

League of California Cities®

2015 ANNUAL REPORT




The wise saying “the whole is greater than the sum of its parts” applies to the 473-member League of California Cities®.

At 118 years strong, the organization in 2015 achieved success through the combined engagement of mayors, council members, department directors and staff of our member cities, the League’s regional divisions, policy committees, the League board officers and directors and the contributions of the dedicated League staff. The numbers presented in this 2015 Annual Report reflect the results of the League’s strategic efforts to advocate, inform members, the public and lawmakers on issues of greatest concern to California cities, showcase best practices at the local level and educate city leaders.

► Legislative Advocacy

2,772 BILLS INTRODUCED of which, the League monitored, tracked and engaged on **1,291**.

70 
CITY OFFICIAL MEETINGS
with legislators and legislative staff arranged by League staff.


17 of 21 
League-supported bills signed by Governor Jerry Brown.

465 MEMBERS combined from **8** policy committees that met **3 to 4** times.

 **146 Alumni** of the League’s California Civic Leadership Institute® between 2005-2015, including **17** in 2015.

164 League Members downloaded new legislative advocacy app. 

► Legal Advocacy

54  friend-of-the-court briefs/letters approved for filing in California appellate courts and Attorney General; and League is petitioner on behalf of cities or provided financial support in **3** additional cases.

► Information

105 ISSUES of *CA Cities Advocate* e-newsletter with **8,430** subscribers and average of **37** articles/month.

139,300 visitors to www.cacities.org → **13% increase** from 2014. 


 **62,400** unique visitors to news article pages on www.cacities.org.

1,000+ subscribers to *Local News RoundUp* who receive biweekly city-focused news clips.

18 ACTIVE LEAGUE LISTSERVS  for city officials to discuss city-focused issues. **9,591 subscribers**

 **6,700 Twitter followers** with an average of **139** tweets and an average of **68,855** monthly impressions.

 **2,500 FACEBOOK LIKES**  **150+ PRESS INQUIRIES**

 **25 new resources** from the Institute for Local Government (ILG); **2** new resource centers (*Cap-and-Trade and Recycling*).

 **2,200** ILG resources downloaded monthly from www.ca-ilg.org.

12 issues of *Western City* magazine published, totaling **392** pages. 

100,000 visitors to www.westerncity.com.

► Recognitions Given


 **3 LEGISLATORS OF THE YEAR**

6 Legislators recognized with new Distinguished Legislative Leadership Award. 

13 Helen Putnam Award-winning cities exemplifying best practices in city innovation.

30 cities honored with Institute for Local Government Beacon Awards for sustainability efforts. 

► Education

1,773 Annual Conference & Expo attendees. 

273 Exhibitors at the Annual Conference, including **84** first-time exhibitors.

 **8** municipal department meetings with a total of **2,665** participants.

23 webinars on a wide range of topics with **3,514** webinar sites and **10+** participants/site. 

► Financial Resources for Cities

CSCDA > **\$1.25 billion** Issuance of tax-exempt bonds and tax credits for cities/community nonprofits. www.cscda.org.

US Communities > **345** cities saved **\$4.2 million** using purchasing portal with group discounts on goods and services. www.uscommunities.org/lcc.

CalTrust > **\$2.17 billion** in pooled investment of public funds at attractive rates. www.caltrust.org.

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