

# LEGISLATIVE ADVOCACY HANDBOOK

Santa Clarita Community College District



*Office of the Chancellor*

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## Introduction

The role and influence of the governor and State Legislature over the California community colleges have dramatically increased since 1978 and the passage of Proposition 13 and Prop 98. This increased influence is shared by an expanded role for the Board of Governors of the California Community Colleges (BGCCC) as well as other state agencies.

Over 50 percent of the budget for the community colleges is appropriated through the state budget process. With the increase in the state's influence over the funding, governance, academic quality, services and programs of the community colleges, it is critical that local governing board members, students, staff, and faculty strengthen their ability and willingness to influence decision-making at the state level.

Local district involvement is the key to successful advocacy on behalf of California's locally governed community colleges. Locally elected officials are very effective since they, too, have an electoral constituency base. Exercising that political clout in communicating with other elected officials, trustees can achieve the most for their communities and citizens.

The entire college community - trustees, students, administration, staff, and faculty - working together can make state legislators aware of the programs, services, and needs of the local colleges, and apprise them of the impact that their decisions may have on the college districts. With this information, the governor, legislators and other state officials will be better equipped to deal appropriately with state policy issues.

### **Local district involvement is the key to successful advocacy on behalf of California's locally governed community colleges.**

This handbook is designed to provide the tools for strengthened statewide and local advocacy.

- ✓ Through its use, advocacy can be expanded by ongoing local community college district communication with state legislators, our congressional representatives, local legislative bodies and our business partners.
- ✓ Trustees, students and district personnel will discover how to implement quicker and more effective action on legislation of interest to local community college districts.
- ✓ As a result, state legislators will be educated on community college issues and needs and be better positioned to understand and support our interests in the legislative process.



# Part I. Know the Process

## The Legislative Process

Patterned after the United States Congress, California has a bicameral (two-house), two-party Legislature with 80 assembly members and 40 senators. Assembly members are elected for two-year terms and senators for four-year terms with one-half elected every two years. No member of the Assembly may serve more than three terms and no member of the Senate may serve more than two terms. The majority party in each house controls the leadership role.

The California Legislature is the policymaking body of state government, restricted only by the federal and state constitutions and the governor's veto power. The Legislature also conducts investigations into almost any issue of public concern. It can also ratify amendments to the U.S. Constitution. In recent years, there has been a trend by the Legislature to grant itself more of the appointive power traditionally granted to the governor. Many commissions now consist of gubernatorial and legislative appointees.

Annually, the governor, the Senate Rules Committee and the Speaker of the Assembly make hundreds of appointments to State boards and commissions. Information on available appointments and requirements is included in the "Central Registry" of appointments. The Central Registry lists all appointments and respective appointing authorities. The local county clerk is legally required to keep an updated copy of the Registry. Copies are also available at the offices of the Secretary of State. The California Board and Commission Outreach Project, sponsored by the California Elected Women's Association for Education and Research ([CEWAER](#)), publishes "How to Get Appointed to a State Board or Commission." This document is filled with suggestions and strategies for those seeking appointments to State boards and commissions.

### **WHAT IS A SESSION?**

As a result of a constitutional amendment adopted in 1972, the California Legislature now meets in a continuous two-year session, convening on the first Monday in December of each even-numbered year. The two-year session eliminates the necessity of reintroducing and reprinting bills that were not acted upon or refused passage during the first year of the biennial session.

The governor may also call the Legislature into extraordinary session to consider and act upon specified subjects. During these special sessions, the Legislature is limited to considering only the matters specified in the governor's proclamation.

### ***HOW MANY VOTES ARE NEEDED TO PASS A BILL?***

A majority vote (21 in the senate and 41 in the assembly) of the elected members will pass all but urgency bills, Political Reform Act amendments, and proposed constitutional amendments. These require a two-thirds vote (27 and 54 respectively). Some education appropriation bills, however, may be passed by majority vote. In 2010, voters enacted Proposition 25, which changed the number of votes need to pass the state budget from two-thirds to a simple majority.

### ***WHAT ARE THE EFFECTIVE DATES OF BILLS?***

Bills enacted by October 2 of a given year become effective on January 1 of the following year. Bills enacted during extraordinary sessions become effective 91 days after the adjournment of that session. Bills that contain urgency clauses, called "urgency measures," take effect immediately upon being signed by the governor.

### ***WHAT IS THE COMMITTEE PROCESS?***

The Legislature is divided into subject matter "policy committees" within each house. In addition, each house also has "fiscal committees:" Senate Appropriations, Senate Budget and Fiscal Review and Assembly Appropriations and Assembly Budget. The Rules Committee in each house makes the vital decisions regarding which policy committee will be granted jurisdiction over new legislative proposals. Both houses have two fiscal committees; one to review appropriations, and one to review state budget issues.

### ***WHAT ARE STANDING RULES?***

Each house of the Legislature adopts "Standing Rules" which govern the details of daily procedure. In addition, there are "Joint Rules" which are adopted by both houses to govern the transactions between the senate and the assembly. There are also certain additional procedural requirements contained in the constitution and in state statutes.

### ***WHAT ARE THE LEGISLATIVE DEADLINES?***

Throughout the two-year legislative session, there are a series of deadlines that proposed legislation must meet if it is to be enacted. These deadlines are important in that a "crunch period" often develops immediately prior to each deadline day. During these "crunch periods," legislation can move very fast and immediate response by local trustees and state association representatives is most critical.

### ***HOW IS THE ASSEMBLY STRUCTURED?***

The presiding officer of the assembly is the Speaker. Elected by a majority vote of the members, the Speaker appoints all assembly committee chairs and members except the Rules Committee. The Speaker also appoints a personal representative on the floor, the Majority Leader who assists the Speaker in the conduct of the business of the assembly. The minority caucus chooses the Minority Floor Leader as its representative on the Assembly Floor. The Assembly Rules Committee (ARC) serves primarily as the executive committee for the assembly. Committee membership is highly sought after. The

committee is responsible for assigning bills to committees, setting salaries for legislative staff, waiving rules and overseeing the business of the assembly.

### **HOW IS THE SENATE STRUCTURED?**

California's Lieutenant Governor is President of the senate, although actual leadership of the "Upper House" is vested in the President pro Tempore who serves as chair of the Rules Committee. The senators elect both the President pro Tempore and the five members of the Rules Committee. This powerful committee appoints all other committees, assigns bills to those committees, makes recommendations to the full senate on gubernatorial appointments, and bears responsibility for administering all business functions of the senate including personnel and fiscal matters. The majority and minority political caucuses also select a Majority Floor Leader, a Minority Floor Leader, and caucus chairpersons.

### **WHAT ARE THE DIFFERENT TYPES OF LEGISLATION?**

There are three basic types of legislation: bills, constitutional amendments and resolutions. Only legislators and legislative committees can author these measures. The governor cannot introduce legislation, but can ask a legislator to introduce legislation. The governor's budget is carried in the form of a legislative bill, authored by a legislator. Legislators, special interest groups, staff members, constituents, and government agencies as well as a variety of other sources generate ideas for legislation.

## **How a Bill Becomes Law**

### **WHAT IS A BILL?**

A bill is a proposed law. It can be enacted by a majority vote in both houses unless it is an urgency measure or carries an appropriation, in which case a two-thirds vote of approval is required. Constitutional amendments are proposed changes to the state constitution and a two-thirds vote of each house will place one of these measures on the ballot for voter consideration.

### **HOW DOES A RESOLUTION DIFFER FROM A BILL?**

Resolutions are merely statements of legislative viewpoint and lack the force of law. They may be addressed to other governmental agencies, describe state general policy, or commend or memorialize someone. They are normally passed by voice vote. Constitutional amendments and resolutions, unlike bills, are not subject to gubernatorial review.

### **WHAT HAPPENS WHEN A BILL IS INTRODUCED?**

When a member introduces a bill, its title is read and it is printed. Then the Assembly or Senate Rules Committee assigns it to a committee. The committee hearing is the most crucial stage in the legislative process, for it is at this point that the fate of legislation is

most often determined. Following public hearing, the committee can kill the measure, send it to another committee, or pass it to the floor as is or with recommended amendments. If a bill passed by a policy committee has fiscal implications, the fiscal committee also must review it. Action on bills in committee requires a majority vote based on full committee membership.

When it reaches the floor, the bill's title is read a second time, amendments are often made, and the legislation is placed on the agenda for debate (third reading). After debate, a roll call is taken. If the bill is passed, it is sent to the other house where the process is repeated. If the bill is amended in the second house, it must return to the house of origin for acceptance or rejection of the amendments. If approved at this point, the bill goes to the governor for signature or veto. If the amendments are rejected, a conference committee of three members of each house is formed to reach accord on any differences. A bill goes to the governor if both houses approve a conference committee recommendation.

