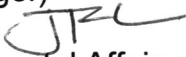



APPROVED  
12/17/18

DECEMBER 17, 2018

CITY COUNCIL  
CONSENT CALENDAR

SUBJECT: **FINAL 2019-2020 LEGISLATIVE PRIORITIES AND  
COMPREHENSIVE LOBBYING AND ADVOCACY PLAN**

INITIATED BY: **CITY MANAGER'S DEPARTMENT**  
(Paul Arevalo, City Manager)  
(John Leonard, Manager)   
(Hernan Molina, Governmental Affairs Liaison) 

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**STATEMENT ON THE SUBJECT:**

The City Council will consider approving the revised 2019-2020 legislative priorities and comprehensive lobbying and advocacy plan.

**RECOMMENDATIONS:**

1. Approve the 2019-2020 Legislative Priorities.
2. Approve the West Hollywood Comprehensive Lobbying and Advocacy plan.

**BACKGROUND / ANALYSIS:**

**WEST HOLLYWOOD COMPREHENSIVE LOBBYING AND ADVOCACY PLAN**

On April 2, 2018, the City Council directed staff to analyze the City's current lobbyist services contracts and efforts, and prepare a comprehensive next generation lobbying and advocacy plan that incorporates county, regional, state, and federal work; and return to Council with the draft plan.

On Monday, August 20, 2018, pursuant to the City Council direction, staff presented a draft comprehensive lobbying and advocacy plan. The draft plan encapsulated previous discussions with each Councilmember, and input from the legislative affairs team, comprised of City Staff and the City's Sacramento Lobbyist, Helyne Meshar & Associates (HM&A).

During the hearing on August 20<sup>th</sup>, each Councilmember provided comments and suggestions regarding the plan by the Legislative Affairs Team. This valuable feedback was incorporated into the plan. The plan is hereby presented as Attachment A, "West Hollywood Comprehensive Lobbying and Advocacy Plan".

**THE REVISED PLAN**

Vetting Process and City Position on Legislation:

The revised plan proposes a two-pronged vetting process. The first step includes a review, by the City's Legislative Affairs Team of initiatives proposed by legislators in Sacramento, members of Congress and proposed ordinances/resolutions being considered by the Los Angeles County Board of Supervisors. In addition, the Legislative Affairs Team also monitors rules proposed by regulatory agencies such as the

Public Utilities Commission (CPUC), etc. If a Councilmember or, Commission or Advisory Board, City Department or member of the public is interested in the City taking a position on a piece of legislation, the Legislative Affairs Team will review the legislation and recommend a City position. During this initial review, the Legislative Affairs Team determines whether the proposal requires a response by the City and/or the adoption of a position by the City Council.

The second step in this process is the development of an official response by the City and the strategy for communicating the City's response. For instance, if the legislation aligns with the City's Legislative Priorities, a letter of support (or opposition if it is counter to the City's priorities) will be drafted by staff and signed by the Mayor or City Manager. If it is necessary to have a formal City Council resolution regarding the City's position on the legislation, or staff believes it is necessary for Council to discuss the City's position, staff will draft a staff report for consideration at an upcoming City Council meeting. This staff report will come from staff, and if there are multiple pieces of legislation to be considered, staff will draft a single staff report with multiple recommendations (in the different pieces of legislation).

#### Advocacy and Lobbying:

Advocacy and lobbying efforts are needed in many different situations, and the legislative affairs team, after conducting an initial assessment, prioritizes such efforts based on the City's core values, adopted legislative priorities and previously adopted policies.

Once a proposal is determined to be a priority, the Legislative Affairs Team discussed different approaches and develops a lobbying and advocacy strategy. The strategy has different goals:

- 1) To present the City's point of view to a legislator or another institution/governmental agency, and express the City's support or opposition to an issue or policy proposal;
- 2) To secure an amendment of policy proposal, if needed, that benefits the City and advances the interests of the community;
- 3) To develop an alliance or coalition with common City partners such as the League of California Cities to advance a proposal or defeat it;
- 4) To introduce a legislative proposal and build an advocacy support coalition around it for the successful passage of such proposal.

#### **2019-2020 LEGISLATIVE PRIORITIES**

On December 3, 2018, the City's legislative affairs team presented to the City Council the draft 2019-2020 legislative priorities. The priorities, which have been adopted many years ago, are updated every two years, at the beginning of each two-year session of the California State Legislature and the new Congress. The legislative priorities, as presented, incorporate comments and direction from Councilmembers from meetings that were held in November. The additions to the priorities (from the December 3 City Council meeting) are listed below:

- Expanded the Animal Welfare (AW) section to reflect the Council's direction on

continuing to pursue legislation for the implementation of a statewide animal abuser database.

- Added a priority to the AW section supporting the development of animal care and control facility in the Westside of Los Angeles County, particularly at the Veterans Administration's West Los Angeles campus.
- Added a priority under Health & Human Services (HHS) section to support legislative efforts for the adoption and implementation of a single-payer health system.
- Added a priority to support legislation to ban the sale of fur and fur products in California.

The legislative priorities are hereby presented as Attachment B, "2019-2020 Legislative Priorities".

### **CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-1: Adaptability to Future Change.
- OSP-2: Institutional Integrity.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- G-1: Ensure that the community is active and engaged in the decision-making process.
- G-2: Maintain transparency and integrity in West Hollywood's decision-making process.

### **EVALUATION PROCESSES:**

As described in the staff report and attachments, City staff is proposing a comprehensive plan for evaluating and vetting potential legislation.

### **ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

Environmental sustainability and the health of City residents are two important priorities of the work by the City's Legislative Affairs Team.

### **COMMUNITY ENGAGEMENT:**

The comprehensive lobbying and advocacy plan includes enhanced efforts related to community engagement, including how information is disseminated to the public.

