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

Where are we from?

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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”)

Driving Force

Ultimately, every decision has to be answered by…

Is it the right thing for the community?
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?

You need a story to tell...

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Communication First

Storytelling – Is your story compelling?

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

How Great Leaders Inspire Action – Simon Sinek

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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?