



# Annual Conference & Expo

**SEPTEMBER 3-5, 2014**

Registration and Housing Deadline: August 12

Early Bird Registration Deadline: July 9 • [www.cacities.org/AC](http://www.cacities.org/AC)

# Los Angeles, California







## Invitation to Attend

It is a privilege to serve as your League of California Cities President working with so many esteemed city officials throughout California to keep local governments strong and

ensure that our voices are heard.

I invite you to join me and your colleagues from across the state in Los Angeles for the 2014 Annual Conference and Expo. This three-day conference provides education that benefits your professional development and your city. Come to the Annual Conference to learn from experts on a wide range of municipal issues, network with peers, and discover innovative solutions that you can bring home to your city. You also won't want to miss the Expo where you will find new city-focused products, services, and resources.

This conference is an opportunity to make the most out of your League membership and be at the forefront of local government education. Working together we can ensure that the future of all California cities, and the state as a whole, is bright.

### José Cisneros

2013-2014 League of California Cities President  
Treasurer, City and County of San Francisco



## Welcome

I am proud to welcome the League's Annual Conference back to the City of Angels.

As the center of creativity, Los Angeles has a special place in the hearts of Californians. Our city has long attracted visionaries from around the world who are looking for an opportunity to make their dreams come true.

Los Angeles is a city of big thinkers and big accomplishments and I hope that L.A.'s "can do" spirit inspires conference participants. While you are here, I encourage you to explore the city's world class entertainment venues, parks, museums, and enjoy all that our vibrant neighborhoods have to offer.

On behalf of all Angelenos, I hope you enjoy your stay.

Sincerely,

### Eric Garcetti

Mayor, Los Angeles



## Dr. Benjamin R. Barber

"If Mayors Ruled the World"

The future of global governance lies with cities. This is the bold thesis of Dr. Benjamin R. Barber in his book *If Mayors Ruled the World*. At a time when nation-states are unable or unwilling to work together across borders in order to address shared challenges, mayors are collaborating and establishing networks with one another with increasing frequency. The activities of these urban partnerships have already made a profound impact on such pressing concerns as climate change and terrorism. A formalization of these networks and processes through a global "Parliament of Mayors" can provide the values of pragmatism, horizontalism, and glocalism to

the way we deal with collective global challenges. It is a proposal sure to spark debate, dialogue, and possibly a new framework for global governance in the 21st century.



## Michael Pritchard

"TEAM-Together, Everyone and Anyone Matters"

Hear how Collaboration, Cooperation and Connectivity are the building blocks of a thriving community and workforce. Using humor and humanitarian anecdotes, Michael addresses the themes of overcoming burnout, using humor in stressful situations, fighting indifference and apathy, and ways to reclaim and rejuvenate your dedication to work with and for the public. "I" is illness — "We" is wellness" — Michael Pritchard

Los Angeles, California



## 2014 ANNUAL CONFERENCE, LOS ANGELES

AS OF APRIL 11, 2014 (SUBJECT TO CHANGE)

### WEDNESDAY, SEPTEMBER 3

- 9:00 – 10:30 a.m. .... Policy Committees *(at hotel)*
- 10:30 a.m. – Noon ..... Policy Committees *(at hotel)*
- 8:00 a.m. – 6:00 p.m. .... Registration Open, Los Angeles Convention Center
- 9:00 – 11:00 a.m. .... AB 1234 Training
- 9:00 a.m. – Noon ..... Mobile Tours
- 10:30 – 11:15 a.m. .... Education
- 11:30 a.m. – 1:00 p.m. .... Regional Division Lunches *(optional)*
- 1:00 – 1:30 p.m. .... First Time Attendee Orientation
- 1:30 – 2:45 p.m. .... **Department Business Meetings**
- 3:00 – 5:00 p.m. .... **Opening General Session** — Annual Report and Keynote Address
- 5:00 – 7:00 p.m. .... **Grand Opening Expo Hall & Host City Reception**  
*(No competing events/receptions are permitted at this time)*
- 7:00 – Evening ..... Citipac Event