Any bill introduced during the first year of the biennium of the legislative session that has not been passed by the house of origin by January 31 of the second calendar year of the biennium may no longer be acted on by the house. No bill may be passed by either house on or after September 1 of an even-numbered year except statutes calling elections, statutes providing for tax levies or appropriations for the usual current expenses of the state, and urgency statutes and bills passed after being vetoed by the governor.

The governor may reduce or eliminate one or more items of appropriation while approving other portions of a bill.

### **WHAT IS THE CALIFORNIA INITIATIVE PROCESS?**

In 1911, the initiative process was established in California by a change to the California Constitution. Prior to 1911, citizens in California voted only on measures and acts that were placed on the ballot by the Legislature.

The intent of the initiative process was to provide a means by which a citizen could place a measure on the ballot for voter approval or rejection. The process adopted in 1911, which is still in use today, requires the proponent to obtain an official title and summary of the proposed initiative from the Attorney General. Upon obtaining a title and summary, the proponent of an initiative is permitted to circulate the petition for 150 days. During the course of the 150 days, the proponent must gather a requisite number of signatures of registered voters who support the initiative.

If a citizen circulates an initiative petition with the intention to revise a California statute, the number of signatures gathered must equal 5% of all the votes cast for the office of Governor in the last gubernatorial election. If the initiative proposes an amendment to the California Constitution, the number of signatures gathered must

equal 8% of all votes cast for the office of Governor in the last gubernatorial election. Once the proponent of an initiative gathers the requisite number of signatures during the 150-day circulation period, the petition must then enter and pass a random or a full signature verification process, or both, before it is finally placed on the ballot to be accepted or rejected by voters.

Unless the text of an initiative measure states otherwise, an approved initiative goes into effect the day after the election and is not subject to a Governor's veto, nor may it be amended or repealed by the Legislature without a vote of approval of the electors. Should two conflicting measures be approved by voters in a given election, the measure receiving the largest affirmative vote will prevail.

## **The State Budget Process**

Each September, every state agency, including the California Community Colleges Chancellor's Office, submits to the Department of Finance (DOF) proposals for changes in the state budget. These proposals are submitted in the form of Budget Change Proposals (BCPs), lengthy and detailed analyses of needs, proposed solutions and expected outcomes.

The Chancellor's proposals are based, in part, on input from the community college system as a whole. The requests are refined and narrowed through consultation and the Board of Governors approves a package of budget change proposals.

In October, DOF staff meets with state agency personnel on each proposal, asking questions and seeking more data or justification. By December, following many staff-to-staff sessions, the DOF makes recommendations to the governor, and by January 10 the governor presents a proposed state budget to the Legislature. Soon thereafter, two identical appropriation bills, referred to as the budget bills, are introduced simultaneously for consideration in the Senate and Assembly by the chairpersons of the Senate Budget and Fiscal Review Committee and the Assembly Budget Committee.

The budget process in the Legislature involves detailed study and review of the items in the budget. The Legislature's fiscal expert, the Legislative Analyst, prepares a comprehensive study of the budget and submits it to the Legislature in mid-February of each year. In reviewing the budget, the legislative fiscal committees (Budget and Fiscal Review, and Budget) divide into subcommittees to hear the various state agencies, constitutional officers, and special interest representatives. For months, the subcommittees deliberate on the budget bills and decide which items should be increased, reduced, added or deleted. Full committee hearings follow the subcommittees, and the budget bills then proceed through the normal legislative process.

The budget bills are sent to the floor of each house of the Legislature. The first house to act sends its version of the bill to the other, where the bill is routinely rejected, and the budget bills are sent to a joint budget conference committee.

#### **WHAT IS A CONFERENCE COMMITTEE?**

The conference committee is one of the most important committees in the budget process. It is important to know who sits on that committee each year and how they can be reached with advocacy messages. The committee is composed of three members each from the senate and the assembly. The Senate Committee on Rules and the Speaker of the Assembly, in appointing a committee on conference, each select two members from those voting with the majority on the issues about which differences have arisen, and the other member from the minority, in the event there is a minority vote.

The conference committee on the budget bill must be open and accessible to the public, and is required to report within 15 days after both houses have passed the bills. The conference committee addresses those differences that exist between the assembly and senate versions of the budget bill. The conference committee cannot approve any item of expenditure that exceeds that contained in one of the two versions before the conference committee.

The conference report then is submitted to each house of the Legislature for approval by a two-thirds vote of the membership. If the report is not submitted by that date, the conference committee shall be deemed to have reached no agreement and inform each house.

#### **WHAT IS THE GOVERNOR'S ROLE?**

As required by law, the Legislature submits the legislatively approved budget bill to the governor by June 15. By June 30 the governor may act on the budget by vetoing specific items, reducing items or approving items. The items eliminated or reduced by the governor, ("blue penciled") in the budget bill are reconsidered separately and may be overridden by a two-thirds vote of the Legislature. However, the Legislature does not often override budget vetoes.

## Part II. Know Your Elected Officials

### Effective Legislative Relations

*The task for the college, members of the college family, and community supporters is to help to make community colleges a part of each legislator's thinking, to make community colleges relevant to members' agendas, and action priorities, and to connect our system needs to their legislative needs.*

The first step to establishing effective legislative relations is simply getting to know our assembly and senate members, and congressional representatives at the federal level. The more we know about those who are elected to represent our district, the easier it will be to communicate with them.

***A current list of elected officials at the federal, state and local level is located in Appendix #1 of this handbook.***

Take the time to learn about our legislators. It will be helpful in delivering our message more effectively. For example: what are a legislator's committees and leadership assignments? Did the legislator or any family members attend a community college? Other helpful information may include: special interests, legislative background, election history, political allegiances, professional memberships, major political contributors, and previous community involvement.

### Common sources of information to help us get to know more about our legislative representatives are:

**Newspapers and Media** - Newspapers provide an excellent source of information regarding legislators, legislative issues, and voting records. Television broadcasts provide coverage of legislative sessions and policy meetings.

**Legislators' Own Newsletters** - Such newsletters are designed to keep constituents aware of the activities, accomplishments and interests of an individual legislator. Newsletters often request constituent feedback, which provides an additional format to communicate with our legislator. Be sure to request that you be added to the mailing list for the newsletter or any other publications available through our legislator. Another source of information is newsletters distributed by the leadership in both the Assembly and Senate.

**Internet** - Both houses of the Legislature, the Governor's Department of Finance, and the nonpartisan Legislative Analyst's Office maintain sites on the World Wide Web of the Internet. Full text of bills, committee analysis and schedules are available online.

**Community College League of California Publications** - These often focus on current legislative issues being reviewed at the state level. In addition, it also is advisable to review newsletters published by other organizations representing faculty, other local elected officials, taxpayers, business and industry, and political parties. Review of other publications develops a breadth of knowledge regarding legislative issues and special interest allegiances.

**Campaign and Political Party Activities** - Direct involvement in a campaign is one of the best ways to meet and understand our legislator. This is also one of the easiest ways to develop access to a legislator and to get to know the person on a first name basis. Although community college trustees serve in nonpartisan offices, trustees who are also involved in partisan politics will find that such activities provide opportunities to meet and develop access to legislators. These activities provide a network of people to call upon for assistance in influencing a legislator's perception of an issue. Participation in local fundraisers and political events provide visibility, an opportunity to communicate with our legislator and staff, and shows our interest in the political process. These functions also provide an opportunity to meet friends and supporters of the legislator. Legislators face reelection frequently and need to retain and rely on grass roots support. Our participation at such functions could be essential to both the legislator and our community college district. College faculty, staff, and administrators are free to be involved in activities during their personal time, but cannot use district time or resources to be involved in campaign activities.

**Community Activities and Local Workshops** - Involvement in community activities provides additional exposure to legislators and increases our visibility to the public as well. Historically, our activities have included:

- ✓ Making community contacts - business, media, civic and interest groups
- ✓ Increasing our involvement in the community beyond just those things relating only to campus activities
- ✓ Building a base for future coalitions and linkages with other organizations like the Santa Clarita Valley Trustees Association, the Santa Clarita Valley Chamber of Commerce, Valley Industrial Association, or the City of Santa Clarita.
- ✓ Attending issue workshops sponsored by legislators, and meetings or monthly lunches. Many legislators send out weekly or monthly email updates about their activities. Signing up for such updates can keep you informed about when workshops or meetings are scheduled.
- ✓ Inviting legislators to tour the campus, attend events, meet with faculty, staff, trustees, and students, and visit and speak to classes.

As a community college trustee, administrator, faculty member, student, district representative, business partner, or if you are simply a supporter of our local community college, it is important to maintain visibility with our legislator and community. If a legislator knows you, our later communication to that legislator may carry more weight than letters and contacts from unknown citizens.

