



**Oct. 14, 2016**  
**Issue #87**

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## **Proposition 64 Webinar Scheduled for Oct. 20**

League members are invited to participate on a 90-minute webinar on various aspects of Proposition 64, the Adult Use of Marijuana Act (AUMA). *For more, see Page 2.*



## **How Long Until Our Local Streets and Roads Crumble?**

*Oct. 26 Webinar will Detail Results of 2016 Local Streets and Roads Needs Assessment*

The results are in and once again the biennial Local Streets and Roads Needs Assessment has concluded that California's local system remains on the brink of a rapid, downward spiral if maintenance funding shortfalls are not addressed. *For more, see Page 2.*



## **\$100 Million in GO-Biz California Competes Tax Credits Available in January**

Cities looking to attract, retain or expand jobs in their community should consider the Governor's Office of Business and Economic Development (GO-Biz) California Competes Tax Credit Program as part of their strategy. *For more, see Page 2.*

**'Marijuana webinar' Continued from Page 1...**

Scheduled Oct. 20 from 10–11:30 a.m., the webinar is free for League members and League Partners. Non-member cities will be charged \$100.

The webinar will cover two main areas:

- How the AUMA differs from the legislation signed last year, the Medical Marijuana Regulation and Safety Act
  - State licensing and local regulations
  - Indoor cultivation
  - Sales taxes — what is allowed and what is not
  - Content of local ordinances
- Regulatory changes for local government if Prop. 64 passes
  - Regulation of indoor cultivation for personal use
  - Local taxation
  - Deliveries
  - Regulation of medical vs. non-medical marijuana
  - Preserving local regulatory authority
  - Updating ordinances
  - Notifying state licensing entities

**Registration**

[Register online](#) by Oct. 18 at 5 p.m. Two connections per city will be permitted for this webinar.

Webinar log-in information will be emailed on Oct. 19 by close of business.

For questions about how to register for the webinar, please contact [Megan Dunn](#). For other questions, please contact [Sarah Nowshiravan](#).

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**'LSR webinar' Continued from Page 1...**

Cities, counties and transportation officials are invited to a briefing on this crucial research that will be released on Oct 25.

Scheduled for Oct. 26 from 2–3 p.m., [the webinar](#) will cover the report's findings, what they mean for your community, and how you can help get the word out about the funding shortfall. The 2016 update surveyed all of California's 482 cities and 58 counties, capturing data from more than 99 percent of the state's local streets and roads.

This webinar is free for League and California State Association of Counties/County Engineers Association of California members and Partners. There are only 500 lines available so please register for one line per entity.

**Registration**

Oct. 19 at 5 p.m. is the registration deadline and registration can be completed [online](#). Webinar log-in information and background materials will be sent to attendees by Oct. 25.

For registration questions, please contact [Megan Dunn](#). For all other questions related to the streets and roads report, contact [Meghan McKelvey](#).

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**'GoBIZ' Continued from Page 1...**

Applications will be accepted for the California Competes Tax Credit program during its next funding period, which will be open from Jan. 2–23, 2017. This is the second application period for the program this fiscal year, offering \$100 million. Twenty-five percent of these funds are reserved for small businesses with gross receipts of less than \$2 million.

Applications are evaluated based on the factors required by statute, including total jobs created, total investment, average wage, economic impact, strategic importance and more. Applications are accepted online through a free and interactive website at [www.calcompetes.ca.gov](http://www.calcompetes.ca.gov).

GO-Biz is authorized to award \$200 million in each fiscal year 2015-16 through 2017-18 in tax credits.

For more information please email [CalCompetes@gov.ca.gov](mailto:CalCompetes@gov.ca.gov) or call (916) 322-4051.

### **Information on Go-Biz**

*GO-Biz serves as California's office for economic development and offers a range of services to business owners. Those services include attraction, retention and expansion services, site selection, permit streamlining, clearing of regulatory hurdles, small business assistance, international trade development, assistance with state government, important informational briefings and much more.*

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### **Long-Range Financial Planning Session Set for Upcoming Municipal Finance Institute**

Attendees at the League's Municipal Finance Institute will not want to miss a special session on long-range financial planning. [Registration](#) for this two-day conference is open now through Nov. 8 and can be completed online.

Scheduled for Nov. 30–Dec. 1 at the Monterey Marriott, the session will feature Palo Alto Administrative Services Director Daniel Jordan and La Cañada Flintridge Finance Director Daniel Jordan.

This important session will examine the critical bridge long-range financial planning plays in connecting local governments' strategic plans to the annual budget process. Presenters will cover the mechanics of how to use long-range fiscal forecasting, appropriate methods for projecting revenues and expenditures and using standard spreadsheet software to create forecasting models accounting for a variety of scenarios.