### THURSDAY, SEPTEMBER 4

- 7:00 a.m. – 4:00 p.m. .... Registration Open
- 8:00 – 9:30 a.m. .... Education
- 9:00 a.m. – 4:00 p.m. .... **Expo Open** *(with Lunch in Exhibit Hall)*  
*(No competing events 11:30 a.m. – 1:00 p.m.)*
- 9:45 – 11:45 a.m. .... **General Session** — Keynote Address
- 1:00 – 2:15 p.m. .... General Resolutions Committee
- 1:00 – 2:15 p.m. .... Education
- 2:45 – 4:00 p.m. .... Education
- 4:15 – 5:30 p.m. .... Education
- 4:15 – 5:30 p.m. .... Board of Directors Meeting
- 5:30 – Evening ..... Networking Receptions — Caucus, League Partners, Divisions

### FRIDAY, SEPTEMBER 5

- 7:30 – 10:00 a.m. .... Registration Open
- 7:30 – 8:45 a.m. .... Regional Division Breakfasts *(optional)*
- 9:00 – 10:15 a.m. .... Education
- 10:30 – 11:45 a.m. .... Education
- Noon – 2:00 p.m. .... **Closing Luncheon with Voting Delegates & General Assembly**  
Install New Board of Directors, Grand Prize
- 2:00 p.m. .... Adjourn

**NOTE:** Conference Registration is required to attend Department Meetings, Division Meetings, and General Assembly/Annual Business Meeting as an attendee and/or Voting Delegate.

Tentative Schedule of Events



## HOW TO PARTICIPATE IN THE LEAGUE'S ANNUAL CONFERENCE RESOLUTIONS PROCESS

Policy development is a key part of the League's legislative effectiveness. The League's Annual Conference Resolutions process is one way that city officials can directly participate in the development of League policy. The 2014 Annual Conference Resolution Calendar of Events identifies the key points in the process.

### Submission of Resolutions

Any elected or appointed city official, individual city, division, department, policy committee, or the board of directors may submit a resolution for consideration at the conference. Resolutions must be submitted to the League's Sacramento office no later than 60 days prior to the opening of the conference. Resolutions should focus on direct municipal issues of statewide importance.

Resolutions submitted to the General Assembly must be concurred by city officials from at least five or more cities. Those submitting resolutions should be prepared to provide written documentation of concurrence by five cities or by city officials from at least five or more cities. This may be in the form of a letter from the city or the city official in support. For concurrence by a city official, the official's city and office held must be included in the letter. All concurrences must be submitted at the time the resolution is submitted by the deadline of Midnight, July 5, 2014.

### Consideration at the Conference

The League President refers the resolutions to the League policy committees for review and recommendation at the Conference. Resolutions are next considered by the General Resolutions Committee (GRC), which consists of representatives from each division, department, policy committee and individuals appointed by the League President. Resolutions that are approved by the GRC, and resolutions that are approved by the policy committees, but not approved by the GRC, are next considered by General Assembly. Resolutions approved by the General Assembly become League policy. Other action on resolutions can be: referred back to a policy committee, amend, disapprove, or no action.

### Late-Breaking Issues

Resolutions to address late-breaking issues may be introduced by petition at the Annual Conference. To qualify, a petitioned resolution must be signed by 10 percent of the voting delegates and submitted at least 24 hours before the beginning of the Concluding General Assembly (Deadline: Noon, Thursday, September 4). All qualified petitioned resolutions are forwarded to the General Assembly for consideration, regardless of the action recommended by the GRC.

## 2014 RESOLUTIONS CALENDAR AND DEADLINES

### Before the Conference

**Friday, June 20:** Deadline for submitting appointments to the General Resolutions Committee.

**Saturday, July 5, Midnight:** Deadline for submitting resolutions to the League office by regular mail, email or fax.

**Early August:** Resolutions distributed to city officials and posted on the League website.

### At the Conference

**Wednesday, September 3**

**9:00 - 10:30 a.m. (Thursday committees)**

**10:30 a.m. - 12:00 p.m. (Friday committees)**

Policy committees meet to review resolutions and make recommendations to the General Resolutions Committee.

**Thursday, September 4, 12:00 p.m.:** Deadline to submit signatures to qualify a petitioned resolution.

**Thursday, September 4, 1:00 p.m.:** General Resolutions Committee meets to consider and make recommendations on resolutions.