## Part III. Advocacy Tools and How to Use Them

### Communicating with elected officials

*Through ongoing communication we can assure our legislators and their staffs that we are available to assist them and provide information; identify key issues facing the community colleges and our district; and advise them on the conditions at our community college district and the potential effect of pending legislation on our district.*

#### **Ongoing, not just when we need it --**

Regular communication with legislators will aid in developing reliance on us and the community college district for accurate and timely information. Communication can take the form of personal visits, letters, phone calls, telegrams, fax and computerized communications (e-mails), and campus activities. Other ways to bring our college closer to legislators include sharing research done on campus that may be of value, offering to assist the legislator with special projects using the expertise of local college staff, and seeking the advice of legislators on major issues being addressed by the district board.

#### **In person --**

Person-to-person communication is usually the most effective and conducive to establishing an ongoing relationship with a legislator. Such meetings with legislators can be scheduled in the local district or at the State Capitol in Sacramento. Sometimes legislators schedule meetings with constituents while attending special events or meetings that may be held outside the district. Examples may be conferences, workshops, political party conventions, or other special events where the legislator is in attendance. The Community College League Legislative Conference is an excellent opportunity to meet with our legislative representatives to share ideas and information.

#### **In the Capitol --**

Personal contact is one of the best ways to meet and understand our legislators. This is also one of the easiest ways to develop access to a legislator. Participation in local fund-raisers provides visibility, an opportunity to communicate with our elected officials and staff, and shows our interest in the political process. Elected officials rely on grass roots support.

During the legislative session, legislators are most available at the session's beginning. Legislators generally can be found in the legislative district on Thursday evenings, Fridays, weekends, holidays, and interim recesses. To request a meeting with our legislator or staff, it is advisable to contact the scheduling staff at least one week in advance. Meeting length can vary depending on the issue and time available-anywhere from 15 minutes to a lunch. Many legislators find early morning breakfast meetings a

convenient time to meet with constituents. Others prefer quick lunch meetings while still others like late evening dinners after a long day. At certain times, we may call a member off the floor by leaving a note with the Assistant Sergeant-at-Arms at the chamber doors.

As the deadlines for bill action and budget votes get near, it becomes exceedingly difficult to reach legislators personally. We must often rely on our Community Opinion Leaders and their personal associations to effectively reach legislators. Remember, the goal is to establish and foster ongoing relationships. That is why College of the Canyons participates in legislative activities sponsored by the Community College League of California, the SCV Chamber of Commerce and KHTS AM 1220 that put us in face-to-face contact with our local legislators.

### **Working with the staff --**

Legislators' successes are dependent on their staffs. And, our ability to influence a legislator may also be dependent on that staff. Whether we seek to schedule a meeting, have a call returned, or provide information, the better we know the legislator's staff, the greater our chance of success.

### **Public arenas --**

Newspapers and editorial boards are excellent forums for generating community support. Keep local news personnel apprised of campus and state level activities. Use the media to encourage other people and groups to become involved with their community colleges. Send letters to the editor of our local newspaper. Such activities should be coordinated with the Public Information Office.

### **What is our role?**

Part of our job is to foster an understanding of community colleges by our legislators. We encourage our college "family" and community supporters to call and write. The importance of this steady drumbeat from the legislators' home districts cannot be overestimated. As someone once said, "From Hotline calls to roll calls, the legislature is a numbers game." Remember that it is the steady pressure that makes us competitive down to the wire.

Take time to learn about our legislators. Some common sources of information are:

- ✓ Elected officials biographies (Appendix #1)
- ✓ People you may both know
- ✓ Elected officials staff members
- ✓ Newspapers
- ✓ Newsletters
- ✓ Association publications
- ✓ Campaign and political party activities.

## Visiting Legislators - What Do We Do When We Get There?

### Lobbying in person

Talking to an elected official on his or her position in person can be extremely helpful in getting the vote we want on a bill. Creating a delegation that is a two-part community team is also an effective strategy:

- ✓ as a college -- the chancellor, trustees, faculty, students and/or community college graduates (the “if-it-weren’t-for-community colleges” testimonials); and
- ✓ as a community -- the community “people with muscle” who view the college as a community resource -- mayors, city council members, county supervisors, chamber of commerce; hospital administrators, foundation leaders, advisory committee members, business leaders, etc.

Guidelines for lobbying in person include:

1. Find out which legislators sit on the committee that will be hearing the bill.
2. Set up appointments with committee members to discuss the bill. Because of time pressure on legislation, it is often easier for a constituent to get in to see him or her than for a non-constituent.
3. Be honest with the scheduling person on the amount of time you need for the appointment.
4. If a member is unavailable, ask to speak to his or her key aide.
5. Bring materials that can be left with the office to support or summarize our position.
6. When the meeting with the legislator occurs, highlight the bill quickly. List other supporters and discuss the issues that concern the opposition.
7. Stick to the message and try not to get off track.
8. If the legislator doesn’t agree, be gracious about the difference in views and ask if there are any amendments that would make the bill acceptable to him or her. If amendments are suggested, take them back to the author and other supporters of the bill. After a decision is made on the amendment, make sure you get back to the member who suggested the amendment. If the member doesn’t have suggestions for amendments, thank him or her for spending the time to listen to our views.

## **Testifying on a bill**

First-person testimony is an effective way to help legislators understand the impact of proposed legislation.

Guidelines for testifying on a bill include:

1. Contact the authors of the bill and let them know you would like to testify. (If you are in opposition to the bill, make sure you let the authors' offices know in plenty of time, so the legislators or their staffs may contact you before the hearing to discuss the bill.
2. Coordinate testimony with others who are testifying on the bill, so statements before the committee will be brief and are not redundant.
3. Be prepared to answer questions on the bill from members, especially on those issues that are of concern to the opposition.
4. Finally, be sure to thank the committee chairperson and the committee members for the opportunity to express our views.

## **How can we best prepare to stay focused and achieve our desired outcomes?**

Here is a list to help ensure our success:

- ✓ Coordinate the visit with the Chancellor's office.
- ✓ Know the issues. Don't mix messages. A uniform message is the easiest one for a legislator to remember. Keep major points to four or fewer per visit in priority. Be prepared to state which is most important.
- ✓ Send a confirmation letter in advance, outlining the participants and agenda of the visit.
- ✓ Hold a pre-visit briefing. Check out up-to-the-minute legislative activity on the part of the guest and make sure all visit participants understand the projected outcomes and objectives of the visit.
- ✓ Have a firm, but friendly exchange of views. Never present a legislator with an ultimatum. There is always a legislative "tomorrow." The legislator who votes against our issue today may very well be on our side of tomorrow's issue if we haven't precluded his/her support activity by our actions.

- ✓ Do a post-visit debriefing. Determine what he or she said. What are the next steps?
- ✓ Send a letter or make a phone call expressing thanks for the visit and send whatever materials or answers to questions were promised.
- ✓ Provide the Chancellor's Office with all feedback, even those commitments that seem relatively unimportant. This information is vital to the formulation of our strategy.

## Conference Calls

Some campuses have used regularly-occurring "breakfast" conference calls to local legislators during the session. These calls include Chamber of Commerce members, business leaders and other community members, as well as the campus Advocacy Team.

## College Visits

It is important that a tour be structured so the atmosphere is the most conducive to good communication, and revolve around an agenda that will provide for discussion of items of importance to our local college.

**As a general rule, tours and meetings with individual legislators are more effective than those involving groups of legislators.**

Before visits, these items should be considered:

- ✓ What will the tour accomplish for our legislative agenda? What is the desired outcome?
- ✓ Will the meeting explain or show how an issue affects the college?
- ✓ What will the legislator get out of the tour? What is his or her position going into the tour?

### **Types of visits:**

- ✓ Four-on-one briefings (trustees, Foundation members, president, business/community leaders, and ONE legislator)
- ✓ Conference calls (several business people and ONE legislator)
- ✓ Class visits
- ✓ Facility tours
- ✓ Guest speaker
- ✓ Breakfast/luncheon visits; arrange transportation to and from the lunch
- ✓ Event attendance (PAC entertainment, speakers programs, Economic Development series, sports bowl games or playoff events, Foundation fundraisers on campus, etc.)
- ✓ Political Awareness Day

### **Planning a visit:**

- ✓ Make sure the timing is right. Never plan a tour around election time.
- ✓ Coordinate your visit with the Chancellor's Office.
- ✓ Have an objective in mind and plan the tour accordingly. Develop key points and talking points for use during the day. Prepare a one-page fact sheet or Frequently Asked Questions (FAQs) about the issues you intend to bring up.
- ✓ Keep in touch all year, not just when you want something. The College sends periodic updates to local legislators with recent news and accomplishments, so if you have something you'd like our legislators to know about, please forward the information to the Chancellor's Office at any time.
- ✓ Make sure elected officials have ample opportunity to visit faculty and students. Choose students with success stories to tell and faculty with innovative approaches/programs that illustrate the point of the visit.
- ✓ Get approval for press attendance from elected officials' staff and invite media to cover visit.
- ✓ Determine who will accompany the elected official.