**OFFICE OF PRIMARY RESPONSIBILITY:**

CITY MANAGER'S DEPARTMENT / COMMUNITY & LEGISLATIVE AFFAIRS  
DIVISION

**FISCAL IMPACT:**

None.

**ATTACHMENTS:**

Attachment A: "West Hollywood Comprehensive Lobbying and Advocacy Plan"

Attachment B: "2019-2020 Legislative Priorities"

## **West Hollywood Comprehensive Lobbying and Advocacy Plan**

On April 2, 2018, the City Council directed staff to draft a comprehensive next generation lobbying and advocacy services plan that incorporates county, regional, state, and federal work, and includes a recommended scope of services for the City's advocacy and lobbying efforts.

### **City of West Hollywood Advocacy and Lobbying Efforts: Background**

The City of West Hollywood is a General Law City with five Council members elected at-large to four year terms on a staggered basis. The City has approximately 220 full-time and about 50 part-time employees. Its General Fund operating budget is approximately \$100 million, and its total annual budget is approximately \$135 million. The City's fiscal year begins on July 1 and ends on June 30. The City is a contract city, which contracts for many of its public services. Police protective services are provided via a contract with the Los Angeles County Sheriff's Department and fire protection is provided by the Los Angeles County Fire department which receives a portion of the 1% property tax general levy in the City.

With a population of approximately 37,000 in a land area of only 1.9 square miles, the City of West Hollywood is a highly dense, urban community sharing its city borders on the north, east and south with the City of Los Angeles and on the west with the City of Beverly Hills. The City is home to many distinct population groups including immigrants from the former Soviet Union (11% per 2010 Census), and a substantial LGBT population (approximately 45% of the City's population) and 15% seniors also according to the 2010 Census. Relatively few children live in West Hollywood, as many of its residents are either young adults, adults with no children, or senior citizens. The City of West Hollywood is a city of renters with approximately 85% of the City's population living in rental units. The vast majority of housing units are also multi-family, including apartments and condominiums.

The City is home to the world famous Sunset Strip and the West Hollywood Design District. The City also hosts the world-renown annual Halloween Carnival in October and the LA Pride Parade and Festival in June. There are numerous visitor attractions in the City, including a wide variety of restaurants, bars, nightclubs, and entertainment venues. On a typical weekend, the City's population swells to over 80,000 residents, and during special events, the City attracts close to a quarter of a million people.

Since its incorporation in 1984, the City of West Hollywood has maintained strong and progressive policies. These policies, coupled with the City Council's fundamental principle and ideology that civic engagement is a key element and an essential part of public policy decision making, are important components of the City's advocacy and lobbying efforts at the local, state, and federal level. The City's elected officials recognize the need to participate at all levels of government not only as a responsibility of community life, but a necessity in bringing about change for the City of West Hollywood and for improving and maintaining quality of life.

These principles and fundamental ideology guide the City in its core values and are reflected in the manner in which the city conducts its advocacy and lobbying activities.

Historically, the City's advocacy and lobbying efforts have focused on decision making at the state level because of aggressive efforts, by special interests, the state government, and/or state elected officials, to undermine the local government autonomy and decision making authority. To advance and protect the City's interests and agenda, the City contracts with a Sacramento-based lobbying firm. The City also currently contracts with a local lobbying firm to advance the City's long held transportation goal of extending mass transit rail service to the City.

Due to the complexities and shifting of federal, state, regional and local (County) policies, resources and accompanying responsibilities, it was important for the City to re-evaluate its advocacy efforts and its lobbying program. It is also important to update its best practices in light of new technologies that have become crucial tools in both lobbying and advocacy.

The City's Mission Statement and Core Values combined with bi-annually adopted Legislative Priorities are the essential components of the City's efforts to fulfill its mission and realize its goals.

### ***West Hollywood Mission Statement and Core Values***

#### ***Mission Statement***

As a premiere city, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards.

#### ***Core Values***

- Respect and Support for People  
We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.
- Responsiveness to the Public  
We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.
- Idealism, Creativity and Innovation  
We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible.

- Quality of Residential Life  
We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.
- Promote Economic Development  
We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish, and seek mutually beneficial relationships with the business community.
- Public Safety  
We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.
- Responsibility for the Environment  
We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

### **West Hollywood Legislative Priorities**

Every two years, the City Council deliberates and adopts a set of legislative priorities in accordance with the City's Mission Statement, Core Values and Goals. In addition, the City Council seeks input from the City's advisory boards and commissions and the public. The Legislative Priorities apply for all levels of government (federal, state, regional and local). The document serves as blueprint in determining whether or not the City will take a position on a specific issue and if so what that position should be. The Council will be asked to adopt new Legislative Priorities before the start of the new two-year state legislative and federal congressional sessions that will convene in January 2019. The 2017/18 Legislative Priorities are posted to the City's website:

<https://www.weho.org/home/showdocument?id=30260>

Some of the City's key priorities include:

#### Housing:

Since its incorporation, housing affordability and availability has remained a top and ongoing priority for the City.

#### Transportation:

It has long been a City priority to expand and strengthen transportation options that will better connect the City to the Los Angeles region. In addition, the City has

a long standing goal to reduce greenhouse gas emissions, and mitigate transportation congestion on City streets through its alternative transportation program for inter-city and intra-city transportation modes (for example: walkability, bikes, and the city's three shuttle lines: Pick-up, CityLine Shuttle and Sunset Trip).

#### LGBTQ Equality:

Since incorporation, the City has been at the forefront of the fight for full equality for LGBTQ people. The City was one of the first to prohibit discrimination in public accommodations and employment based on sexual orientation and identity, as well as one of the first municipalities to implement a domestic partnership registry. While the LGBTQ community has been able to obtain full equality in several areas, transgender people continue to suffer discrimination and harassment.