**Friday, September 5, 12:00 p.m.:** Consideration of resolutions by cities in the General Assembly at the Annual Business Meeting. *(Voting Delegates must be registered at conference and must stay until conclusion of voting. They may register for Friday only.)*

## EDUCATION

Additional information on speakers and session updates is available at [www.cacities.org/AC](http://www.cacities.org/AC)


### A Regional Public Safety Approach to AB 109's Local Impact

The imposition of AB 109 (Realignment) on California communities has severely impacted public safety in and around our cities. In Riverside County, an effort led by the county's 11 city police chiefs in partnership with the District Attorney, Sheriff and Probation is making a huge impact on the negative effects of AB 109. The panel will outline the formation and funding of three regional AB 109 task forces and highlight successes and local impacts. Attendees will be inspired to look at AB 109 regionally and begin working with county agencies to collaborate and share resources to effectively address the local impacts of AB 109.

### All About Municipal Revenues — The Update

A constant concern for cities is to ensure their revenues are maximized. Coinciding with the 2014 update of the League's *Municipal Revenue Sources Handbook*, an expert panel provides real examples of revenue enhancement options, and new developments in the revenue arena. Discussions include general fees, special assessments and taxes, sales taxes, and other relevant actions and propositions.

### Alternative Methods of Fire Service-Based Service Delivery: Best Practices

Economic reality, elected officials, and other outside influences are compelling fire service leaders to take a serious look at how we deliver service, staff apparatus and deploy resources. During this interactive session, respected California fire service leaders will share the steps they took, the challenges they faced, and the results they are experiencing from their efforts to re-engineer their staffing and deployment. This session will be of interest to elected officials and city managers in addition to Fire Chiefs. 

### Beverly Hills Customer Service Initiative

Guided by the Six Essential Elements for Creating a Culture of Service™ – setting expectations, training your team to provide great service, empowering your team, measurement and feedback, celebrating successes, and project and process improvements – the City of Beverly Hills is building a service-driven culture. Learn why focusing on service quality in government is imperative, internally and externally; what the City is doing, how they're doing it; and how your organization can too!

### Bigger Than Fun — a Fresh Take on Community Building

Who doesn't like to have fun? What if you could reinvent your city and build community through the power of fun? Hear how the City of Rancho Cordova and other cities are having amazing success boosting community vibrancy and rekindling lost skills by inspiring citizens to step up and create local events, celebrate the arts, explore leadership roles, and more by empowering a local volunteer organization to lead the charge. Learn the secrets to their success and how other cities can do the same. Be prepared to have FUN!

### Build Neighborhood Pride and Empower Your Community

Learn effective ways of eliciting public input and increasing neighborhood pride in underserved communities. City staff has collected important feedback from non-profits, seniors and youth; volunteers assisted in the implementation including:

- Civic engagement through ethnic studies projects
- An award winning Mobile Recreation Program called Fun On the Run
- Intergenerational projects created through community dialogues
- Gang Reduction Intervention Partnerships to create a mentor program for at-risk youth
- A Parent Leadership Institute to help Spanish speaking parents navigate the school system and give a voice to our underserved.

These programs run on a shoe string budget.

### City Attorneys Track

The League City Attorneys' Department will present its Minimum Continuing Legal Education program at the Annual Conference. Updates will be offered in four municipal litigation subject areas: General Municipal Law, Torts & Civil Rights, Labor & Employment, and Land Use & CEQA. Additional topics will include: Controlling Employee Pension and Retiree Medical Benefit Costs, Defending Fair Housing Claims and Enforcement Actions, and Regulating Non-Emergency Vehicles and Car Service Businesses. Final topics and speakers for the track will be posted on the Annual Conference event website later in the year. Elected officials and city staff are welcome to attend the City Attorneys' Department presentations.

*Sessions and speakers are subject to change.*






### Communicating Complex and Controversial Issues in an Era of Headlines

In today's world where exponentially increasing media sources are constantly competing for our attention, communicating important information and resonating with constituents can be difficult. This process becomes more challenging when cities need to communicate quickly on complex issues or controversial subjects. With the right approach to selecting communications content, developing themes and messages, and making strategic use of all media tools available, cities large and small can reach their residents – or a targeted group of stakeholders – quickly and effectively. Importantly, they can resonate with constituents in a way that promotes engagement and builds consensus.