- ✓ Plan on following the tour with a visit in the Chancellor’s office for follow-on discussions.
- ✓ Let elected officials see and hear and confront every issue about the college. Make them feel responsible for the welfare of our college and the community college system.
- ✓ It is important to “read” our legislative delegation and tailor the visit to their preferences and our strengths. (For example, link up “veteran” senators who have been on campus many times with “new faces” from the Foundation. Get them in a room with Foundation leaders and have friendly discussions. If the legislators are new, give them a feel for the campus buildings -- get them to see some tangibles.

**Post visit:**

- ✓ Write a note of thanks for taking the time from a busy schedule to spend time at the college. Express interest in continuing contact.
- ✓ Offer to send information about the college and college issues on a continuing basis.
- ✓ Remind elected officials that visiting the classroom and talking about government, politics, current issues, professions, etc. is a value-added activity for our classrooms and is nearly always covered by the press.

## **Corresponding with elected officials**

The first thing to remember when contacting elected officials is that they are inundated with phone calls, letters, faxes and e-mails on a variety of issues. Contact from citizens (voters) in the community can have a great influence on the elected official’s decisions in many cases, but the nature of the correspondence should be short, reasoned, in plain language and speak to higher principles if possible. Hearing well-thought-out concerns from community members helps elected officials to establish useful resources on specific issues affecting those they represent, as well as allowing them to effectively represent their constituents. There are definite “do’s” and “don’t” when corresponding with elected officials. Here are some of them.

**Do:**

1. Put your view in writing, and whenever possible, send it to his or her office early in the session, then again at least one week before the measure will be heard.
2. Make your letter personal and use our own stationery. When using e-mail, send it from your own personal account when possible, instead of your “work” computer.
3. Address our representative properly. Use correct titles such as Assembly Member Smith or Senator Smith.
4. Write legibly if the letter is not typewritten.
5. Be brief and to the point, courteous and reasonable.
6. Include your address and sign your name legibly.
7. Be direct about identifying the nature of the issue you are writing about and how existing or proposed law affects the issue. Provide specific suggestions on what should be done to correct it.
8. Show the local effects and tangible positive results that will occur as a result of taking the action you recommend.
9. Give the elected official something positive to do or vote for -- not just fear the consequences if he does not. Offer solutions that indicate you understand the scope of the issue.
10. Have each of the individual members of a group send letters or e-mails to their lawmaker. (Form letters are usually not effective.)
11. Include articles, editorials, etc., from local newspapers/magazines that reinforce your concerns.
12. Before writing, find out which committee a bill in question will go to. Write the committee chairperson and the individual committee members prior to the hearing on the bill.
13. Some legislators like to hear from constituents on a variety of topics; others prefer to hear only about a single issue. Get to know members’ preferences.

## **Don't**

1. Be a stranger to our legislators.
2. Rely on a phone call to our legislators' offices.
3. Limit our letters and e-mails to one lawmaker.
4. Write to a member from another district just because we disagree with our representative.
5. Be rude, threatening or intimidating.
6. Use a form letter.
7. Go on for pages or beat around the bush.
8. Wait until the last minute before a bill is heard in committee or is on the floor before writing.
9. Be vague.
10. Begin on a righteous note of "As a citizen and taxpayer..."
11. Just complain.
12. Assume that our legislator will be voting on the measure soon. Only a few legislators vote on bills in the committee process. It is not until a bill reaches the floor that all members have an opportunity to vote.
13. Address the legislator in broad generalities.
14. Apologize for taking his or her time.
15. Be unwilling to compromise or offer solutions.

## Part IV. The Advocacy Action Plan

*The Legislative Action Plan is the framework for our Advocacy Team. The plan organizes campus strategy in terms of the jobs to be done, the persons to do them, and the timeframe in which to do the tasks.*

### Plan Basics

- ✓ Analyze the prior year's legislative program step-by-step both locally and at the state level. What worked? What didn't work? What might be appropriate for the up-coming session, given the new set of circumstances in the legislature and on campus?
- ✓ Put the legislative session onto your yearly calendar, giving it top priority. Plan for the legislature. Commit our district for local AND statewide participation. There is no substitute for everyone doing his or her part all over the state
- ✓ Remind campus groups and individuals to update their voter registrations. Hold a voter registration drive on campus, utilizing the talents of students and faculty.
- ✓ Encourage everyone to vote using notices, posters, campus e-mail, the college's home page, and the media.
- ✓ Invite our legislators to campus events: functions where there is no "hard sell" but plenty of information. Have them get to know us and appreciate us on everyday terms. When the time comes to ask for their assistance, they will already know who we are, what our issues are and be more likely to assist us.
- ✓ Encourage the use of college facilities for meetings and public forums. Our Performing Arts Center is perfect for these types of meetings. Decision-makers and local citizens who have the power to influence will appreciate our openness and develop a degree of ownership for "their" college, making them more protective of the college and more proactive in forwarding its causes.

## Appendix #1 – Elected Officials Serving COC



### **U.S. Senator Barbara Boxer (D)**

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A forceful advocate for families, children, consumers, the environment and her State of California, Barbara Boxer became a United States Senator in January 1993 after 10 years of service in the House of Representatives and six years on the Marin County Board of Supervisors. In November 2010, she was reelected to her fourth term in the Senate.

A national leader on environmental protection, Senator Boxer is the first woman to chair the U.S. Senate's Committee on Environment and Public Works (EPW). She is a powerful advocate for clean air and water and has been leading efforts in the Senate to craft a 21st century transportation policy for the United States.

Senator Boxer also chairs the Senate Select Committee on Ethics, making her the only sitting Senator to chair two Senate committees. She is a senior member of the Senate Commerce Committee and the Senate Foreign Relations Committee, where she chairs the first subcommittee ever to focus on global women's issues.

Senator Boxer is also a member of the Democratic leadership in the Senate, serving as the Chief Deputy Whip since 2005.

As Chairman of the Environment and Public Works Committee, she secured passage of the Water Resources Development Act, which authorized \$1.3 billion for 54 flood control, ecosystem restoration and navigation projects in California. The bill had languished for six years until she led the fight to pass it and override a veto by President George W. Bush.

In 2010, Senator Boxer led the bipartisan effort in the Senate to extend the Highway Trust Fund, which helped protect 1 million jobs in transportation nationwide.

Senator Boxer has won numerous awards for her efforts to create a cleaner, healthier environment and for her dedicated work to address the threats of climate change. She has fought to remove arsenic from drinking water and authored an amendment ensuring that drinking water standards protect children. She has led efforts in Congress

to protect California's coast from offshore oil drilling and fought to end the unethical use of human subjects in pesticide testing by federal agencies.

A champion of quality public education, Senator Boxer wrote landmark legislation establishing the first-ever federal funding for afterschool programs. Her law now covers 1.7 million children. She continues to work to expand afterschool programs nationwide as chair of the Senate Afterschool Caucus.

To ensure that generations of Californians will be able to enjoy our natural heritage, Senator Boxer wrote laws designating more than 1 million acres of California wilderness. Boxer also authored the California Missions Preservation Act to protect and restore California's 21 historic missions, and led the effort in the Senate to create the Manzanar National Historic Site.

To protect children from dangerous toys, Boxer authored a provision in the 2008 Consumer Product Safety Commission Law requiring children's products sold over the Internet to list cautionary warnings in their advertisements. She has also led efforts to protect children from lead and other dangerous chemicals.

Senator Boxer is a champion of airline passengers' rights, and her legislation with Senator Olympia Snowe (R-ME) to protect passengers from being stuck on planes for hours without food, water or access to restrooms became the centerpiece of Department of Transportation rules that have reduced tarmac delays nationwide.

In 2010, she founded the Senate Military Family Caucus to help address the challenges faced by families of U.S. service members who sacrifice so much for our country. She worked to establish the West Coast Combat Care Center in San Diego to ensure that severely wounded service members in the West have access to the highest quality care. She also helped create the Defense Task Force on Mental Health and secured millions in federal funding to improve medical care for severely burned soldiers.

A strong proponent of life-saving medical research, Senator Boxer wrote bipartisan legislation to accelerate America's contribution to combat global HIV/AIDS and tuberculosis.

A leading defender of a woman's right to choose, Senator Boxer helped lead the floor fight for passage of the Freedom of Access to Clinic Entrances Act. She continues to lead efforts to stop extremists in Congress from attacking women's health and a woman's right to privacy.

In 2010, she wrote a measure to end taxpayer bailouts of Wall Street by ensuring that financial firms – not taxpayers – will pay all the costs of liquidating failing Wall Street firms. She also co-wrote legislation to increase lending to small businesses through community banks.

Senator Boxer has worked to revitalize the economy by supporting targeted tax cuts, a permanent Research and Development tax credit, accelerated depreciation of new business equipment, and tax credits for broadband investments focused on rural and underserved areas. She co-authored the bipartisan “Invest in the USA Act of 2004,” which provided tax incentives for U.S. companies to bring overseas profits back home to create jobs and spur economic growth.