#### Environmental:

The City has been a leader in adopting policies that support environmental health. Federal, state and local policy decisions have a direct impact on the quality of life for the City's diverse and stable population. Federal laws/regulations are rapidly changing and there is pressure mounting at the state level to reform the California Environmental Quality Act (CEQA) and major efforts will only intensify in the foreseeable future to adopt enhanced "green" building standards. The interplay between the state's CEQA laws and rapid adoption of state building standards aimed at reducing greenhouse gases (GHG), and mandating energy efficiencies in construction continues to be issues of importance to the City's development.

#### Quality of Life:

The City has historically allocated resources, above and beyond of what is expected or required of a municipal government to fund social services to assist some of the needs of its local residents. The City continues to assess the needs of its residents and update programs and initiatives to be consistent with identified needs.

### **Comprehensive Advocacy and Lobbying Plan**

The City Council directed staff to analyze the City's current lobbyist services contracts and efforts, and prepare a comprehensive next generation lobbying and advocacy services plan that incorporates, county, regional, state, and federal work. Staff was also directed to analyze how the City's participation in municipal organizations, as well as its participation in local, county, and regional governmental oversight bodies (Westside Cities COG, SCAG, etc.) could further enhance and augment the City's lobbying and advocacy efforts. On August 20, 2018, the draft comprehensive plan was presented to Council. Staff has incorporated the City Council's comments into this report. Additional, at the August 20<sup>th</sup> meeting, the City Council directed staff to re extend the contract for the City's current Sacramento lobbyist for two years. Staff was directed to return to the City Council with a draft comprehensive plan, as well as suggested next steps for implementing the plan, such as issuing a request for proposal for lobbying services.



## **Advocacy vs. Lobbying**

Generally, there is a difference between advocacy and lobbying.

### **Direct Legislative Lobbying**

Direct lobbying refers to attempts to influence a legislative body through communication with a member or employee of a legislative body, or with a government official who participates in formulating legislation. Direct lobbying efforts are attempts to influence a politician or public official's decision/vote on a specific issue (piece of legislation). Lobbying efforts tend to include letter writing, discussions with legislators and their staff or other government official regarding proposed legislation, and testimony before committees. Direct lobbying can be undertaken at any point during the legislative process for a bill, from its introduction through the Governor's consideration of a signature or veto.

### **Grassroots Lobbying**

Grassroots lobbying is an approach that separates itself from direct lobbying by influencing legislation through the act of asking the general public to contact legislators and government officials concerning the issue at hand, as opposed to conveying the message to the legislators directly. The communications reflect a view of the public on certain proposed legislation.

### **Advocacy**

Advocacy efforts include the promotion, by the City, of a cause or idea, whether it's environmental protection, minority rights, or other issues of importance to the City and its residents. Historically the City's lobbying efforts have been directed through council actions (e.g. resolutions supporting/opposing proposed legislation and its advocacy through convening public/community meetings. Advocacy efforts tend to take a broad idea and subsequently formulate a plan with concrete actions aimed at implementing the idea, such as legislation or policy changes.

Advocacy activities also involve the City working directly with a legislator to draft and author legislation of importance to the City, (e.g. earthquake retrofit) or that is a particular issue that requires state legislation (e.g. hours of beverage service), which will typically require a higher degree of involvement throughout the process.

### **City Lobbyist**

Currently, the City's lobbyist performs both direct lobbying and advocacy work for the City at the state level. This includes lobbying work, such as identifying and tracking legislative bills of interest to the City, speaking to legislators regarding the City position on those bills, writing letters of support and opposition, testifying at committee hearings, and coordinating efforts with partner organizations (i.e. the League of California Cities). It also includes advocacy efforts for key issues that are important for the City. In the past, some of these efforts have included the dissolution of redevelopment agencies and the codification of domestic partners' rights.

Due to the unique issues that have impacted the City of West Hollywood over the last several decades, the City's lobbying efforts have historically differed and been more extensive than other cities. With this in mind, staff believes that it is important to take a comprehensive look at the City's current efforts at all levels of government (county, regional, state, and federal), so that those efforts can be more closely coordinated.

## **Proposed Comprehensive Advocacy and Lobbying Plan**

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### **1. Direct Lobbying and Administrative/Regulatory Lobbying**

As part of the recent City reorganization, the City's advocacy and lobbying efforts were placed under the Community and Legislative Affairs Division of the City Manager's Department.

The division's staff, collectively known as the Legislative Affairs Team, works in collaboration with the City's Sacramento Lobbyist to monitor state legislation, and engages in advocacy and lobbying efforts to advance the City's interests. The Legislative Affairs Team analyzes legislative proposals and initiatives introduced in the State's Legislature to determine the impact these initiatives could have on the City and to make recommendations on them. The Legislative Affairs Team also performs similar functions for initiatives proposed by local bodies (such as the County Board of Supervisors) and for the federal government.

The Legislative Affairs Team also works to maintain open communication with members of local and regional governments, and members of the State Legislature and Congress who represent the City of West Hollywood.

The Legislative Affairs Team and Sacramento Lobbyist, in conjunction with the City's subject expert staff, analyze legislation that may impact the City. The Legislative Affairs Team and the Sacramento Lobbyist have the ability to coordinate their lobbying and advocacy efforts. The intent is to efficiently and effectively engage in the legislative process to affect those policies or legislation in a way that will protect the City's interests. This can include:

#### **Lobbying Efforts:**

- Communicating the City's position on issues and/or pending legislation that will impact the City (positively or negatively);
- Representing the City at legislative committee or administrative hearings;
- Drafting position letters based on City Council direction (resolutions);

#### **Advocacy Efforts:**

- Working with traditional City allies such as the League of California Cities, the ACLU, Equality California, Planned Parenthood, the West Hollywood Chamber of Commerce, etc. to advance legislation and policies that are consistent with the City's core values and Legislative Priorities;

- Leading and actively participating in issue/policy advocacy coalitions with the intent of seeking legislative action to advance legislation and policies that benefit the City and its constituents.
- Working with elected officials to introduce legislation for key City issues.