### Continuing the Conversation: Bullying and Municipal Responsibility



Non-discriminatory and anti-harassment policies are important tools for municipalities to communicate community values and sustain public safety. Examine the municipal responsibilities in implementing state, federal, and local laws related to bullying and discriminatory practices in City Hall and beyond. Through the cooperative engagement of civic and community groups, public safety officers and schools, learn about model policies, best practices, and case studies to demonstrate how to effectively implement proactive and culturally appropriate initiatives.

### Cooperative Agreements Between Public Agencies – Risks and Rewards

Cooperative agreements allow public agencies to share resources and set forth a clear understanding of how entities provide assistance to each other for their common benefit. Learn the best practices to be considered when crafting cooperative agreements from the perspective of a city attorney and risk management professionals. Specific issues related to public safety will be covered. 

### Don't Tweet Your Way To Termination: Social Media & the Public Workplace

Social media in the public workplace continues to raise questions more rapidly than courts can provide answers. This cutting edge session will cover:

- Social media and hiring practices;
- Concerted activity, free speech, and employee discipline;
- Use of social media in workplace investigations;
- Use of social media as evidence in litigation; and
- Social media policies and practices for cities.  


### Dog Whisperer Cesar Millan: Mastering Leadership

Get up-close and personal with nationally recognized dog expert, Cesar Millan the Dog Whisperer, as he shares his thoughts on mastering leadership by understanding how to take charge and become a pack leader.


### Enhancing Neighborhood Livability Through the Use Of Code Enforcement Receiverships

Health & Safety Code receiverships are powerful, court-supervised tools which can transform neighborhoods. They can be employed to combat substandard single- and multi-family residential properties, dangerous and dilapidated commercial properties, hoarders, drug sales, and other illegal property uses. Learn about the attributes of an effective and cost-effective receivership program, identify potential pitfalls and the means to avoid them, and hear several case studies.

### Fire Department EMS Cost Recovery

City managers and elected officials should consider several major points when dealing with emergency medical services delivery systems. Discuss why it can be advantageous for local governments to provide EMS via their fire departments. Assess current and upcoming cost recovery opportunities as a result of federal legislation. Determine how the provision of EMS subsidizes insurance companies unless locals perform appropriate cost analysis and billing of those companies. Establish the value of EMS within fire service to the community. 


### Getting to YES! Ballot Box Strategies to Protect/Generate Funding

Does your city need to renew an existing voter tax? Get off the election treadmill by removing its sunset provision? Pass a new measure in a tough community? Fight a tax repeal initiative? Hear from top experts about what other cities are doing to permanently extend voter-approved taxes beyond their sunsets, protect existing taxes or fees from tea party attacks; address significant needs such as street/road repair, old sewer systems, and aging public buildings with simple majority measures. Hear one city's inspiring story of ballot box failure, success, and effective defeat of an attempted repeal and its "lessons learned." 

### Government to Governance: Forming Successful Public-Private Partnerships

Every community faces its own set of challenges, but in the current economic climate, one common challenge has emerged: trying to deliver more and better services to citizens with limited resources. From short-term consulting to long-term partnerships, the private sector is poised to be an effective partner for innovation and service delivery. Five key steps to implement public-private partnerships will be shared.

## High Cost of Postponing

The high costs arising from incurring an expense (such as promising retiree medical or pension costs) and postponing payment (pay as you go or PERS rates below the needed levels) will be highlighted. 

## How to Budget for Your Stormwater Program

There is change underway in stormwater regulation requiring a new level of response from municipalities. Municipalities will need to invest in a variety of actions, including capital improvements. Some key requirements over the next five years include:

- Total Maximum Daily Loads (TMDLs)
- State Boards Trash Amendment
- Sediment Quality Objectives
- Toxicity Policy
- U.S. EPA initiatives: Electronic Reporting Rule, Water Quality Standards Clarifications
- Condition on State Mandates Stormwater Test Claims



An overview of these issues and discuss the resources a typical city will need to comply with stormwater program requirements will be discussed.

