>	<p>The inevitable failure of RHNA, Marc Verville, CPA/MBA, retired Walt Disney & WB VP, Catalysts Town Hall, 2/8/24.</p>
<p>Housing laws stifle production of affordable housing, making it impossible to meet RHNA goals.</p>	<p>How housing laws sabotage affordable unit production, Amy Kalish, President, Citizen Marin, Catalysts Call, 11/27/23.</p>



Fact Sheet (back)

<p>State housing laws and RHNA are costly. Some of the 482 cities and 58 counties spent over \$1M to add staff, hire consultants, and get legal opinion. HCD spent \$1B in consulting grants, expanded staff, and lawsuits. The increase in affordable housing = minuscule!</p>	<p><u>Why haven't the state housing laws produced housing relief?</u>, Eric Filseth, former mayor, Palo Alto, February 2024.</p>
<p>RNHA puts residents at risk: due to high density as well as fire, flood, water supply, and compromised evacuation routes during catastrophic event.</p>	<p><u>Californians' home insurance is being dropped due to 'density.'</u> Megan Fan Munce, <i>US & World</i>, March 30, 2024.</p>
<p>Embarcadero Institute was the first to disclose the Governor's claim of a 3.5M housing unit shortage was in error and first to disclose HCD's practice of double counting RHNA.</p>	<p><u>CA's 3.5 Million Housing Shortage Number Raises Questions</u>, Gab Layton, July 2019</p> <p><u>"Double Counting in the Latest Housing Needs Assessment,"</u> Gab Layton, Sept, 2020.</p>
<p>BOTTOM LINE: the economy, growing income and wealth inequality. Laws that diminish the American Dream of home ownership and foster a state of renters under the profit-heavy thumb of landlords, are out of alignment with the principles of the CA Constitution.</p>	<p><u>Rising inequality: A major issue of our time</u>, Brookings Research, Zia Qureshi, May 16, 2023</p>



Fact Sheet (back)

What We Want Legislators to do! (Draft)

What to do about RHNA & Housing? You have options . . .

1. Find like-minded colleagues who share your commitment to restore collaborative, evidence-based housing policy that meets real community needs.
2. Author legislation that protects jurisdictions from builder's remedy laws, which kick in mid-year of the 6th cycle if 50% of RHNA quotas are not met. Builder's Remedy gives developers planning rights previously held by locally elected officials on behalf of constituents.
3. Initiate a request for a full audit of HCD and the RHNA process to follow-up on the audit report of 2022.
4. Support the current audit request (Sen. Glazer) to review HCD's Housing Element processes and procedures.



Sample Schedule

CATALYSTS SPRING 2024 LOBBY DAY - LEGISLATIVE MASTER MTG. SCHEDULE April 16, 2024

	TEAM 1	TEAM 2	TEAM 3	TEAM 4
TEAM LEAD	TBD	TBD	TBD	Michael Barnes
				Eric Filseth
8:45 AM	Meet outside ** TBD**			Phone: **TBD**
9:00-9:30 AM	Review of plans and materials for the day with Rand Martin			
9:30-10 AM	Walk to LEGISLATOR OFFICE BUILDING [1021 O Street] and go through security			
	HOUSEKEEPING: Cafeteria located on the 3rd floor. Restrooms on each floor.			
10:00 AM	Asm. Joe Patterson, [R]	Asm. Ash Kalra [D]		AUDIT COMMITTEE STAFF
MEETING WITH:	Christine Paxton, Senior Asst.	Ericka Salazar, Legis. Aide		Wesley "Wes" Opp
COMMITTEE	Vice Chair, Asm. Housing	Asm. Housing & Local Govt.		Chief Consultant
COUNTY	AD- 05: El Dorado, Placer	AD-25: Santa Clara		
CITIES	Roseville, Rocklin, Auburn	San Jose, Alum Rock		
SAC OFFICE	S-4530 Phone: 916-319-2005	S- 4610 Phone: 916-319-2025		Phone: 916-319-3300
WEBSITE	https://ad05.asmrc.org/	https://a25.asmdc.org/		N/A
10:30 AM	Sen. Kelly Seyarto [R]	Sen. Steve Padilla [D]	Sen. Caroline Menjivar [D]	
MEETING WITH:	Daniel Lieber, Legis. Aide	Cece Sidley, Sen. Fellow	waiting for confirmation	
COMMITTEE	VC-Sen. Gov., Sen. Housing, Aud	Sen. Housing	Sen. Housing	
COUNTY	SD-32: Riverside	SD-18: Imperial, Riverside	SD-20: Los Angeles	
CITIES	Chino Hills, Hemet, Murrieta	El Centro, Indio	Burbank, San Fernando	
SAC OFFICE	S-7120 Phone: 916-651-4032	S-6640 Phone: 916-651-4018	S-6720 Phone: 916-651-4020	
WEBSITE	https://sr32.senate.ca.gov/	https://sd18.senate.ca.gov/	https://sd20.senate.ca.gov/	



