Legislative Guiding Principles:

The California Association for Local Economic Development (CALED) is a professional membership association composed of local municipalities, local economic development agencies and organizations, private economic development organizations, banks, utilities, and individuals who have the common goal of developing and maintaining a healthy economic climate within our state; one that benefits all Californians. As the leading professional economic development association in the State, CALED is dedicated to establishing an environment that encourages economic development by promoting and encouraging resilient, sustainable growth that creates economic opportunities, jobs, and wealth within California through:

- Supporting business retention and expansion such as:
  - Business recruitment;
  - Business start-up and innovation development;
- Providing effective business-friendly support and technical assistance by local, state, and private agencies and organizations;
- Advising on statewide regulations that may impact CALED members’ economic development goals;
- Advocating for tools to move economic development projects from idea stage to project completion;
- Identifying creative and innovative ways to leverage both private and public financing opportunities.

Action Advisory Council Objectives

Because CALED is the premier statewide professional association of economic development professionals and can play an important role in influencing the legislative process, it has established an Action Advisory Council (AAC) to:

- Provide input on existing legislation or recommend new legislation that will encourage economic development and sustainable growth as well as identify legislation, laws, rules or regulations that hinder the economic development efforts of our membership;
- Provide our membership with information on pending legislation that may impact their economic development efforts;
- Provide an educational voice to elected officials on what economic development is, how it works in cities and private companies, and how it assists the State of California.

Approach to Updating Policy Guidelines and Taking Legislative Positions:

CALED’s ability to undertake advocacy initiatives on behalf of our members must be strategic, with an understanding that we cannot take on every issue. To be effective and judicious with our resources, we will engage on issues that have a significant impact, positive or negative, on the majority of our
members or on economic development as a profession. The Policy Guidelines adopted by the CALED Board from time to time will serve as a key document in driving our advocacy work and positions.

Every two years, the AAC will propose to the Board of Directors recommendations to review and update the Policy Guidelines to reflect any new CALED policy positions taken in the prior legislative session.

To assist the Board regarding emerging issues, the AAC will periodically highlight issues that it determines CALED should consider reviewing or focusing upon during the Legislative year. These recommendations would be composed of areas which the AAC, in discussions with key stakeholders, feels Legislators will be addressing in the coming year as well as new or changing conditions affecting economic development which CALED should consider addressing.

The areas will be broad, such as: job training; project development; workforce development; economic development land use regulations; tax increment financing programs; regulations that have to do with CEQA; as well as planning, air, wastewater, and water quality.

To better focus its efforts and enable CALED to respond more quickly to introduced and amended legislation, the AAC will review new and amended pieces of legislation that are not already addressed by existing policy. For those issues that are already covered under CALED’s existing policies, CALED’s President and CEO may adopt a position and propose amendments consistent with those policies. CALED’s President and CEO will exercise appropriate discretion with this authority. The President and CEO will update the Board of Directors at regular meetings on any positions taken and bring items to the Board when needed to reconfirm, expand, or alter an existing policy.

Board actions on policies include the following items:

- Work with President and CEO to identify for discussion and potential revision existing CALED policies;
- Consider establishing policies in anticipation of new and emerging issues;
- Review legislation related to issues not already approved in the Policy Guidelines and recommend one of five positions while providing guidance on what changes to include in the Policy Guidelines should this issue arise again:
  - Monitor;
  - Support;
  - Support if Amended;
  - Oppose; and
  - Oppose, Unless Amended.

When CALED’s President and CEO takes a new position based on existing policy, or for any recommendations made by the AAC, a written explanation of the reasons for the position taken shall be provided as part of the update to the Board of Directors.

Once a position on a piece of legislation is taken by CALED, the President and CEO has the authority to send a letter on behalf of CALED to the appropriate legislator(s) as well as notification to the entire
membership. In addition, CALED staff, Board members, CALED members, or professional advocates may contact legislators and or testify at any public hearing in support of our position as directed by the President and CEO.