## Impact of Skateparks: Crime Reduction and Benefits to At-Risk Youth


Learn how to overcome the negative perception often attached to skateboarders and skateboard parks. Hear evidence of crime reduction based on an experience with the skatepark management division along with industry statistics. Information will be shared on the benefits of skateboarding for at-risk youth.

## In Depth Study of Health Care Reform Rules Impacting Employers


A number of health care reform provisions are likely to impact whether your organization will continue sponsoring a major medical plan, what kind of plan, and who will be eligible. Understand an organization's options and review a five step action plan to develop your long-term strategy. Information to help explore the following questions will be provided:

- Will you play or pay?
- Would it be beneficial to restructure your workforce?
- Where are your costs likely to increase over the next couple of years?
- Is it time to consider a new type of plan?  


## Keeping Focus and Passion in Times of Change and Transition

How can elected and appointed leaders keep their perspectives and positive attitudes in the face of divided councils, angry residents, financial pressures, hostile media, and rapidly changing senior staffing? What techniques can we employ to support ourselves and our teams in times of intense change or transition? The panelists will facilitate structured discussions of what is changing and making governing all the tougher and what attendees can do to keep their passions and focus in the midst of it. 

## Keys to Success: Understanding Differences between Private and Public Employment

This workshop will outline the key differences between private and public sector employment, with the goal of providing HR staff tools to address common questions raised by council members and department heads related to discipline, retirement, use of public funds, and overtime. Develop a practical understanding of public service as well as identifying key legal distinctions. 

## Lessons from the Field: Cities for Workforce Health

Hear from a panel of cities that received grants and consultation for developing their workforce health programs (through Cities for Workforce Health, an initiative made possible through the League Partner Program). Cities will share the factors that led to the success of their program, the challenges and barriers and how they overcame them, and recommendations for other cities on how to develop their own program. 

## Lunch at the Library: Sustainable Partnerships to Support Healthy Kids

For many low-income children, school closures for summer vacation means an end to the daily nutritious meal provided by the school lunch program and limited access to learning and enrichment opportunities. City leaders have an opportunity to bridge the summer nutrition and learning gap and develop sustainable community partnerships by linking public libraries with USDA summer nutrition programs. Through the experiences of Lunch at the Library partnerships in five California cities, learn how to engage schools and community partners and leverage existing resources to support the health and development of children and youth when school is out.

*Sessions and speakers are subject to change.*






### **Making the Marriage Work: Effective Relationships from Engagement to Separation**

What makes an effective Council-Manager relationship work? Learn from well-respected, veteran professionals about the best practices. Hear candid insights on how to recruit the perfect manager for your city, strategies for ensuring good communication and top quality service. Other topics include succession planning and, should it become necessary, how to arrange for an amicable separation. Even happy marriages can benefit from wise counsel.

### **Meeting California's Future Energy Needs: Impacts and Opportunities for Cities**

The California electric industry is in the midst of unprecedented change and transformation. Today, new technologies such as solar photovoltaics, battery storage, fuel cells, geothermal energy, wind, micro turbines, and electric vehicle enhanced storage are all emerging markets with challenges and opportunities for cities. Learn to:

- Be prepared for the challenges that will dictate both economic and environmental health of our communities;
- Understand the confluence of factors (i.e., technological innovation, sustainability and efficiency, declining trends in electricity demand growth, etc.) 


### **New Uses of Social Media and the Body Politic**

Cities, school districts and other local governmental agencies are increasingly using social media to inform and engage their citizenries. This multi-media workshop will combine various perspectives to discuss innovative uses of social media to facilitate constituent communications and promote important issues of public policy on a regional basis. Discussions focus on different case studies and citizen engagement in local affairs in a time of mass media.

### **Next Generation Managers: What Every Council Member Should Know!**

Council members need to understand the next generation of managers replacing the rapidly retiring "boomers". Generation X has an outlook on the profession and life that is different than their predecessors. It is a generation who majored in public administration where they were trained in the art and science of city management. In this interactive session, ask the questions you really want to ask but can't in a formal interview setting.