Historically, the City has focused a significant amount of time and resources on State matters, because of their significant impact on the City. Staff recommends continuing to have a strong presence at the state level and also working on federal and local issues.

### **Recommendations (Direct and Administrative/Regulatory Lobbying):**

- State: Continue to maintain a Sacramento Lobbyist to monitor and advocate for legislation at the State level. The City's lobbyist should continue to closely monitor legislative proposals and identify emerging issues for the City's attention as well as lobby directly on issues for which the City Council has taken a position.
- METRO: Continue to maintain a local lobbyist focused on METRO; specifically, accelerating the northern extension of the Crenshaw/LAX rail line.
- Local: Internal staff and Councilmembers will continue to lead local lobbying, advocacy, and coalition building through efforts at the County Board of Supervisors, SCAG, the Westside Cities COG, Los Angeles County Division of the League of California Cities, Contract Cities Association, and with other local cities.

## **2. Vetting Process and City Position on Legislation**

Using the adopted Legislative Priorities, the City's Legislative Affairs Team and Sacramento Lobbyist will review all legislation for its impact on the City and recommend a position.

### **Step 1:**

The legislative affairs team reviews initiatives proposed by legislators in Sacramento, members of Congress and proposed ordinances/resolutions being considered by the Los Angeles County Board of Supervisors. In addition, the legislative affairs team also monitors rules proposed by regulatory agencies such as the California Public Utilities Commission (CPUC), etc. If a Councilmember or, Commission or Advisory Board, City Department or member of the public is interested in the City taking a position on a piece of legislation, the Legislative Affairs Team will review the legislation and recommend a City position.

During this initial review, the Legislative Affairs team determines whether the proposal requires a response by the City and/or the adoption of a position by the City Council.

### **Step 2:**

The second step in this process is the development of an official response by the City and the strategy for communicating the City's response. These strategies could include:

- 1) If the legislation aligns with the City's Legislative Priorities, a letter of support (or opposition if it is counter to the City's priorities) will be drafted by staff and signed by the Mayor or City Manager.
- 2) If it is necessary to have a formal City Council resolution regarding the City's position on the legislation, or staff believes it is necessary for Council to discuss the City's position, staff will draft a staff report for consideration at an upcoming City Council meeting. This staff report will come from staff, and if there are multiple pieces of legislation to be considered, staff will draft a single staff report with multiple recommendations (in the different pieces of legislation).

Once a proposal is determined to be a priority, the Legislative Affairs Team discusses different approaches and develops a strategy. The strategy has different goals: 1) to present the City's point of view to a legislator or another institution/governmental agency, and express the City's support or opposition to an issue or policy proposal; 2) to secure an amendment of policy proposal, if needed, that benefits the City and advances the interests of the community; 3) to develop an alliance with common City partners such as the League of California Cities to advance a proposal or defeat it; 4) to introduce a legislative proposal and build a support coalition around it for the successful passage of such proposal.

### 3. Advocacy and Grassroots Lobbying

Currently, the City's Sacramento Lobbyist, Legislative Affairs Team, other City divisions, and the City's METRO lobbyist all conduct advocacy work on issues of importance to the City. These efforts typically involve lobbying elected officials, coordinating other supporters, and working to find legislative opportunities/paths to advance the City's goals. It is recommended that the City enhance these efforts by creating a structure that formalizes them and creates greater connections between important parties.

#### ***Recommendations (Advocacy and Grassroots Lobbying):***

- Each year the City's Sacramento lobbyist and Legislative Affairs Team will focus on key advocacy issues of importance to the City, typically between 2-5 advocacy issues/goals for the year. These would be the items that the City would focus its lobbying, advocacy and grassroots efforts on for the upcoming year.
- For each of the items, Community and Legislative Affairs staff (Governmental Affairs Liaison) would lead a team that would work on the issues throughout the year. The team would include:
  - Internal staff members from the division the advocacy issue most closely aligns with (e.g. the Current and Historic Preservation Planning Division for land use issues). These staff members would provide technical expertise and an understanding of how the issues being advocated for impact the City on a daily basis.
  - The City's external lobbyist(s) for State, or METRO. All, or some, of the City's external lobbyists would participate in the team, depending on the topic.

- Depending on the topic, the City should also encourage the participation of partner organizations (League of California Cities) to help build coalitions.

#### 4. Updates and Dissemination of Information

The Legislative Affairs Team will present periodic staff reports to the City Council with recommended positions on a number of bills, in one staff report, as previously discussed. This is a departure from the current system, by which a staff report and a resolution were prepared for each bill, and typically from individual Councilmembers, not staff. The legislative affairs team has reviewed other jurisdictions' processes, including the City of Santa Monica and the Los Angeles County Board of Supervisors, and believes this system would be more agile and allow the City to respond in a more timely fashion.

An important component of the comprehensive lobbying plan is the enhancement of how information and updates are provided to the City Council and the community. This is an important component because all stakeholders play an important role in the City's lobbying and advocacy efforts, and in order to be able to effectively assist the City, stakeholders need to be fully informed of the current issues and the actions taken by City staff and external lobbyists.

