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CITY COUNCIL STAFF REPORT

Meeting: February 5, 2018

Subject

Legislative Advocacy Policy and 2018 Legislative Platform.

Recommended Action

Adopt draft resolution establishing a Policy for Legislative Advocacy and adopt the City's proposed 2018 Legislative Platform.

Background

Each year, the Council takes positions on numerous federal and state bills with local impacts. To facilitate the legislative advocacy process, the Council established the Legislative Advocacy Committee (LAC), comprised of two Council Members, to make recommendations on advocacy issues. Currently, the LAC meets on an ad hoc basis to make a recommendation for Council to take a position when an issue arises. Unfortunately, the Mayor, Councilmembers, and staff are often unable to respond to legislative action alerts sent by various city associations in a timely manner given legislative positions are currently considered by the full Council on a case by case basis.

Discussion

Many cities adopt a legislative platform on an annual basis that clearly outlines official City positions on legislative issues at the start of a legislative session. Establishing a Legislative Advocacy Policy and annual Legislative Agenda provides a streamlined process for responding to legislative proposals with local impacts and focuses limited advocacy resources.

Staff is proposing a similar approach for Cupertino, guided by a Legislative Advocacy Policy (Attachment A). The policy establishes guidelines and processes regarding legislative advocacy. Under the proposed policy, the City Manager would annually present a draft Legislative Platform for Council consideration. The Platform would be developed and maintained using the goals and objectives of the City Council, a review of legislative priorities from the League of California Cities and other professional local

government associations, input from City Council and staff, research of current law and pending legislation, as well as discussions with local legislative staff.

The Council-approved Legislative Platform would inform official City advocacy positions on pending legislative issues during the year. Federal and state bills consistent with the City's legislative priorities would be supported by the City. Those policies or proposals in conflict with this agenda would be opposed. Items not addressed in the City's Legislative Platform would require Council approval prior to any legislative advocacy efforts.

Under the new process, staff would consult with the LAC regarding legislative issues consistent with the City's Legislative Platform as they arise. The LAC would then authorize staff to prepare position letters for the Mayor's signature, take other advocacy measures, or prepare an item for Council consideration.

This streamlined process would allow the City to quickly respond to action alerts regarding pending legislative issues.

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Approved for Submission by: David Brandt, City Manager

Attachments:

A – Draft Resolution

B – Proposed 2018 Legislative Platform