



President & CEO Message
February 28, 2020

As February comes to an end, the CRA is team is sifting through thousands of legislative bills that were introduced last week. February 21st marked the bill introduction deadline for the second year of the 2019-20 legislative term. The next few months will be tough – we are fighting proposals from all fronts. Labor issues, new tax proposals, scheduling, pricing are just a few of the issues we will be dealing with. We welcome the input and involvement of our member companies as we advocate on their behalf. Our members also can join our monthly policy calls, so they have the most up to date information on legislative proposals that affect retail in California. Our member's voice is an important part of the CRA team; if you are not a member of CRA, we hope you will [join other retail industry leaders](#) in signing up so you can take advantage of all the opportunities and benefits of association membership.

Next month will be Super Tuesday and the California March Primary. CRA is watching all the legislative races and analyzing possible impacts on the political climate in our state. We are working hard to build our Political Action Committee to complement our work in the State Capitol. In addition to our PAC, CRA is planning Member-Only political events in the next few months with key leaders in California government. These events include the Governor, Attorney General and other key legislative leaders. These small events will provide CRA members unparalleled access to policy makers who influence our business climate.

In addition to following candidate elections, CRA is actively engaged in many statewide initiatives that could be on the November ballot. Split-Roll, which can create uncertainty in commercial property taxes, Organized Retail Crime, CCPA 2.0, package recycling, rent control, independent contracting and bail reform initiatives. In the next few months CRA will provide our members data and analysis on how these initiatives, if passed, will impact the retail climate in our state.

The CRA team is working hard on behalf of our retail and associate members in California, at the state and local level. I hope you will consider joining the association and lending your voice and expertise in the 5th largest economy in the world. If you are interested in more information about CRA please do not hesitate to [reach out](#).

Rachel