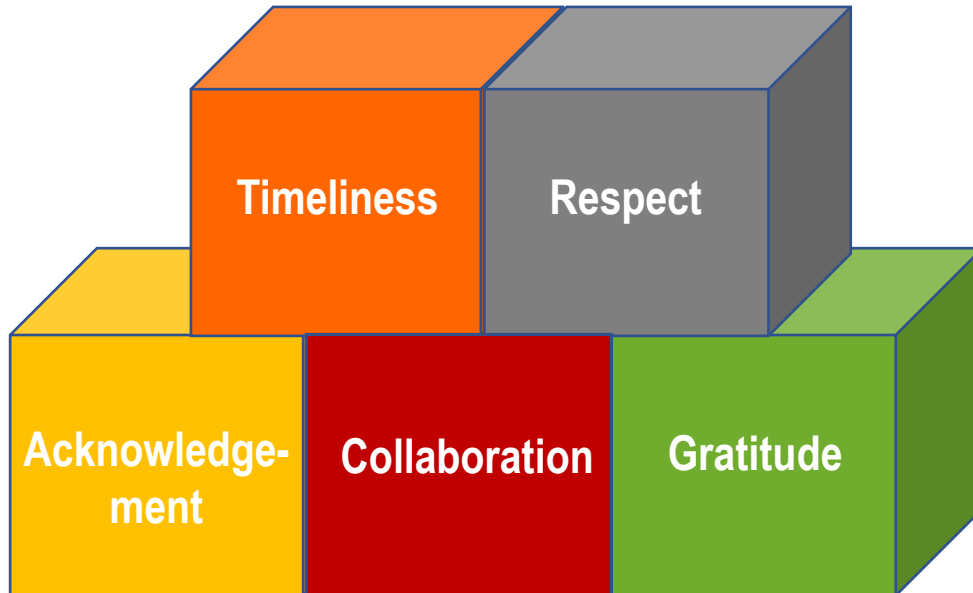
What Ifs

Goal: Be prepared for the unexpected

Possible Situations	Suggested Responses
1. You get a late start:	"We're getting a late start, I'd like to confirm that we have X minutes for our meeting."
2. You encounter resistance of these forms from either the legislator or aide:	"With all due respect..."
<ul style="list-style-type: none"> • Domination or diversion? 	"We came to have our voices heard. We want you to listen."
<ul style="list-style-type: none"> • Intimidation? 	"We understand we have different points of view, <i>and</i> 150 bills aren't producing the desired results."
<ul style="list-style-type: none"> • Asks, "What's your solution?" 	"With all due respect, the solution starts with a proper analysis of the problem. Then, fix RHNA." We support producing affordable housing. We're opposed to solutions that aren't working.
<ul style="list-style-type: none"> • Asks a question you don't have an answer for? 	"That's a good question." Anyone on the team have an idea? We'll think about it. What do you think?"
3. You run out of time:	"I see we've hit our time limit. May we take 5 more minutes?"

Catalysts Culture Building Blocks

Useful in Building Relationships



Useful in Reducing Defensiveness



(See Catalysts Culture Reminders in Chat)



Upcoming Dates

Mark your Calendar

Date	Activity
April 4 (Th)	Lobby Day Orientation, 5-6:30, mandatory for leaders; open to all. Register for the Town Hall
April 11 (Th)	Orientation Q&A, 5-6:30 pm Town Hall; optional, open to all
April 16 (T)	Lobby Day in Sacramento
April 19 (F)	Team leader photos and reports due
April 22 (M)	Catalysts Call: Debrief for all



Get Going!

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

Goethe, German philosopher