If a bill changes significantly or a new bill is introduced that is not already covered by CALED’s existing policy, and impacts CALED or its members between meetings of the CALED Executive Committee, the President & CEO or CALED staff will send an email with the update along with a recommended action to the Executive Committee. If Executive Committee members do not comment or object to the recommended action within 24 hours, the President & CEO will take the action recommend in the email. If within those 24 hours, an Executive Committee member opposes the recommended action or believes it needs further discussion, the CALED Chair may call a meeting of the Executive Committee to get consensus on the issue.

If the AAC changes positions on legislation or takes a new position on legislation under the guidelines outlined above, the legislation will be brought to the attention of the Executive Committee at the next regular meeting.

CALED has a diverse membership with representatives from the public sector, private sector, financial institutions, education organizations, utilities, nonprofits, and others such as workforce development boards. CALED’s primary membership is composed of small cities to the largest in the State, from economic development corporations serving a county to an agency serving multi-jurisdictions, and organizations that serve one part of the State to the whole State of California. Therefore, CALED recognizes that there may be legislation that pertains to only one aspect of our membership. We will attempt to be supportive of these as the circumstances and our capacity allow, but the purpose of the AAC is to focus on the big picture of economic development, placing the State of California in a position of being proactive, more competitive, and supportive of business.

CALED also recognizes the need to work in partnership with groups that may take the lead on other legislative issues so that CALED can continue to focus on economic development issues of the highest importance to its members.

Criteria to Evaluate Legislation:

The AAC will use the following points as criteria in the evaluation of legislation:

- Do existing Board-approved Policy Guidelines already include direction/guidance on this issue?
- Does the legislation have the potential for the retention and creation of jobs?
- Does the legislation have the potential to hinder the private sector in the retention or creation of jobs?
- Does the legislation present hurdles or potential hurdles that will hurt projects?
- Does the legislation have the potential to help California be competitive with other states or hinder California’s competitiveness with other states?
Does the legislation add unnecessary regulations which will hurt or have the potential to hurt local jurisdictions in encouraging and assisting the development of businesses?

Does the legislation add regulations and/or costs that will hurt/hinder the private sector in the development of new or expanded businesses?

Does the legislation undermine local economic development efforts including those of cities, counties, and districts?

**Action Advisory Council (AAC) Composition:**

CALED’s Board of Directors has approved the creation of the AAC to serve as an advisory group to the President & CEO. CALED’s President and CEO leads the AAC to ensure consistency and a wholistic, strategic perspective as it relates to our education and advocacy activities. The AAC is limited to the following members and the terms for each position:

- CALED’s President & CEO is primary decision-maker and convener of the AAC. The President and CEO is the only member of the AAC authorized to take positions and share official statements on behalf of CALED.

- A strategic legislative advisor with advocacy experience will provide insights and practical advice to the AAC. This position could be a consultant with significant advocacy experience or a current registered lobbyist. The term of their service would be defined in their independent contractor agreement with CALED.

- An attorney with technical experience regarding economic development and local government financing tools would assist in reviewing language and issues as appropriate. This position could be an attorney under contract with CALED or a current CALED member volunteer. If under contract, the term of their service would be defined in their independent contractor agreement with CALED. If the attorney is volunteering their time, their support is based upon their ability to contribute.

- A CALED Board liaison may also serve on the AAC and will be appointed through a process identified by the CALED Board of Directors. The Board liaison will share a practitioner perspective in policy discussions and will assist in providing reports to the CALED Board of Directors during regular Board Meetings. Their term of service is renewed annually through action of the Board of Directors.

At no time will members of the AAC speak on behalf of the CALED Board of Directors or CALED’s President and CEO unless authorized to do so in writing by the President and CEO. Additionally, the President and CEO can increase the size of the AAC to add expertise and perspectives needed to complete the Council’s work if it is within the budget adopted by the CALED Board.
Members are appointed by the President & CEO with the advice and consent of the Board. Members may be compensated at the discretion of the Board. Reasonable Expenses of members will be reimbursed upon approval of the president & CEO.

Members serve at the pleasure of the President & CEO and may be removed at any time, with or without cause, by the President & CEO with the advice and consent of the Board.

**Action Advisory Council (AAC) Meetings**

The President & CEO will call meetings as needed to deliver the organizations’ policy and advocacy goals.