



2010 Guiding Legislative Advocacy Principles



The North Valley Regional Chamber of Commerce, in association with our strategic advocacy partner, the Valley Industry and Commerce Association, has adopted the following principles upon which to act upon in furtherance of our advocacy for a better business climate and enhancement of the economic vitality of the region.

Air Quality

The Chamber supports programs to improve air quality that are centered on market-based incentives and that prioritize mobile source reductions that do not overburden employers and cause job losses.



Aviation

The Chamber supports policies to maximize economic benefits through air commerce.

Education

The Chamber supports structural reforms to bring education closer to the communities served, promote autonomy and entrepreneurship, and create a world class education system, one that also serves the needs of employers for a highly skilled workforce.

Employer Mandates

The Chamber supports regulatory conformity among local, state and federal agencies affecting workplace rules, wages, and employer conduct—not those that would put local employers at competitive disadvantages and deter job growth and investment.

Energy

The Chamber supports policies that promote safe, clean and reliable sources of energy through conservation, investments in new technologies and new source exploration, market-based fuel efficiency, permit streamlining and infrastructure development for new energy generation and transmission facilities.



Fiscal Stability

The Chamber supports government efficiency, containing the growth of government, minimizing its role in the private sector and making certain that tax and fee increases on employers are sought only as a last resort.

Healthcare

The Chamber supports nationally consistent policies that create more access to quality healthcare through programs that adequately satisfy small business affordability needs while protecting and strengthening California's public and private safety net of healthcare providers.

Housing

The Chamber supports policies that increase efficient production of housing for all income levels through processes that complement and create new job and public transportation centers.

Job Creation

The Chamber endorses private sector job creation through policies that address the retention, growth and attraction of growing businesses, which provide meaningful careers and enhance tax revenue streams.

Land Use

The Chamber supports policies that encourage long term planning for the appropriate placement of development without displacing existing commercial and industrial land that are significant to preservation of jobs and a healthy jobs-housing balance. Presenting the business perspective on behalf of employers in the San Fernando Valley communities of Northridge, Porter Ranch, Granada Hills, Chatsworth, North Hills, Mission Hills, and Reseda.



Political Reform

The Chamber supports political reforms that invite more participation in the political and legislative processes with increased transparency and disclosure information about who is trying to exert influence.

Public Safety

The Chamber considers public safety to be a top taxpayer and business priority, and believes that good management is critical to an efficient system.

Solid Waste

The Chamber supports efforts to reduce waste and dependence on disposal facilities as well as the maximization of existing waste facilities through wider recycling programs and implementation of alternative waste management technologies.

Taxation

The Chamber endorses tax reforms to improve the local, regional and global competitiveness of our businesses through fair allocation of tax burdens.



Transportation

The Chamber supports policies to optimize mobility and relieve congestion on our roads, harbors and airports to maximize the region's ability to move goods and people.

Water

The Chamber supports programs that maximize existing supplies and prepare our water infrastructure for continued growth in population and demand for a reliable, clean and affordable water supply.