To help homeowners, Senator Boxer wrote a measure requiring that homeowners be alerted within 30 days if their lender sells or transfers their home mortgage loan. She wrote a bipartisan measure to ensure that banks cannot act as real estate brokers to prevent conflicts of interest.

In response to the September 11th attacks, Senator Boxer wrote the law requiring that air marshals be on board high-risk flights and the law allowing airline pilots with special training to carry guns in the cockpit.

She is the author of the Syria Accountability Act, which strengthened sanctions against Syria over the country’s support for terrorism. She also wrote a bipartisan measure to ensure that POWs who died in captivity would be eligible to receive the Purple Heart.

Senator Boxer joined colleagues to pass the 1994 Crime Bill, which led to the lowest crime rate in 25 years. She has worked to fund anti-gang programs, pass the Violence Against Women Law (VAWA), and the Community Policy “COPS” Program. Her bill to prevent the criminal use of personal information obtained through motor vehicle records was signed into law and upheld by the U.S. Supreme Court. She has authored the Violence Against Children Act, based on the successful Violence Against Women Act.

Senator Barbara Boxer met her husband of 48 years, Stewart Boxer, at Brooklyn College. The couple moved to California in 1965 to raise their two children, Doug and Nicole. They have been blessed with four grandchildren—Zachary, Zain, Sawyer and Reyna.



## **U.S. Senator Dianne Feinstein (D)**

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As California's senior Senator, Dianne Feinstein has built a reputation as an independent voice, working with both Democrats and Republicans to find common-sense solutions to the problems facing California and the Nation.

Since her election to the Senate in 1992, Senator Feinstein has worked in a bipartisan way to build a significant record of legislative accomplishments – helping to strengthen the nation's security both here and abroad, combat crime and violence, battle cancer, and protect natural resources in California and across the country.

In the 111th Congress, Senator Feinstein assumed the Chairmanship of the Senate Select Committee on Intelligence, where she oversees the nation's 16 intelligence agencies – the first female Senator to hold that position.

Senator Feinstein is a member of the Senate Judiciary Committee and the Senate Appropriations Committee, where she chairs the Subcommittee on Interior, Environment and Related Agencies. Senator Feinstein also serves on the Senate Rules and Administration Committee, which she chaired during the 110th Congress. In that capacity, Senator Feinstein was the first woman to chair the Joint Congressional Committee on Inaugural Ceremonies, and presided over the Inauguration of President Barack Obama on January 20, 2009.

In addition to her official committee assignments, Senator Feinstein is a member of several organizations and associations. Among Senator Feinstein's many affiliations, she serves as Chair of the Senate Caucus on International Narcotics Control, Co-Chair of the Senate Cancer Coalition and Co-Chair of the Senate Women's Caucus on Burma. She is also a member of the Anti-Meth Caucus, the Congressional Dairy Caucus and the Congressional Former Mayors Caucus. She has served as a member of the Aspen Strategy Group since 1997.

Some of the most noteworthy accomplishments by Senator Feinstein include:

- Fuel Economy Standards - Increasing fleetwide fuel economy standards for cars, trucks and SUVs by at least 10 miles per gallon over 10 years or from 25 mpg to 35 mpg by Model Year 2020 – the largest increase in more than two decades, and the first Congressional action on global warming.

- California Desert Protection - Protecting more than 7 million acres of pristine California desert -- the largest such designation in the history of the continental United States.
- Calfed - Authorizing \$395 million for a balanced program to increase California's water supply, reliability and quality and help restore sensitive water ecosystems.
- Healthy Forests - Reducing the risk of catastrophic fire in our forests by expediting the thinning of hazardous fuels and providing the first legal protection for old-growth forests in our nation's history.
- Lake Tahoe Restoration - Preserving and restoring this treasured natural resource by authorizing \$300 million in federal funds over 10 years to match investments by the States of California and Nevada and local authorities.
- Headwaters Forest Agreement - Obtaining funding and brokering agreement to save the "Headwaters Forest," a 7,500 acre national treasure and the largest privately held stand of uncut old-growth redwoods.
- San Francisco Bay Wetlands Restoration - Negotiating public-private purchase of 16,500 acres of salt ponds along the San Francisco Bay - the largest such wetlands restoration project in California history.
- FISA as the exclusive means for domestic electronic surveillance – Requiring the federal government to follow the requirements of the Foreign Intelligence Surveillance Act of 1978 (FISA) when conducting electronic surveillance of American citizens for foreign intelligence purposes.
- Border Security and Visa Entry Reform - Helping prevent terrorists from entering the United States through loopholes in our immigration system.
- Criminalization of Border Tunnels – Closed a loophole in federal law by criminalizing the act of constructing or financing a tunnel or subterranean passage across an international border into the United States.
- Protecting America's Seaports – Securing our nation's 361 seaports from terrorism and organized crime through the creation of new criminal offenses.
- Crime Victims Rights - Giving victims of violent crime a core set of procedural rights under federal law and ensuring that they have standing to assert their rights before a court.
- Assault Weapons Ban - Prohibiting the manufacture and sale of 19 types of military-style assault weapons from 1994-2004.
- Combat Meth Act – Giving law enforcement the tools needed to combat the spread of methamphetamine by restricting the sale of products necessary to cook methamphetamine and authorizing \$585 million for enforcement, training, and research into meth treatment.
- National AMBER Alert Network – Creating nationwide AMBER Alert communications network to help law enforcement find abducted children.
- Phthalate Ban – Protecting children from harmful phthalates chemicals in toys using the precautionary principle.
- Internet Pharmacies – Banning rogue Internet pharmacies from selling drugs without prescriptions.
- Breast Cancer Research Stamp – Raising more than \$65 million for breast cancer

research.

Senator Feinstein's career has been one of firsts. She was the first woman President of the San Francisco Board of Supervisors, the first woman Mayor of San Francisco, the first woman elected Senator of California, and the first woman member of the Senate Judiciary Committee.

During the 110th Congress, Senator Feinstein became the first woman to chair the Senate Rules and Administration Committee. In that capacity, Senator Feinstein served as the Chairman of the Joint Congressional Committee on Inaugural Services – overseeing the official swearing in ceremony for our nation's 44th President, Barack Obama. Most recently, Senator Feinstein became the first female Senator to assume the chairmanship of the Senate Select Committee on Intelligence.

A native of San Francisco, she was elected to the San Francisco County Board of Supervisors in 1969 and served 2 ½ terms as President of the Board. She became Mayor of San Francisco in November 1978 following the assassination of Mayor George Moscone and Supervisor Harvey Milk.

The following year she was elected to the first of two four-year terms. As Mayor, Dianne Feinstein managed the City's finances with a firm hand, balancing nine budgets in a row. In 1987, City and State Magazine named her the nation's "Most Effective Mayor."

As a Senator, Dianne Feinstein has received a number of awards for her service, including the 2007 Legislator of the Year award from the California County Superintendents Educational Services Association, the Charles Dick Medal of Merit from the California National Guard (October 2007), the Grammy on the Hill award from the Recording Academy (September 2006), the League of California Cities Congressional Leader of the Year Award (May 2006), the William Penn Mott Jr. Park Leadership Award for singular outstanding achievement on behalf of National Park protecting (March 2006), the Outstanding Member of the U.S. Senate Award by the National Narcotic Officers Associations Coalition (February 2005), the Funding Hero Award from the Breast Cancer Research Foundation (October 2004), the Women of Achievement Award from the Century City Chamber of Commerce (October 2004), and the Woodrow Wilson Award for Public Service in 2001.



**U.S. Rep. Howard "Buck" McKeon (R)**

**25<sup>th</sup> Congressional District**

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U.S. Rep. Howard P. "Buck" McKeon is a champion of a strong national defense, the men and women of America's Armed Forces and their families, easing the nation's national debt, and returning fiscal discipline to the federal government.

McKeon was selected by his peers to serve as Chairman of the House Armed Services Committee in the 112th Congress, and again for the 113th Congress. He was first named Ranking Member of the Committee in June 2009. His priorities for the Committee include:

Ensuring our troops deployed in Afghanistan, Iraq and around the world have the equipment, resources, authorities, training and time they need to successfully complete their missions and return home;

Building on the Armed Services Committee's strong bipartisan tradition of providing our warfighters and their families with the resources and support they need; and

Investing in the capabilities and force structure needed to protect the United States from tomorrow's threats, while mandating fiscal responsibility, accountability and transparency from the Department of Defense.

As Chairman of the Armed Services Committee, McKeon is fighting to strengthen our military and invest in a force postured to meet the challenges of the 21st century, while working to provide the necessary resources for America's sons and daughters in Afghanistan and Iraq. He has also led efforts to keep terrorist detainees off of U.S. soil, boost funding for missile defense, and restore the tradition of passing defense authorization bills devoid of controversial social items.