#### **Recommendations (Updates and Dissemination of Information):**

- Community and Legislative Affairs staff and/or external lobbyists should conduct bi-weekly or monthly briefings/updates with City Councilmembers, as they prefer and as their schedule permits, to keep Councilmembers updated on the legislative matters of importance to the City.
- Community and Legislative Affairs staff and external lobbyists should provide quarterly updates to the City Council (via a staff report) on all direct legislative and administrative lobbying, as well as on the advocacy actions. These updates will also serve as an update to both City residents
- Community and Legislative Affairs Staff/Team should significantly enhance the information that is provided on the City's website regarding the City's lobbying and advocacy efforts so that residents and other interested individuals can stay informed and participate in these efforts. These enhancements will include the use of Capitol Track®, to provide real time updates on legislation of importance to the City, as well as a posting of all relevant documents (city letters, resolutions) related the City's lobbying and advocacy efforts). As a part of these enhancements, the website will also include an "action center" to inform City residents on issues for which the City has taken a position and how to submit their own public comments.

## 5. Strategic Alliances

The further development and ongoing liaison with strategic partners, as well as the building of alliances with allied groups, regional partners, community groups, and community stakeholders are key elements in advancing the City's advocacy and lobbying goals.

Coordination between the City of West Hollywood's elected officials and staff, and policy makers locally, regionally and in Congress/Federal Government, is a key component of the City's advocacy and lobbying effort and may require a multi-level/jurisdictional coordinated effort for the City to reach its goals.

The primary goal associated with building these alliances is to educate officials of the City's perspective and goals, in an effort to secure support for the City's initiatives. City staff will also coordinate and collaborate with organization such as the West Hollywood Chamber of Commerce and will actively participate in the Chamber's Governmental Affairs Committee (GAC).

These efforts will focus not only on building enhanced relationships with other elected officials and representatives, but also with groups such as SCAG, the Westside Cities COG, Los Angeles the League of California Cities, Contract Cities Association, and the National League of Cities.

### **Recommendations (Strategic Alliances):**

- Staff will generate a list of important strategic alliances, and who currently liaisons with those organizations and individuals, to see if any gaps exist.
- Staff will also include key topics that those organizations or individuals are involved with and may be able to help the City with advancing the City's legislative agenda and interests.

## 6. Utilizing Social Media/Communications/New Technologies:

Social media and use of new communications technologies has become an important part of advocacy and lobbying. These tools can be used to educate the public, advise public officials and community leaders, and showcase City specific projects and programs related to advocacy. As detailed previously, it is recommended that the City work to substantially update its legislative webpage to provide detailed information to residents and other interested parties about the City's position on various legislation, as well as advocacy efforts. It is also recommended that Community and Legislative Affairs staff work with the Communications Department to discuss different potential strategies to utilize social media to promote its legislative platform.

### **Recommendations (Social Media/Communications/New Technologies):**

- Community and Legislative Affairs staff will work with the Communications Department to discuss different potential strategies to utilize social media to promote its legislative platform. After these initial discussions, the City's external

lobbyists should also be involved in the potential strategy.

#### 7. Leadership and Leadership Development:

The City has had a long history of taking a leadership role in legislative and advocacy efforts. Therefore, the City is well situated to continue to develop leadership inside City Hall and also on a Statewide and National basis.

At the state level, the City has fostered leadership by taking the initiative to create an LGBT Local Officials (GLBTLO) Caucus within the organizational structure of the League of California Cities. Founded over a decade ago through the efforts of then-Councilmember Jeffrey Prang, the GLBTLO Caucus today thrives with the assistance and underwriting of the City. The City's lobbyist serves as Caucus coordinator. The Caucus provides GLBT municipal officials and their colleagues with a forum to share ideas and develop leadership experience. While the City underwrites and participates in the governance of the caucus, the caucus raises its own operating funds under the laws and regulations governing the League of California Cities.

#### **Recommendations (Leadership and Leadership Development):**

- The City should review its role/responsibility to assist in leadership development across platforms and identify areas where it can be most useful.
- The City should continue its support and underwriting of the League of California Cities GLBTLO Caucus and its efforts to create welcoming environments for LGBT people and elected officials.
- Through the advocacy structure previously outlined, incorporate various City staff into the City's legislative efforts to build knowledge and leadership within City Hall

# CITY OF WEST HOLLYWOOD

## LEGISLATIVE PRIORITIES

*(Priorities are listed by category, in alphabetical order for ease of reading. There is no ranking of the categories)*  
2019-2020 State Legislative Session and the 116<sup>th</sup> Congress

The legislative priorities guide the advocacy efforts of the Legislative Affairs team, which is comprised of City staff and the City's Sacramento lobbyist. The team works collaboratively to safeguard the City's interests and advance its strategic goals. The legislative priorities take into consideration the City's Mission Statement, Core Values and the Vision 2020's Primary Strategic Goals (PSG) and/or Ongoing Strategic Programs (OSP).

### MISSION STATEMENT

*"As a premiere city, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards".*

### CORE CITY VALUES

#### ***Respect and Support for People***

We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.

#### ***Responsiveness to the Public***

We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.

#### ***Idealism, Creativity and Innovation***

We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible.

#### ***Quality of Residential Life***

We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

#### ***Promote Economic Development***

We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish, and seek mutually beneficial relationships with the business community.

#### ***Public Safety***

We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.



### ***Responsibility for the Environment***

We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

### **PRIMARY STRATEGIC GOALS**

- **Maintain the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability**
  - Recognize diverse and competing interests, and work to find balance.
- **Develop Parking Opportunities**
  - Explore the creation of off-street parking opportunities near all business districts.
- **Affordable Housing**
  - Protect and enhance affordable housing opportunities, with emphasis on Rent Stabilization laws.
- **Fiscal Sustainability**
  - Monitor, protect and increase City resources.
- **Enhance City Parks and City Library**
  - Expand and Enhance City's Green and Public Spaces
  - Complete the Park(s) Master Plan process and Library Project,
  - Create and encourage more public spaces wherever feasible.

