

LEGISLATIVE ADVOCACY POLICY

I. PURPOSE

The purpose of this policy is to establish guidelines regarding City resources and support for legislative priorities approved by the City Council.

II. BACKGROUND

A Legislative Platform identifies the City's broad advocacy positions on issues and legislation with local impacts. Advocacy positions are short-term in nature, typically related to pending legislation and current issues, and guide Council and staff on intergovernmental matters directly related to service delivery, or otherwise contribute to the City's operational success and/or health and well-being of its residents.

III. OBJECTIVE

The primary objective of establishing an annual Legislative Platform is for the City Council to adopt official City positions on clearly stated legislative issues at the start of a legislative session. By doing this, the legislative approval process is streamlined by receiving clear direction at the beginning of the legislative session from the City Council on pertinent legislative issues.

IV. POLICY STATEMENT

1. Each year the City Manager shall present for Council's consideration a draft Legislative Platform. Once approved by the City Council, this "platform" informs official City advocacy positions on pending legislative issues.
2. The Legislative Platform is utilized by staff throughout the year to determine, in consultation with the Legislative Action Committee, City positions on legislation and intergovernmental issues and minimizes the need for staff to request further direction from Council on legislation and issues as they arise.
3. During the year, staff monitors and researches pending legislation to identify bills that could significantly impact Cupertino. With authorization from the Legislative Action Committee, City staff shall prepare position letters consistent with the Council-approved Legislative Platform for the Mayor's signature.
4. Items not addressed in the City's Legislative Platform will require Council approval prior to any legislative advocacy efforts.
5. Legislative priorities should focus on issues directly relevant to or impacting the provision of municipal services. Generally, the City will not address matters that are not pertinent to the City's local government services, such as international issues.

V. Implementation

The City Manager shall monitor the provisions of this policy. Disagreements in interpretation of the City's Legislative Platform shall be resolved by the City Council.

City departments are encouraged to monitor and be knowledgeable of any legislative issues related to their discipline. However, any requests for the City to take positions on a legislative matter must be directed to the City Manager's Office. City departments may not take positions on legislative issues without City Manager's Office review and approval from the Legislative Action Committee.