

# League of California Cities®

## 2016 ANNUAL REPORT



The League of California Cities® began in 1898 as a grassroots effort of a few city officials who instinctively understood that their cities would be stronger by joining forces and exchanging information. Looking back at the League's efforts during 2016 it is clear that today's city officials and League staff continue to embody the commitment to California city residents that brought those first California city officials together. Measuring the accomplishments of an organization as large and dynamic as the League can be challenging. With more than 98 percent of all California cities as members, the League carries out the priorities established by its officers, board of directors and leaders through state and federal legislative and legal advocacy, education and training. The numbers presented in the 2016 Annual Report showcase the remarkable breadth of work carried out by the League this year on behalf of its 475 member cities.

### › LEGISLATIVE ADVOCACY

**2,331** of which, the League monitored, tracked and engaged on **1,349** **BILLS INTRODUCED**

**37** League action alerts sent on high priority legislation.

**235** Advocacy App users.

**40** League-supported bills signed by Governor Jerry Brown.

**10** League-opposed bills vetoed by Governor Jerry Brown.

**5** Diversity Caucuses.

**50+** League Board Members.

**174** **CITY MEETINGS** with legislators and legislative staff arranged by Regional Public Affairs Managers.

**473** members serving on one of the League's policy committees.

**148 Alumni** of the League's California Civic Leadership Institute® including **27** who will serve in the 2017-18 Legislature.

### › LEGAL ADVOCACY

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

### › INFORMATION

**100** of CA Cities Advocate e-newsletter with **8,500** subscribers and an average of **35** stories per month. **ISSUES**

**131,000** visitors to [www.cacities.org](http://www.cacities.org).

**58,000** unique visitors to news article pages on [www.cacities.org](http://www.cacities.org).

**160 issues** of Local News RoundUp, the League's clipping service of California city-focused articles.

**12 issues** of Western City magazine published, with a total of **412** pages of content along with **31** Western City articles reprinted nationally and statewide. **107,000** visitors to [www.westerncity.com](http://www.westerncity.com).

**3,000** **FACEBOOK LIKES** **150** **REPORTER INQUIRIES**

**7,600** **Twitter followers** with an average of **65** tweets and an average of **22,000** monthly impressions.

**31** new Institute for Local Government (ILG) resources on a range of California local government topics.

**95,000** visitors annually to [www.ca-ilg.org](http://www.ca-ilg.org) with **2,250** ILG resources downloaded monthly.

**19** active League Listservs with **10,518** subscribers who use these city-focused forums to discuss priority issues.

### › RECOGNITIONS GIVEN



**1** **LEGISLATOR OF THE YEAR**

**13** **Helen Putnam** award-winning cities recognized for their best practices and leadership.



**42** cities awarded the Institute for Local Government Beacon Spotlight recognition and full Beacon Award for their sustainability efforts.

### › EDUCATION

**1,780** Annual Conference attendees and **251** exhibitors, including **55** first-time exhibitors.



**9** municipal department meetings with a combined total of **2,340** attendees.

**38** **webinars** with **4,066** individual registrations, many with **10+** participants per registration.



### › League Created Financial Programs for Cities



**League Health Benefits Marketplace** > **Over 400** city officials contacted the League to explore OPEB reduction and health care cost savings — [www.cacities.org/HBM](http://www.cacities.org/HBM).

**U.S. Communities** > **337** cities saved **\$4.8 million** using cooperative purchasing program with discounts on goods and services — [www.uscommunities.org/lcc](http://www.uscommunities.org/lcc).

**CSCDA** > **\$2 billion** issuance of tax-exempt bonds and tax credits for cities/community nonprofits — [www.cscda.org](http://www.cscda.org).

**CalTRUST** > **\$2.5 billion** in pooled investment of public funds at attractive rates — [www.caltrust.org](http://www.caltrust.org).

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