### **ONGOING CITY STRATEGIC PROGRAMS**

- **Adaptability to Future Change**
  - Through strategic planning anticipate and plan for the future to ensure that we are providing relevant programs and policies.
- **Institutional Integrity**
  - Maintain and enhance government integrity in all City operations and the efficient delivery of services.
- **Promote Economic Development while Maintaining Business Vitality & Diversity**
  - Recognize the strength of our diverse business economy.
- **Upgrade Existing Buildings & Infrastructure**
  - Recognize the need to shore up aging housing and make other private improvements, as well as invest in the City's infrastructure.
- **East Side Revitalization**
  - Through the Community Director's Commission and the PAC, continue to explore opportunities to enhance the East Side.
- **Transportation System Improvement**
  - Work to improve vehicular, pedestrian, and bicycle traffic.
- **Adaptability To Future Change**
  - Through strategic planning, anticipate and plan for the future to ensure that we are providing relevant programs and policies.
- **Institutional Integrity**
  - Maintain and enhance government integrity in all City operations.

- **Community Education**
  - Encourage civic engagement through public outreach.
- **Actively Participate in Regional Issues**
  - Effectively work and partner with our neighboring governmental agencies.
- **Support People through Social Services**
  - Continue and expand social services programs as appropriate to needs and changing demographics.
- **Value and encourage the broad diversity of cultures**
  - Provide an environment that nurtures the variety of ethnicity, age and sexual orientation that uniquely defines the West Hollywood.
- **Collaborative Public Safety**
  - Promote traditional and non-traditional approaches to public safety; recognizing diversity and community involvement.
- **Enhance Technology and Access for the City and its Citizens**
  - Recognize the need to maintain City's technology infrastructure and expand access of resources to our citizens.
- **Enhance and Expand Disability Access throughout the City**
  - Encourage greater awareness and implementation of the American with Disabilities Act regulations.

## **LEGISLATIVE PRIORITIES**

### **ANIMAL WELFARE (AW)**

The City's concern for the well-being of animals dates back to the first years of Cityhood and is a priority aligned with the City's core values. The City of West Hollywood is "cruelty-free" and is the first City in North America to prohibit the practice of declawing. The City has also supported many legislative initiatives that advance a more humane treatment of animals.

- AW 1: Support legislation for the prevention of cruelty to animals.
- AW 2: Support legislation that creates mechanisms to prevent the adoption of animals for a certain number of years by persons convicted for violations to California statutes on animal cruelty.
- AW 3: Support legislation and policies that improve animal welfare.
- AW 4: Address the needs of individuals with companion and service animals following a major disaster or emergency.
- AW 4: Continue to advocate for the humane sheltering of animals and the development of additional animal care and control facilities in the Westside of Los Angeles County.
- AW 5: Support a statewide ban on the sale of animal fur and products containing fur.

## **STATE BUDGET (SB)**

The legislative affairs team monitors the State budget as soon as it is released in January of each year and then provides comments to the City's State representatives on particular items that are of interest or concern to the City.

- SB 1: Support State budget that includes funding for social and human services to address the needs of vulnerable communities such as persons with mental health and disabilities, individuals experiencing homelessness, frail seniors, and low income working families.
- SB 2: Support State budget that funds the development of new public infrastructure and the maintenance of roadways and public facilities.
- SB 3: Support State budget that includes funding for affordable housing for very low, low, moderate income families.
- SB 4: Support State budget that funds food and nutrition and education support programs for low income families.

## **CANNABIS (C)**

The City of West Hollywood was among the first cities in the country to support medicinal cannabis and California Proposition 215 in 1996. The City has also supported California Proposition 64 in 2016, which legalized the sale, possession, use and cultivation of cannabis.

- C1: Support legislation that protects local governments' discretionary authority to regulate cannabis businesses.
- C2: Support legislation for the reclassification of cannabis and its removal from Schedule I of the U.S. Controlled Substances Act (CSA) of 1970

## **EDUCATION (ED)**

The City of West Hollywood has long advocated for adequate funding levels for education, supported public education and legislative initiatives to protect all students from harassment and discrimination.

- ED 1: Support legislation that improves safety in schools.
- ED 2: Support legislation that ensures an educational environment that eliminates discrimination and harassment of students.
- ED 3: Support legislation that will provide funding for improvements to public schools that directly benefits and enhances students' education, including curriculum, instructional materials, and infrastructure needs.

ED 3: Support career technical education in public schools.

ED 4: Support legislation and funding for the restoration and/or enhancement of arts programs in public schools.

### **EMPLOYMENT /ECONOMIC DEVELOPMENT (EM/ED)**

The City of West Hollywood has advocated for legislation that fund training programs for Californians. In addition, the City has advocated for raising the California and federal minimum wage rates.

EM/ED 1: Support legislation that will increase job opportunities in the City and throughout the State.

EM/ED 2: Support legislation that increases the federal minimum wage.

EM/ED 3: Support programs to provide training for job entry and career advancement that will enable City residents to enter the job market and progress to higher-paying, higher-skilled jobs that lead to self-sufficiency.

EM/ED 4: Support legislation that assists workers in balancing home/family/work, including appropriate sick leave and paid family leave benefits.

### **LGBTQ EQUALITY (LGE)**

The City of West Hollywood is home to a large LGBTQ population and has been a leading advocate for full equality. It is one of the first municipalities in the world to implement a domestic partnership program, well before any government had considered treating LGBTQ people equally.

LGE 1: Support legislation locally and at the State and federal levels that assures everyone the right to equal treatment in all government-sponsored benefits or funded programs.

LGE 2: Support legislation at the State and federal levels to protect the civil, fair housing, and equitable employment rights of all persons.

