

Folsom Chamber of Commerce
Government Affairs Policy Guide

This Policy Guide is adopted by the Government Affairs Committee (GAC) and the Board of Directors of the Folsom Chamber of Commerce to serve as the roadmap for local, state and federal legislative advocacy. This guide will ensure that local leaders and decision-makers are knowledgeable about the issues facing Folsom, and the areas where critical decisions can impact the well-being and enhancement of the community. The Board of Directors has given authority to the GAC to approve, on behalf of the Chamber, any positions of 'support,' 'oppose,' or 'no position' on legislation, proposed regulations or government actions that align or contrast with the Policy Guide as adopted by the Board.

The GAC serves as the Chamber's watchdog monitoring government actions at every level to ensure that Folsom's employers and job creators are protected from high taxes, excessive regulation and frivolous litigation. The GAC also has a role in introducing or supporting initiatives at any level of government that are consistent with the Chamber's policy objectives. These efforts will contribute to Folsom's business friendly political environment and a high standard of living for our community.

This guide incorporates four policy areas that will govern the direction of the GAC:

Strong local Economy

The Folsom Chamber supports continuing strategies that encourage a strong local economy through recruitment, retention and job creation.

- . Utilizing and supporting Public-Private Partnerships for economic development and tourism.
- . Supporting flexible zoning in commercial areas.
- . Targeting key industries for business attraction recruitment.
- . Reaching out to existing businesses, small and large, for business retention and expansion.
- . Encouraging an entrepreneur/start-up culture.
- . Encouraging business and leisure tourism efforts.
- . Encouraging hosting of major events that draw visitors.
- . Advocating for the continued recognition, protection and enhancement of the historic district.

Strong Property Values

The Folsom Chamber supports strategies that strive to strengthen and retain property values in the greater Folsom community.

- . Encouraging the development of a variety of housing. This may include, but not be limited to mixed use, senior, small lot, estate, and urban zoning.
- . Continuing to support all levels of education in our community.
- . Encouraging the development of city-wide integrated transportation planning.

Quality of Life

The Folsom Chamber believes that a high quality of life in our region contributes to ongoing success. Personal, family, business and industry safety are paramount to a vibrant community. An innovative and successful education system will impact job creation and engaging industry in long-term strategies for local growth. Providing highly-sought recreation and community amenities will enhance quality of life and reinforce the image of an appealing place to live.

Safety

- . Advocating for effective public safety programs and consulting with law enforcement officials to determine priorities.

Education

- . Continuing to support strong K-12 education programs.
- . Supporting the continued development of Folsom Lake Community College and the reduction of higher education costs through business support of scholarships, emergency student loans and similar programs.
- . Supporting the attraction of a four-year university.

Recreation/Amenities

- . Advocating for creation of a River District as part of the General Plan Update and for enhancements to the Lake Natoma waterfront for improved access and amenities.
- . Continuing support and advocacy for expanding the city-wide mixed use trail system.
- . Supporting the development of public or private facilities to attract high level and broad interest athletic events.

Infrastructure

- . Being proactive in supporting programs to improve the City's infrastructure, including water, sewer and transportation.
- . Advocating for proper maintenance of water and sewer facilities and for repair of heavily used roads.

- . Supporting SR 50 freeway and interchange improvements that benefit traffic flow.
- . Working with Sacramento Regional Transit to double track the Light Rail Transit Gold Line and expand service to Folsom.
- . Working with the City to reprogram existing Folsom Stage Line operations to better serve business needs and eliminate traffic hotspots to relieve congestion.

Good Government Processes

The Folsom Chamber supports local, state and federal initiatives that enhance a strong business climate, take common sense approaches to problem solving, and reduce the burden on business owners in establishing and growing a healthy business climate and jobs base in the City.

- . Reducing government overhead whenever feasible and possible.
- . Supporting alternatives to state and local tax increases and new tax categories affecting the Folsom business community unless there is a clear benefit from a business perspective.
- . Maintaining competitive fees.
- . Supporting a review of regulations and regulatory processes at the local level to determine possible business-friendly revisions.
- . Streamlining governmental processes in collaboration with other business entities, including the Building Industry Association.
- . Monitoring government programs at all levels to ensure that Folsom is getting a fair share of resources based on need, population and tax and fee contributions.

Summary

By tracking, communicating and engaging in these four policy areas of importance, the Chamber enhances its value to members, reduces the financial and regulatory burden on business owners, and establishes a framework for holding elected officials accountable for actions they take that affect the Folsom community.