### **Panhandling & Prayer: Regulating Conduct Under Recent Case Law**

Panhandling regulations and legislative invocations — once considered a relatively settled area of constitutional law came under significant scrutiny as a result of the Due Process revolution of the 1960s. Since then, the Supreme Court has attempted to balance First Amendment protections and the government's desire to achieve policy interests. Discussions focus on: panhandling regulations and legislative invocations, the origins of Supreme Court jurisprudence and evaluate status of the Supreme Court's decision, Town of Greece and other decisions, and provide tips to consider when faced with a request to draft a local law or policy regulating panhandling or invocations. 

### **Public Service, Private Capital**

Receive an overview of the latest developments in public-private partnerships for cities, covering California and other U.S. states. Partnerships have the ability to establish or enhance valuable public infrastructure assets without increasing city liabilities, and to harness the creativity and innovation of private sector companies for the public benefit.

### **Regional Collaborations-Beyond Boundaries Sharing Resources in Constrained Situations**

Our post-recession world has changed more than many of us are willing to accept or understand. What "was" no longer exists and "what will be" is not always clear. This is the story of how one city has chosen to lead in uncertain times by re-describing its future both inside and outside city limits. Reaching beyond traditional boundaries, and focusing on energy, water and waste, the city of Salinas is making significant efforts to form regional collaborations that will ultimately result in shared prosperity for an entire region.

### **Renegotiating City Debt to Revitalize Operations and Improve Essential Services**

How do you know if your organization is operationally and financially solvent? How do you deal with the common, sudden realization that there is not enough cash to pay the bills, and enough assets to cover all the promises made to employees and capital providers over the years? Learn to exercise traditional leadership towards a worthwhile goal, within a complex set of state and federal laws. Discussion will focus on revitalizing your operations, delivering essential services to citizens, renegotiating your debts to make your organization solvent, all while treating your employees, contractors and capital providers responsibly.



## Retail Opportunity Site Analysis

Learn methodology for analyzing retail opportunity sites. Hear not only about site-specific analysis, but on defining the trade area in which the opportunity site operates as well as the opportunity site's "place" within the larger trade area context. With respect to the opportunity site itself, learn about key areas for and measures of evaluation.


## Shared Resources to Attract, Retain and Grow Talented Employees

Learn details of the Two-County Talent Development Programs offered in San Mateo and Santa Clara counties, with the encouragement of duplicating these programs throughout the State. Some of these programs include:


- Cal-ICMA Coaching Program — leadership and career development webinars
- Leadership academies focused on helping mid-level professionals advance in their organizations
- Tomorrow's City/County Executive Forum prepares future city/county managers & department directors

Attend this session to discover others.

## Statutory Obligations for Fire Departments to Provide Paramedic & Ambulance Services Part I

Review the impact of legislation enacted in 1980 to protect the rights of cities and fire districts to administer their paramedic and EMS programs. Discussions cover recent challenges to these rights by for-profit corporations, as well as efforts to eliminate 201 rights and replace them with an open bidding process which would result in the award of an exclusive operating area (EOA). 

## Statutory Obligations for Fire Departments to Provide Paramedic & Ambulance Services Part II

A brief review of legislation enacted in 1980 to protect the rights of cities and fire districts to administer their paramedic and EMS programs. The session will focus specifically on challenges in Orange, Butte, and Sacramento counties. Participants may attend Part II without having attended Part I. 

*Sessions and speakers are subject to change.*

## Sustainability — How California Cities are Leading the World

While the State of California has led the nation in energy efficiency, California cities are the true laboratories of new sustainable technologies, renewable power generation, high performance buildings and clean transportation. The audience will learn of cutting edge sustainability programs and the trends in state and municipal laws, as well as opportunities for attracting economic growth and increasing workplace productivity. This entertaining multimedia presentation will incorporate graphics and video to demonstrate the transition to sustainable urban environments and the potential for California cities to lead sustainable development around the world.

## Sustainability Solutions: Western Riverside County's Collaborative Approach and New Model

A new model for collaboration and action that responds to WRCOG's unique challenges to improving their defined sustainability indicators for: economic development, education, health, energy & environment, transportation, and water will be highlighted. By uniting local experts/leaders with elected officials and city managers, new roles and actions for WRCOG were identified that support strategies in the above fields. The process resulted in new partnerships in the areas of business attraction/retention, education goals/programs, and connecting businesses and education to better align the future workforce with the local economy.