LGE 3: Support legislation that prohibits conversion therapy aimed at LGBTQ people.

LGE 4: Support legislation that protects transgender persons from discrimination.

## **FISCAL SUSTAINABILITY (FS)**

The City of West Hollywood has exercised fiscal prudence and successfully managed its financial affairs. The City has made it a priority to maximize revenues and keep liabilities in check. As such, the City has enjoyed very high credit and bond ratings.

- FS 1: Support legislation that strengthens and expands ongoing revenues for the City.
- FS 2: Oppose any legislation or initiative that would undermine voter-approved initiatives to guarantee ongoing revenue sources for local governments.
- FS 3: Monitor the State's implementation of changes in State/local fiscal relationship.
- FS 4: Oppose legislation that undermines and preempts local authority over local taxes and fees.
- FS 5: Support legislative reforms that would remove unwarranted, State-imposed mandates or barriers in the execution of local government programs.
- FS 6: Support legislation to streamline the process for state reimbursement of State-imposed mandates.
- FS 7: Identify and pursue potential funding sources for City projects, services and infrastructure needs, including libraries, parks, recreational facilities, etc.
- FS 8: Monitor the actions of CalPERS as it relates to any changes in the calculation of state and municipal workers' pension benefits that could potentially impact the fiscal sustainability of the City.

## **HEALTH & HUMAN SERVICES (HHS)**

One of the drivers behind incorporation was the desire by many community members to have discretion over revenues and how those revenues were invested. The City Council has, since the City's incorporation, committed to funding health and human services, above and beyond of what is expected from or legally required of municipal governments.

### **Health Services**

- HHS 1: Support local and State efforts that encourage use of the human papillomavirus (HPV) vaccine to protect young people against the HPV virus.
- HHS 2: Support legislation that promotes and protects women's reproductive health and personal choices.

- HHS 3: Support legislation and funding to provide outreach, education, prevention and treatment for HIV/AIDS and related health and welfare issues, e.g. hepatitis C and needle exchange programs.
- HHS 4: Support legislation that funds preventative health care services.
- HHS 5: Support federal efforts to preserve the right of terminally or chronically-ill patients to use medical cannabis.
- HHS 6: Oppose legislation that would reduce access to affordable medical care.
- HHS 7: Oppose legislation that repeals or further dismantles the Affordable Care Act (ACA).
- HHS 8: Support legislation that aims at making prescription medications more affordable.
- HHS 9: Support legislation and funding for programs that provide for the medical care of undocumented immigrants.
- HHS 10: Continue to support legislative efforts for the enactment of a “single-payer” health system in California and the United States.

**Human Services**

- HHS 11: Support legislation and funding that enables seniors and people with disabilities to remain in their homes and that provides needed social services, and allowing modifications to existing dwellings, and/or moving to units within same buildings without changes to terms of tenancy to accommodate ambulatory restrictions
- HHS 12: Support legislation to assist at-risk youth.
- HHS 13: Support legislation that will increase State and federal funding for the care of injured and disabled veterans of all ages.
- HHS 14: Support legislation that addresses the need for housing and supportive services, e.g. health, mental health and substance use disorder services and social services for the City’s homeless population.
- HHS 15: Support legislation, programs and policies that focus on alleviating hunger locally, nationally and internationally.

- HHS 16: Support legislation that encourages policies and programming that promote healthy lifestyles; e.g. physical activity, preventative screenings, healthy eating habits and core wellness for people of all ages and abilities.
- HHS 17: Support legislation to increase funding of and access to community health, mental health and substance use disorder treatment services.

### **HOUSING & RENT STABILIZATION (H/RS)**

This is another priority area that is a quintessential part of the City's history. As the Board of Supervisors of the County of Los Angeles voted to end rent control in 1984, area seniors, LGBTQ people and tenants, faced with massive evictions, rallied and organized a successful city incorporation drive in 1984.

- H/RS 1: Support legislation and funding that encourages the production of a diverse housing stock in new developments to address the needs of all socio-economic segments of the community.
- H/RS 2: Support legislative, administrative and regulatory efforts that will expand and/or supplement funding for services targeting disabled and frail seniors that enable them to live independently in their naturally-occurring residential communities (NORC).
- H/RS 3: Oppose legislation that would prohibit inclusionary housing/zoning unless government subsidies are available for the affordable units.
- H/RS 4: Oppose legislation that would preempt local governments' ability to regulate condominium conversions.
- H/RS 5: Support increases in State funding for enhancement and expansion of residential code enforcement and other programs that will preserve the quality of the existing housing stock.
- H/RS 6: Support efforts to strengthen rent control laws at the State level.
- H/RS 7: Support legislation that repeals or amends the Ellis Act.
- H/RS 8: Support legislation that authorizes cities to increase relocation benefits for those who are displaced under the Ellis Act.
- H/RS 9: Support legislation to repeal the Costa Hawkins Rental Housing Act.
- H/RS 10: Monitor legislation addressing Notice of Change in Terms of Tenancy.

- H/RS 11: Support legislation that would provide funding for seismic retrofitting of buildings.
- H/RS 12: Support legislation that establishes a formula for the fair and equitable allocation of housing units under the Regional Housing Needs Assessment (RHNA) regulations.

**INSTITUTIONAL INTEGRITY (II)**

The City has made significant efforts to increase transparency in all its affairs and has worked diligently to make City data available to the public.

- II 1: Support greater transparency in all levels of governmental institutions.
- II 2: Support reforms and more stringent accountability for CalPERS as the provider of health benefits for the majority of California public employees.

**PUBLIC INFRASTRUCTURE & OPEN SPACE (PI/OS)**

Through prudent fiscal management, the City has built reserves and used some of those funds to build new infrastructure and maintain existing facilities. The City, however, cannot do it all and supports legislative initiatives that fairly distribute State and County funds for infrastructure and public parks.