Additionally, McKeon has worked tirelessly to bridge the gap between industry and military leaders in order to ensure that our warfighters on the ground continue to receive the support they need and deserve.

McKeon has regularly worked to bolster missile defense programs, support funding for the F-22, and provide enhancements to effective, lighter-weight body armor and mine-resistant vehicles. He has fostered veteran resource programs for counseling, vocational training, and college education.

Prior to serving as the lead Republican on HASC, McKeon was the top Republican on the Education and the Workforce Committee for close to three years, where he advanced conservative policies supporting school choice, teacher quality and accountability, and higher education access and affordability.

In early 2006, McKeon ran the committee as chairman, replacing Rep. John Boehner (R-OH), who stepped down after becoming House Majority Leader.

Before that, McKeon headed the House Subcommittee on 21st Century Competitiveness, which examined issues such as higher education, technology in education, teacher training, job training, and welfare reform. In this role, McKeon helped negotiate the formula that resulted in interest rates for the federal student loan program dropping to their lowest level in 38 years. McKeon still serves as a senior member of the Education and Labor Committee.

His leadership in cutting federal spending and reducing taxes also has been noted by several national organizations, including the National Taxpayers Union and the U.S. Chamber of Commerce. In addition to his official committees, McKeon is also a member of:

- Congressional Unmanned Systems Caucus: As founder of the Caucus McKeon is helping to educate members of Congress and the public on the strategic, tactical, and scientific value of UAVs. McKeon actively supports further development of UAV's and hopes to more effectively engage the civilian aviation community on UAV use and safety.
- Republican New Media Caucus: McKeon Co-founded the Caucus in 2009, functioning as a space for its members to have discussions and share ideas about technology policy, and encourage the use of new communications technologies that assist Members in reaching and providing important information to their constituents.

McKeon was born Sept. 9, 1938, in Los Angeles. He grew up in Tujunga, CA and graduated from Verdugo Hills High School in 1956. After serving a two and a half year mission for the Church of Jesus Christ of Latter-Day Saints, he attended Brigham Young University.

After several semesters, however, McKeon took a hiatus from his studies. During this time, he married his wife, Patricia, started a family, and began his career as a businessman in the Santa Clarita Valley, located in the northern part of Los Angeles County.

He was soon involved in his community through such organizations as the Boy Scouts, Little League, the Henry Mayo Newhall Memorial Hospital Board, and the Chamber of Commerce, among others.

It was three decades later that McKeon returned to college and earned his bachelor's degree in 1985, together with his eldest daughter. It is for this reason that McKeon is often praised by adult literacy groups. Later, in 2002, he received an honorary doctorate of humane letters from Strayer University.

Before coming to Congress in 1992, McKeon served on the William S. Hart Union High School District Board of Trustees from 1978 to 1987. During that time, the city of Santa Clarita was incorporated and its citizens selected McKeon as a member of the City Council.

It was during the council's first meeting that its members selected McKeon as Santa Clarita's first mayor. During his tenure on the City Council, Santa Clarita expanded its sheriff's and parks programs and earned a reputation as one of the safest cities in America.

The McKeons have six children and 31 grandchildren and live in Santa Clarita.



## **Governor Jerry Brown (D)**

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Edmund G. Brown, Jr., known as Jerry, was born in San Francisco on April 7, 1938. He attended both public and parochial schools, graduating from St. Ignatius High School in 1955. He completed freshman year at the University of Santa Clara before entering Sacred Heart Novitiate, a Jesuit seminary in August 1956. In 1960, he left the Society of Jesus and enrolled at the University of California at Berkeley. He received his B.A. degree in Classics the next year and then entered Yale Law School, where he graduated in 1964.

Following law school, Brown worked as a law clerk at the California Supreme Court, traveled and studied in Mexico and Latin America and then took up residence in Los Angeles, working for the prestigious law firm, Tuttle & Taylor. In 1969, Brown was elected to the Los Angeles Community College Board of Trustees, placing first in a field of 124. In 1970, he was elected California Secretary of State.

Brown was elected Governor in 1974 and reelected in 1978, by a margin of 21%.

During Governor Brown's tenure, California created 1.9 million new jobs, almost double the national rate. During his eight years in office, Brown marshaled both Democrats and Republicans in the legislature to slow the growth of state government, eliminate capital gains taxes for many small businesses, abolish the business inventory tax, index personal income taxes, adopt the nation's first energy efficiency standards, and make California the leader in co-generation, solar and wind energy.

As governor, Brown consistently had budgets approved on time and built a prudent budget surplus to serve as a "rainy day fund". He reduced the number of state employees per 1,000 Californians from 9.6 in 1975 to 9.2 in 1982. The tax burden for California residents declined from \$6.90 per \$100 of income in 1975 to \$6.72 in 1982.

While curbing the growth of state government, Brown instituted cutting-edge environmental protections that became guidelines for the nation to follow. He strengthened the California Coastal Commission and established comprehensive policies governing development along the coast. He signed the nation's first legislation requiring high school students to demonstrate basic proficiency before graduation. State funding for higher education, including community colleges, more than doubled during Brown's eight years as governor.

In the field of crime fighting, Governor Brown enacted hundreds of tough anti-crime measures, including the "Use A Gun Go To Prison" Law and mandatory sentences for rape, sale of heroin, violent crimes against the elderly, child molestation and selling PCP. He established and funded the Career Criminal Prosecution Program, the Career Criminal Apprehension Program and the Crime Resistance Task Force.

After his governorship, Brown lectured widely, led delegations to China and the Soviet Union, studied Spanish in Mexico, spent six months in Japan studying Japanese culture and Buddhist practice, worked with Mother Teresa in India at the Home for the Dying, and traveled to Bangladesh as a CARE ambassador of good will during the devastating floods of 1987.

Brown again practiced law in Los Angeles and in 1989 became chairman of the state Democratic Party. He resigned that position in 1991, expressing frustration with the growing influence of money in politics, and sought the 1992 Democratic Presidential nomination. During that campaign he refused to take contributions larger than \$100 and used an "800" number to raise funds.

Despite limited financial resources, Brown defeated Bill Clinton in Maine, Colorado, Vermont, Connecticut, Utah and Nevada during the 1992 Presidential primaries and was the only candidate other than Clinton to receive enough voter support to continue until the Democratic National Convention.

In 1998, Brown ran for mayor of Oakland against 11 other candidates and won in the primary with 59% of the vote. Before taking office, he successfully passed a voter initiative, changing the ceremonial office of mayor to that of a "Strong Mayor" form of city government. Brown was re-elected in 2002 with 64% of the vote.

As Mayor, Brown spearheaded the revitalization of a downtown that had been dormant for decades. He helped create new housing units for more than 10,000 people, re-opened the beautiful Fox Theatre (which had been shuttered for 30 years), and attracted many new restaurants, businesses and art galleries to the city. Brown also personally founded the renowned Oakland School for the Arts (housed in the Fox Theatre) and the Oakland Military Institute. Both schools serve students from the 6th grade through the 12th and are among the best performing schools in Oakland. During his 8 years as Mayor, the number of serious crimes was reduced by over 30% compared to the previous 8 year period.

On June 18, 2005, Brown married Anne Gust in a ceremony officiated by Senator Diane Feinstein. Later the same day, they had a Catholic ceremony at St. Agnes, the San Francisco church where Jerry was baptized and his parents were married. The marriage is the first for both. Anne Gust Brown serves as Special Counsel in the Office of the Governor.

Jerry Brown was elected California's 31st Attorney General on November 6, 2006. Brown's margin of victory, 18-points, was greater than that of any other candidate for statewide office.

As Attorney General, Brown focused on protecting working families and consumers, pursuing mortgage fraud and real estate scams, championing worker's rights and cracking down on violent crime - working closely with local police and sheriffs to apprehend dangerous criminals, gang members, con artists and major perpetrators of fraud and financial crimes.

In June of 2008, Brown sued Countrywide Financial for engaging in deceptive advertising and unfair competition by pushing homeowners into mass-produced, risky loans for the sole purpose of reselling the mortgages on the secondary market. The action led to a landmark, multi-state settlement with Countrywide Home Loans, Countrywide Financial Corporation and Full Spectrum Lending that provided up to \$8.68 billion of home loan and foreclosure relief nationally, including \$3.5 billion to California borrowers.

Following the California Supreme Court's finding of a state constitutional right to same-sex marriage, Brown refused to defend Proposition 8 in court. Brown also argued that same-sex marriages performed prior to the adoption of Proposition 8 should not be invalidated if the court upheld Proposition 8. In May of 2009, the Court ultimately upheld Proposition 8 while providing that those who were wed prior to its passage remained married. Brown then filed a brief arguing that Proposition 8 should be overturned on the basis of federal law. In August 2010, the U.S. District Court for the Northern District of California ruled that Proposition 8 violated the Due Process and the Equal Protection Clauses of the Fourteenth Amendment to the United States Constitution.

