



## **Avoiding the Iceberg**

### **Accepting the Realities of Local Politics**

## Agenda

- Why us three?
- Where are we from?
- Changes in the landscape
- Driving Forces
- Listening & Learning
- Communication & Political Engagement



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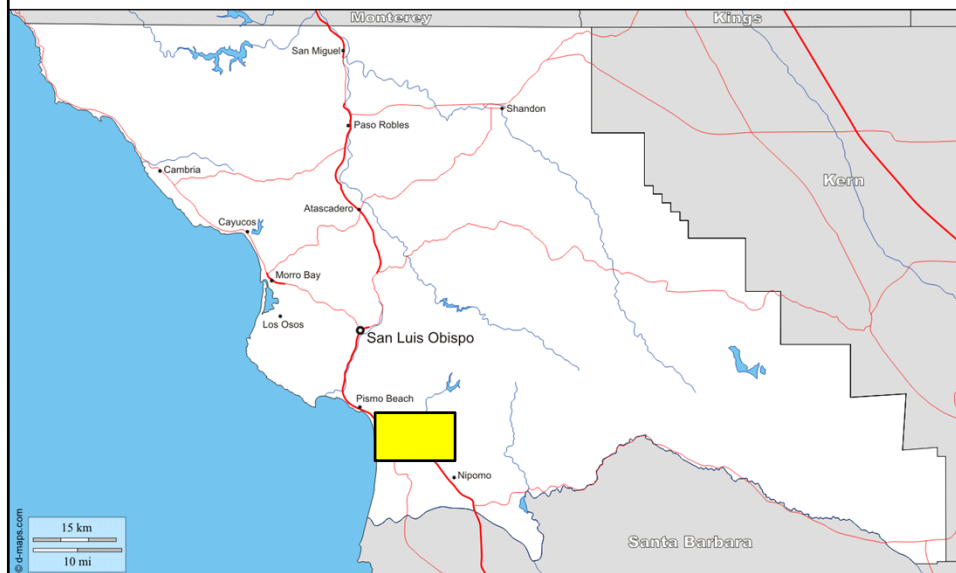
## Why us three?

- Young JPA formed in 2010
- Three differing communities
  - Different Cultures
  - Different Priorities
  - Different Financial Resources
  - Board of Directors – 3
    - Representing 15 elected officials, 3 managers



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## Where are we from?



## Changes in the Landscape

- Political Climate
- Shifting Expectations
  - Public Expectations / Perceptions
  - Competing Priorities (the general fund pie)
  - Boomers are quickly becoming our customers
- The New 4-letter Word...(starts with a “P”)



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## Driving Force

Ultimately, every decision has to be answered by...

Is it the right thing for the community?



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## Invest in Listening

- Elected Officials
- City Managers
- Employees
- Community

It's how you will learn where you stand  
in relation to where you want to be...



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## Invest in Listening

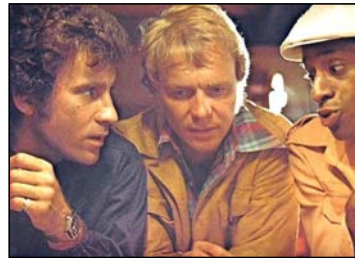
- Elected Officials
  - Vision
  - Goals
  - Motivations



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## Invest in Listening

- Employees
  - Ideas
  - Concerns
  - Need for information (clear and open)
  - What they “hear on the street”



## Invest in Listening

- Community
  - Needs / Expectations
  - Concerns
  - Education



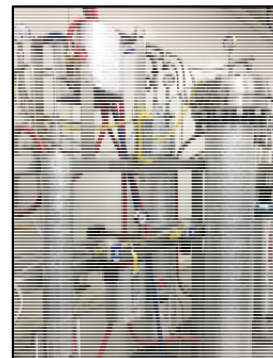
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## a story about....cannabis

- City of Grover Beach
  - 2016 measure to tax sales passes – 71%
  - Staff directed to develop ordinances
    - Land Use
    - Regulatory
- What do you do? (Hint – You Listen)
  - Revenue stream to city (it pays for you)
  - Council priority
  - Voters agree (71% “yes” vote)

## a story about....cannabis

- Fire (and Police) heavily engaged – but what do we know?
  - Feds say cannabis is illegal
  - Extraction blows people up
  - State Regs are in constant flux
- What do you do? (Hint - You Learn)
  - From others who have figured it out
  - From the industry (yep)
  - Apply what you already know (prevention)



## Communication & Engagement

- How do you maintain “top of mind awareness”?
- Does what you do resonate with your “investors”?
- Have you developed the relationships to help you?



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## Communication & Engagement

**You need a story to tell...**



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# Communication First

Storytelling – Is your story compelling?



*How Great Leaders Inspire Action – Simon Sinek*

## Communication & Engagement

- Your Message /Story
  - Crafted based on what you've learned
  - Transparent Message
    - Honest
    - Open
    - Direct
  - Arm your employees with the Message
  - Consistent Message



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who in the heck is  
Florence Nightingale Graham?



“Repetition builds Reputation and  
Reputation builds customers”

Why in the heck are they telling me  
about Florence?

- The Fleet
  - Aging
  - Increased maintenance costs
  - No vehicle replacement funding
- Develop the Message
- Stay on Message / **Repeat the Message**



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“a picture is worth a  
thousand words”



## The Wrap Up

- Listen and Learn to build relationships
- Be adaptable & collaborate
- Work with Labor to engage politically
- Develop your “Story”
- Stick to your “Story”



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# Thank you!

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# Questions?

