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2013 LEAGUE STRATEGIC GOALS

Meeting in joint session November 15-16, 2012, in Sacramento, California, the officers and directors of the divisions, departments, diversity caucuses, policy committees and board of directors of the League of California Cities adopted the following strategic goals for 2013:

1. **Build Lasting Partnerships.** Develop and strengthen long-term relationships and partnerships with new and returning state policy-makers and other stakeholders with common interests to better serve and enhance the quality of life for all Californians.
2. **Expand Community and Economic Development Tools and Funding Options for City Services.** Develop and advocate for new tools and funding options for community and economic development to support job creation, investment in public infrastructure, expansion of affordable housing, and increased funding for essential local services.
3. **Continue Pension and Other Post-Employment Benefits (OPEB) Reform.** Continue and expand upon recent efforts at pension and OPEB reform to ensure the long-term affordability and responsiveness of public services for city residents.
4. **Implement an Effective League Branding Strategy.** Develop and implement a marketing and branding strategy that effectively communicates the League's identity along with the unique benefits that city officials, our partners and the public can expect from the League, its products and services.