Governor Brown was elected for his third gubernatorial term in 2010. Since taking office he has dramatically cut the state budget deficit, improved California's credit ratings and cut waste and inefficiencies throughout government. Governor Brown also enacted historic public safety realignment, raised the state's clean energy goal to 33 percent and is seeking the public's support for new revenues to protect education and public safety funds.



## **Senator Steve Knight (R)**

### **21st Senate District**

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Born at Edwards Air Force base, 21st District Senator Steve Knight has called the Antelope Valley his home almost his entire life. Steve has a storied history to this community that is unique to the Antelope Valley; he served his country, protected our values and demonstrated true leadership in our community.

He was elected to the California State Assembly in November 2008 and the State Senate in 2012, both times succeeding Sharon Runner, and following the path of his father, Senator Wm. J. "Pete" Knight.

Prior to his election to the Assembly, Steve served on the Palmdale City Council. He was elected to the council in 2005, receiving the highest vote total among nine candidates. Upon assuming office in the state legislature, Steve left his 18-year career as a sworn police officer in the Los Angeles Police Department, where he was selected to serve on the Community Resources Against Street Hoodlums (CRASH) team.

Steve's history of public service served him well on the city council. As a city councilman and vice mayor, Steve has kept his strict policy against tax increases and wasteful spending in local government.

Steve continues to be an advocate for stiff penalties for criminals. A strong advocate for Jessica's Law, Steve was instrumental in the development of many innovative crime-fighting programs for the City of Palmdale.

After graduating from Palmdale High School, Steve served in the U.S. Army, and was stationed in Friedberg, Germany.

As a member of the State Senate, Senator Knight is working to cut the tax burden on California families and businesses and to restore the state's economic vitality. He is fighting to protect our community's values by supporting the hardworking families, protecting Second Amendment rights and strengthening our communities through job creation.

Steve lives in the Antelope Valley with his wife Lily and their two sons Christopher and Michael.



**Senator Fran Pavley (D)**  
**27th Senate District**

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Senator Fran Pavley was born in Los Angeles and grew up in Sherman Oaks. She is a former middle school teacher and was the first mayor of Agoura Hills. She has lived nearly her entire life in the 23rd State Senate District and understands the issues that matter to the 925,000 constituents in her district, which encompasses portions of Los Angeles and Ventura Counties.

The people of Fran's district care deeply about protecting the natural beauty, environmental health, and livability of California, and she has been a longtime leader for this cause. While serving in the State Assembly, Fran authored landmark laws to combat climate change by capping greenhouse gas emissions in California. Those laws, AB 32 and AB 1493, have become models for other states and nations.

Along with energy, clean air, and water, Senator Pavley is using her time in the Senate to focus on consumer protection, education, health and transportation. In addition to serving as Chair of the Natural Resources and Water committee, she was appointed to serve on the following Senate committees: Appropriations; Energy, Utilities and Communications; Environmental Quality; and Transportation & Housing.

Senator Pavley took the helm of the Natural Resource and Water Committee at a challenging time. The Delta, which furnishes nearly 50% of our water supply, is no longer sustainable. Fran joined other lawmakers in crafting legislation that will help develop a more reliable water supply, restore the Delta ecosystem and encourage investment in water management and conservation programs.

The Senator also serves as the Chair of the Select Committee on the Environment, The Economy, and Climate Change. The committee is providing legislative oversight on a broad range of issues related to climate policy. She sees the requirements of AB 32 as an opportunity to foster innovation and green jobs -- the most promising engines to start the new economy. She seeks to create a clean, safe, secure energy future for California and the United States.

Prior to her election to the Senate, Senator Pavley served three terms in the California State Assembly. In addition to AB 32, she authored AB 1493 (Clean Car Regulations),

now known as the "Pavley" law. President Barack Obama implemented a national standard modeled on the "Pavley" law. During a special ceremony in the White House Rose Garden, the president personally thanked Fran for her work on reducing greenhouse gas emissions.



## **Assemblyman Steve Fox (D)**

### **36th Assembly District**

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Assemblymember Steve Fox was elected in November 2012 to represent California's 36th Assembly District. The district encompasses the Antelope Valley, and includes the cities of Lancaster and Palmdale as well as the Los Angeles County communities of Saugus, Quartz Hill, Acton, Little Rock, Baker, Lake Los Angeles, and Wrightwood and the Kern County communities of Rosamond, Mojave, Reefer City, North Edwards, Boron, and California City.

A local elected official for 23 years, Fox plans to focus extensively in the Assembly on ensuring funding for education at all levels. As a public school teacher for 10 years and after having served on the Antelope Valley College Board of Trustees, he is all-too-aware of the damage done to schools when they are not fully funded. Education is also important to the district for another reason given that K-12 schools and local universities—like Cal State Northridge and Cal State Bakersfield—are some of the top employers in the region.

As a lawyer, middle class businessman and homeowner, his other priorities include building on the recent growth in the state's economy, and ensuring that everything that can be done is being done to keep people in their homes. Further, as a past director of the Conservation Board, Fox plans to work to make California a home for new green jobs and the driving force behind new, renewable sources of energy.

Assemblymember Fox is married to Sharon Fox, a local public school teacher, and is a father and grandfather.

California State Assembly Republican Member Scott Wilk represents the 38th Assembly District which encompasses Simi Valley, the northern section of the San Fernando Valley, Val Verde, Castaic, Agua Dulce and most of the Santa Clarita Valley.

Recognized for his strong leadership abilities, Scott has been appointed by the Speaker of the Assembly to be the Vice-Chair of the Assembly Rules Committee which has jurisdiction over the business of the Legislature.



**Assemblyman Scott Wilk (R)**

**38th Assembly District**

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[Assemblymember.Wilk@asm.ca.gov](mailto:Assemblymember.Wilk@asm.ca.gov)

Scott earned a B.A. degree in Political Science from California State University, Bakersfield, and his career has spanned both the private and public sector. He served as Chief of Staff for California Assembly Members Tom McClintock and Paula Boland, as well as District Director for Representative Howard P. “Buck” McKeon. While working for Assemblyman McClintock and Assemblywoman Boland, Scott was the architect of successful legislation on a variety of important issues.

Balancing public service with private enterprise, Scott managed the California New Car Dealers Association and was the Vice President of Legislative and Regulatory Affairs for an assisted living company. In the 1980s, he and his wife, Vanessa, owned a vending company. Prior to his election to the Assembly, Scott owned a public affairs firm where his work greatly enhanced the quality of life in the community.

The Signal Newspaper has honored Scott multiple times as one of “The 51 Most Influential People in the Santa Clarita Valley” and the SCV Press Club honored him with the 2006 Newsmaker of the Year “Behind the Scenes” award.

Upon his election to the Assembly, Scott resigned from the Santa Clarita Community College Board of Trustees where he was serving his second term. Scott recently completed a four-year term on the Board of Directors of the Henry Mayo Newhall Memorial Hospital Foundation and he served on the Santa Clarita Valley Chamber of Commerce’s Legislative Committee. He is a member of the Simi Valley Chamber of Commerce and a past member of the Granada Hills Rotary Club.

Scott and Vanessa reside in Santa Clarita and have been married for 27 years. They have two adult children, Scott, Jr. and Alison Grace.



## **Supervisor Michael Antonovich**

### **Los Angeles County Board of Supervisors, Fifth District**

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Michael D. Antonovich, a native of Los Angeles County, has served the two million residents of the County's Fifth Supervisorial District since 1980.

The Fifth District, over two thousand square miles in area, includes all or part of the San Gabriel, Pomona, San Fernando, Santa Clarita and Antelope Valleys.

As a government/history teacher for the Los Angeles Unified School District in 1966, Mike credits his fifth grade teacher for the inspiration to enter public life.

In 1969, he was elected to the Los Angeles Community College Board of Trustees. In 1972, he was elected to serve in the California State Assembly.

Presidents Ronald Reagan and George Bush appointed Mike to numerous presidential committees and commissions, including the Fulbright Foreign Scholarship Board, the U.S.-Japan Advisory Committee, the Commission on Privatization, and the U.S. Delegation to the United Nations International Conference on Indo-Chinese Refugees.

In 1980, Mike was elected to serve the people of Los Angeles County as a member of the Board of Supervisors.

His 33 years as a County Supervisor have been characterized by his commitment to public safety, effective and responsive representation and support for small business, our County's foster children, seniors and veterans.

The Supervisor also serves on the Board of the Metropolitan Transportation Authority, Metrolink (Southern California Regional Rail Authority), Southern California Association of Governments, San Fernando Valley and San Gabriel Valley Council of Governments, and the South Coast Air Quality Management District.

Supervisor Antonovich resides in Glendale with his wife Christine Hu, their son, Michael Jr. and daughter, Mary Christine.



**TimBen Boydston**  
**Santa Clarita City Council**  
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A Santa Clarita resident for 30 years, Tim Ben Boydston was appointed to finish out the term for former Councilmember Cameron Smyth, which expired in April 2008. As a condition of that appointment TimBen promised not to seek election at the end of that appointment term. TimBen kept that promise.