### **Municipal Finance Institute Details**

The full conference registration includes two days of educational sessions; Wednesday lunch and reception, Thursday breakfast and lunch; and electronic access to all program materials.

Additional [conference information](#) can be found online.

Please contact [Megan Dunn](#) for registration questions.

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### **California City Solutions: San Luis Obispo Creates Unified Approach to Public Engagement**

*This story is part of an ongoing series featuring Helen Putnam Award entries. The 2016 entries will be available on the League's website as a resource for cities in a searchable database called [California City Solutions](#). San Luis Obispo's Public Engagement and Noticing Manual was submitted in 2016 for the Enhancing Public Trust, Ethics, and Community Involvement award category.*

Meaningful public engagement is a core component of how the city of San Luis Obispo provides services to its residents. Keeping up with the multiple ways in which the public receives information and new outreach strategies can be a challenge. Digital tools, in particular, offer ways to transform the public engagement process. San Luis Obispo created the Public Engagement and Noticing (PEN) manual to help the city enhance its efforts following an internal assessment

identified a need for a consistent approach when engaging the public and created the Public Engagement and Noticing (PEN) manual to support this effort.

Resident groups and other stakeholders all identified the need for greater clarity, noticing and outreach regarding development projects and policy initiatives. Some expressed concern about inconsistency of outreach and tools used between departments, and how that affected early and effective public engagement. Staff decided that it needed a unified approach to public engagement to ensure that the community could receive information and provide feedback on key issues.

The PEN manual was drafted to provide a concise and easy-to-read guide for city staff to use when engaging the community on various types of city projects and policy initiatives. It also serves as a document to help inform city council and community expectations about how and when the city engages the public.

Collaboratively produced with city staff and a local consultant, comprises four major components:

1. **The Action Plan Matrix** helps identify the level of public engagement staff is expected to use based on the type of project. Levels of public engagement are divided into three communication objectives: inform, consult, and collaborate. These communication objectives were modeled after work done by the International Association of Public Participation. Objectives are listed horizontally across the top of the matrix. Types of projects are divided into four levels of complexity (i.e. decision-making process) and listed vertically on the left hand side of the matrix: staff level, department head/city manager, advisory bodies, and city council.

To use the matrix, the level of complexity of the project is determined, and then staff identifies what communication objectives are expected based on that level. For example:

- Completing a paving project is considered a staff level service delivery, and the expected communication objective is to inform the community about the project.
- Developing a new policy document, like a Climate Action Plan, requires city council approval, and the expected communication objective is to collaborate with the public to develop recommendations.

2. **Identification of outreach tools** makes it clear how staff can achieve effective and meaningful public engagement. Outreach tools are listed for each communication objective in two categories: what is expected, and what can be done to go above and beyond. For example, it is expected that staff will do official noticing, use the website to electronically notify interested parties, post information on the city website and contact key community liaisons when informing the public is the communication objective.

If an issue is designated as needing consultation or collaboration with the public additional tools are required such as surveys, focus groups, workshops, neighborhood meetings and the use of online public comment forum tools like Open Town Hall from Peak Democracy. After a successful pilot, the city began using this program (branded as Open City Hall) as a required part of all projects which require collaboration with the public. This tool has allowed the city to engage with a new segment of the community who were not previously aware of how to be involved or were unable to for a variety of reasons.

3. **Where and when.** This is one of the most important aspects of public The PEN manual includes a sample list of established community organizations and interest groups, media contacts, and venues with capacity and address information.
4. **Best practices** are identified and described for each communication tools, which will help gather meaningful public input and formalize expectations for community members about what will take place.

Templates are included for outreach tools such as e-notification, fact sheets, flyers, advertisements, postcards and signage. This helps to standardize the city's outreach materials.

The city's PEN manual is a tool to help staff determine how to maximize engagement tools at their disposal to achieve meaningful engagement with the public and result in policy informed by a broader section of the community.

Results indicate:

- Over 400 community member participated in a community forum to help identify goals and priorities for the upcoming fiscal year. Another 751 people participated through Open City Hall and mailed surveys.
- The city currently has a 92 percent approval rating from users of the Open City Hall engagement tool with 1,779 individual visitors and 1,281 comments posted. This is the equivalent of 64 hours of public testimony. The use of this tool, through the implementation of the PEN manual, has made the process for collecting feedback much more efficient saving both staff time and resources.

The San Luis Obispo City Council officially endorsed the manual in August 2015 and the Action Plan Matrix has been used during meetings to provide clear direction to staff from the city council as to the desired level of engagement for a given item. The PEN manual has also been featured as a model for other cities to replicate by the [National Research Center](#).

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