- PI/OS 1: Support legislation and funding that aim to support the development and maintenance of urban parks and green space.
- PI/OS 2: Support legislation to develop infrastructure for local performing art centers and recreational facilities.
- PI/OS 3: Support legislative efforts to maintain and upgrade aging infrastructure.

**PUBLIC SAFETY (PS)**

The City has invested in public safety and has made strides to be fully prepared in case of emergencies.

- PS 1: Support enhanced strategies, legislation and funding for public safety needs (fire, police, commercial code compliance, and disaster preparedness) and coordinated recovery efforts that do not supplant other City funding, services and/or operations.
- PS 2: Support legislation to enhance control of access to guns.
- PS 3: Support programs to prevent domestic violence and child abuse.



- PS 4: Support legislation that mandates the testing of all rape kits.
- PS 5: Support legislation and policies that address the needs of seniors, individuals with disabilities, and at-risk youth following a major disaster or emergency.
- PS 6: Support efforts to eradicate human trafficking.

**SOCIAL JUSTICE (SJ)**

The City’s incorporation was driven by an intense belief in social justice and the need to end discrimination against LGBTQ people as well as minorities. Thus, social justice issues are of concern to the City.

- SJ 1: Encourage and support adoption of the Equal Rights Amendment (ERA) as the 28<sup>th</sup> Amendment to the United States Constitution.
- SJ 2: Support legislation that puts emphasis on rehabilitation and successful reintroduction into society of incarcerated individuals.

**SUSTAINABILITY & INNOVATION (SI)**

The City of West Hollywood has taken an early lead in adopting mitigating policies to reduce its carbon footprint. The City is one of the first municipalities in United States to adopt a green building ordinance. In addition, the City has advocated for reduction of waste, maximizing reuse and recycling opportunities, and the use of renewable energies.

- SI 1: Support legislation that promotes the utilization and expansion of electric vehicle (EV) charging infrastructure across the State, particularly in areas with high-density multi-unit dwellings.
- SI 2: Support legislation that incentivizes the use of alternative technologies aimed at protecting the environment, promoting renewable energy and encouraging reductions in energy consumption.
- SI 3: Support legislation that removes obstacles for residents and businesses to utilize alternative fuels/energy, and that provide funding and tax incentives for such advancements.
- SI 4: Support State, county and local programs that promote and provide incentives for “green” commercial and residential development.
- SI 5: Support the expansion of Community Choice Aggregation (CCA) initiatives across the State.

- SI 5: Support economic incentives and assistance to innovative in-State businesses that utilize the materials diverted from landfills as an alternative to shipping overseas.
- SI 6: Support effort to further reduce the State's dependence on landfills.
- SI 7: Support legislation requiring manufacturers to be responsible for safe disposal or reuse of their products and by-products, e.g. sharps and fluorescent light bulbs.
- SI 8: Support legislative and administrative efforts to decrease greenhouse gas (GHG) emissions and reduce air pollution throughout the State.
- SI 9: Support legislation that provides incentives to residential and commercial property owners for the purchase and/or installation of solar panels or other sources of renewable energy.
- SI 10: Support efforts to rebate and/or credit residential and commercial property owners for returning into the grid, excess onsite-generated power.
- SI 11: Support legislation that facilitates the abatement of excessive noise in the City.
- SI 12: Support legislation that promotes water conservation and efficiency in California.
- SI 13: Support legislation that promotes and protects the ocean and ocean resources.

### **TRANSPORTATION (T)**

The City has advocated for and supported the creation of new funding sources for transportation programs and maintenance of roadways and bridges across California. In addition, the City has long been a champion of public transportation and advocated for Metro rail service in Los Angeles County and through West Hollywood.

- T 1: Support current State and federal funding levels, and encourage increased funding and flexibility in both operating and capital funding for mass transit.
- T 2: Support legislation that provides incentives for the development of local transportation corridors.
- T 3: Support local, regional, State and federal legislative, administrative, and regulatory efforts that will expand and/or supplement funding for maintaining transportation service program funds for employee benefits or for specific Metropolitan Transportation Authority (MTA) transportation programs and passenger rail service.

- T 4: Support local, regional, State and federal legislative, administrative, and regulatory efforts that will expand and/or supplement funding for maintaining and upgrading major thoroughfares in the City.
- T 5: Support State strategies that support development of transit/work housing through direct funding, tax credits and technical assistance.
- T 6: Support increased State and federal resources to mitigate traffic congestion on City streets, and rebuild and maintain roads.
- T 7: Support legislation that enhances the safety of City streets for car, bicycle, scooter, and pedestrian traffic.
- T 8: Support legislation and funding of distracted driver education programs.
- T 9: Support legislation and funding that reimburses cities for the tear and wear caused by public transit heavy buses to city roads.

**URBAN BALANCE/LAND USE (UB/LU)**

The City works constantly to balance the needs of local residents and the activities that are customary for a densely populated urban area that is a nightlife and entertainment destination. As such, the City has advocated for State land use legislation that provides for a balanced approach to community development and does not arbitrarily limits local determination.

- UB/LU 1: Support legislation that provides protection for individual homeowners while allowing local government to utilize the right of eminent domain in an appropriate and fair manner.
- UB/LU 2: Oppose legislation that preempts local governments’ ability to incidentally regulate and exercise its enforcement powers.
- UB/LU 3: Oppose legislation and regulations that preempt local governments’ land use authority.
- UB/LU 4: Support “Smart Growth” initiatives that provide incentives to local governments and that promote balanced growth.
- UB/LU 5: Advocate for equitable distribution of recycling centers across Southern California to preserve quality of life of residential neighborhood.