In the City Council election of 2010 TimBen ran a grassroots campaign with a relatively low budget and a lot of volunteers. Small donations from local people formed the great majority of campaign funds, and in-kind donations of contributors and volunteers made up a significant part of the campaign effort. TimBen was out-spent by the incumbent campaigns, whose campaigns were financed and assisted by large expenditures by out-of-area special interests and developers. Using multiple slick mailers and other media ads, the incumbents ran as a slate that essentially told the people everything is fine in Awesometown, just re-elect the incumbents. In reality our local City Council members were re-elected by shadowy groups who stand to make many millions of dollars in profit as a result of decisions that the City Councilmembers will make in the next term through passage of the next general master plan.

TimBen wants to make local government more open and responsive to the citizens. Boydston said the decline in public participation at council meetings has made the city's elected officials more isolated from the needs of the community.

When elected, he would push for term limits, something that would ensure the council is presented with new perspectives and ideas. In addition, the City's practice of conducting its City Council election as a special election separate from primaries or general election tends to depress voter interest and turnout as well as costs the City taxpayers around \$200,000. The City should make every effort to encourage voter turnout as well as be frugal with tax money.

As a candidate, Boydston has outlined a full spectrum of concerns and hopes for the City of Santa Clarita which is detailed more fully on his website at <http://timben.com/>. The position of City Councilmember is non-partisan and he is supported on a bi-partisan basis by people all across the community.

Boydston currently serves as the Executive and Artistic Director for the Canyon Theatre Guild in Old Town Newhall. He has held this position for ten years, and under his leadership the organization has seen more than 1,000% growth. Boydston was

instrumental in founding the CTG's Family Season, Youth Workshops, Corporate Sponsorships and the Gala and Cabaret Fundraising events. He has also served on the Santa Clarita Valley Arts Advisory Committee.

In addition to his close ties to the theatre community, Boydston has a strong professional background as a business owner. He was previously in commercial property management, focusing on the redevelopment of areas in Santa Monica and Hollywood.

An alumnus of Canyon High School, Boydston earned a Bachelors Degree in theatre from California State University Northridge, as well as an Associate Degree in medical technology from Midwestern University. He also served in the Air Force for four years.

Boydston has been married to his wife Ingrid in 1992. They have a young daughter, Analyn.



**Frank Ferry**  
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Frank Ferry joined the City Council in 1998. He holds a Bachelor's degree in Governmental Communications from California State University, Northridge as well as a Bachelors degree in Law, a Juris Doctorate, and a California Teaching Credential. He was re-elected to the City Council in 2002 and served as Mayor that same year.

Frank originally chose to run for City Council because he wanted to make improvements to the City's infrastructure, including getting roads built and alleviating traffic problems.

As a Council Member, Ferry would like to see more after school programs offered at every elementary school campus, as well as an adult mentor program adopted. He would also like to see more “active” park space and eventually wants to eliminate the need for a waiting list for sports or cultural activities by developing new locations as well as improving current locations.

While serving on the City Council, Ferry has been involved in several committees, including: the California Contract Cities Committee, Regional Planning Committee, William S. Hart Education Committee, and 2000 Census Committee.

Ferry is also Principal at Alemany High School. Formerly, he taught United States history and government. Ferry says he enjoys working with bright, motivated and creative students.

Frank Ferry has two sons, Nick and Jake, who attend school locally in Santa Clarita.



**Bob Kellar**  
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Bob Kellar joined the City of Santa Clarita as a first-term Councilmember in April 2000, and also served as Mayor in 2004 and again in 2008 when he was re-elected. He began his life of public service by enlisting in the United States Army from 1965 through 1967. This was followed by 25 years with the Los Angeles Police Department. Kellar retired from the LAPD in 1993, finishing up his career as the Supervisor in Charge of Reserve Officer Training at the Police Academy. Throughout his more than 25 years as a Santa Clarita resident, he has played an active role in the community, serving on several local non-profit boards and committees.

Kellar served as President of the Canyon Country Chamber of Commerce from 1993 through its incorporation with the Santa Clarita Valley Chamber of Commerce in 1995. He was instrumental in re-shaping the Santa Clarita Valley Chamber of Commerce to include Canyon Country during this time. In 2000, Kellar served as President of the Santa Clarita Division of the Southland Regional Association of Realtors and the Santa Clarita Valley Veteran's Memorial Committee. From 2003 to 2007 Kellar served on the Henry Mayo Newhall Memorial Hospital Foundation. Today, Kellar serves on the Board of Directors for the Local Chapter of the American Cancer Society.

As a former Chair of the City's Planning Commission, Kellar stood strong to insure that new development follows a more sound and responsible approach to growth. As a City Councilmember, Kellar has worked hard to prevent the proposed Cemex mining operation from going through. Additionally, Kellar has been a driving force in bringing stake holders together to get the Whittaker Bermite site cleaned up and with a responsible development in place.

Kellar is proud of the work he has been able to accomplish on behalf of the citizens of Santa Clarita. His success has largely been the result of his ability to bring decision-makers together and put them on a common course.

Kellar considers one of his primary responsibilities to be his availability to our citizens and to do what he can to maintain a high level quality of life for all.



**Marsha McLean**  
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A long-time resident and local business owner in the Santa Clarita Valley, Marsha McLean is serving as Mayor on the City of Santa Clarita in 2011.

As a council member, Marsha is committed to working with the community to protect the environment and quality of life for our residents. Marsha is the founder of the S.C.V. Canyons Preservation Committee which successfully co-sponsored legislation to acquire funds for the preservation of Whitney and Elsmere Canyons. She also rallied citizens, business organizations, environmental groups and state and federal legislators to save Santa Clarita from being home to the world's largest garbage dump that would have been seen from our valley floor and would have loomed over the ridgelines of Elsmere Canyon to one and one half times the height of the Washington Monument.

Over the years, Marsha has served the community in a number of ways. As a Program Analyst for special projects for the City of Santa Clarita, Marsha monitored and provided legislative information to City staff and assisted in grant writing. Prior to her work at the City, Marsha worked for the Los Angeles Police Department and for the Los Angeles City Council.

Marsha has also worked for the U.S. Government at the American Embassies in Tel Aviv, Israel and Paris, France. After learning to speak French, Marsha served as a liaison with French citizens as well as coordinating programs and solving problems that came about. She continues to apply her government expertise to aid the local community today by serving as a member of the Regional Council of Southern California Association of Governments.

Marsha is a member of the Board of Directors for the State League of California Cities and was elected to serve as the 2007-2008 President of the organization's Los Angeles County Division. Understanding the need for enhanced, regional transportation, she is also a Director for the Regional Orangeline-Maglev Development Authority, and serves as Transportation Committee member for the Southern California Association of Governments. She is also a member of the Golden State Gateway Coalition, the Southern California Association of Governments Transportation and Communications Committee, and serves as the City's representative on the North County Transportation Coalition.

Marsha is a member of the League of California Cities Community Services Policy Committee and served as Committee Chairperson from 2006-2008. She has also served on the State League of California Cities Transportation, Communication and Public Works Policy Committee.

Marsha was selected to serve on the Public Library Commission for the Fifth District. As Public Library Commissioner, she advises the Los Angeles County Board of Supervisors and the County Librarian on matters of library policy.

Over many years Marsha has volunteered her time for a host of non-profit, community organizations such as: the Placerita Nature Center Foundation, the Advisory Boards of the Child & Family Center Foundation and the Betty Ferguson Foundation; the American Heart Association, the Committee on Aging, the Boys and Girls Club, Canyon Country Better Than Ever Committee, Santa Clarita Historical Society, Habitat for Humanity and the Downtown Newhall Revitalization.

Family is important to Marsha who has been married for 30 years, has three children and six grandchildren.

When she is not busy at City Hall or with one of her committees, Marsha can be found enjoying other interests, including community theatre at the Canyon Theatre Guild, tap dancing, snow and water skiing, cycling, hiking, walking and spending time with her family and at local charity events.



**Laurene Weste**  
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As a prior Commissioner for the City Parks and Recreation Commission, Laurene has overseen the establishment of numerous parks, the preservation of thousands of acres of open space, and the construction of a cross-town trail system that is widely heralded as a crowning achievement of our young City.

As a Santa Monica Mountains Conservancy Advisory Board Member, Laurene spearheaded the drive to save historic 800-acre Mentryville, which is the first oil town in California, for future generations.

As Director of the Santa Clarita Valley Committee on Aging, Laurene has helped safeguard the programs that assist our most experienced citizens and give them the dignity they deserve.

In the future, Laurene would like to see open space, roads built, sports fields created, Old Town Newhall revitalized, and an open space green belt completely surrounding the City. She would also like to see the preservation of the last unchanneled river in Southern California, the Santa Clara River.