## Sustainable Development: The Pathway to Economic Recovery, Resilience and Prosperity

A growing number of cities are recognizing their climate, energy, health, and economic development goals are all related. Hear perspectives from current and former elected officials and top community development leaders to illustrate how cities of various sizes are addressing social, economic, and environmental issues to be economically competitive and achieve greater prosperity. Learn from best practice case stories, sustainability strategies, useful resources, and funding options to promote economic and community development in today's challenging economic climate.

## The California Voting Rights Act — An Update

The CVRA makes all cities that conduct elections for council members "at-large" vulnerable to legal action if plaintiffs who are members of a protected class can prove racially polarized voting and impairment of their ability to elect their chosen candidates. Hear about cities that have been subject to legal action under the CVRA and learn how the Act can affect your city. Receive an update on current legal issues and what the future outlook may be.






### The Elephant NOT in the Room: Documenting the Silent Majority

Citizens and interested parties who attend public hearings can heavily influence decision making, despite the possibility that significant populations in the community may not agree with the views expressed in the council chambers or commission room. Explore a variety of emerging tools to help obtain, compile and present to decision makers information to gauge the sentiment of citizens who are not present at public meetings nor typically comment in advance.


### The Science of Developing Alternative Service Delivery for Local Fire Agencies

Service demands are compelling fire service leaders to consider reengineering service delivery, taking into consideration risk, citizen expectations, and post Great Recession economics. Interactive discussion led by subject matter experts focus on the science and data analysis needs and processes necessary to determine potential service delivery model changes. 

### Transforming Cities Into Welcoming Places to Live and Work

Learn about "Planting Pride In Your Community." California cities participating in the America in Bloom program will share case studies. Hear how cities beautify their communities by establishing partnerships between municipal departments and skilled volunteers. See how these joint efforts can result in cost-saving activities that improve the appearance and visual appeal of each city. Emphasis will be placed on enhancement of floral displays, landscaped areas, urban forestry, environmental awareness and heritage preservation.

### Using Interest Based Principles in Labor Negotiations and Workplace Management

A panel of experts will focus on areas including: introducing and practicing the collaborative labor relations paradigm, utilizing interest based principles as a management philosophy, and why these principles resonate as a common denominator in successful organizations of all kinds. 

### Using Mobile Technologies to Enhance Citizens Collaboration (Engagement)

How are you keeping up with mobile technologies? Hear discussions on pitfalls and benefits of building your own app. Mobile devices are everywhere. What are you doing about them?


### Veterans Benefits Bring Enormous Value to Veterans and Their Communities

Regardless of age, branch of service, post or assignment, honorably discharged veterans are entitled to an impressive array of state and federal veterans' benefits. Those benefits include:

- Bringing hundreds of millions of dollars into California annually;
- Improving the lives and finances of veterans and their families;
- Improving local economies and communities;
- Lowering the local cost of veteran healthcare;
- Lowering veteran unemployment and homelessness;
- Increasing veteran and veteran dependent enrollment in California colleges and universities.

CalVet can help cities ensure their veterans get the benefits they have earned.

### What Can You Do For Me?

What untapped university resources are in your cities? Successful city partnerships with universities will be shared. During the discussion, the many university resources available to cities that can resolve fundamental issues will be explored. Learn how government, business, and university partnerships can contribute to economic growth and best practices. 

### Whether You Think Change is Possible or Not – You're Right!

Ever thought...things can't get any worse in local government? You know that "awfulization" will never solve our issues. So, how do you move your organization forward? In this interactive session, hear how the City of La Quinta solved a structural deficit, responded to a \$41M hit to general fund reserves, and created a vision as the "City of the Future" that the city council and employees believe in and are enthusiastically implementing. You will learn to create an inspired vision, lead through obstacles, use technology, and discover the secret to unleashing the heroes in your organization. Are you in?

### You're Not Alone: Women on City Councils of California

The United Nations defines 30 percent as the minimum number of women required for government to reflect women's concerns. With the underrepresentation of women at the local level, how do we ensure that the actions of the city councils around California adequately represent the interests of women and girls?

*Sessions and speakers are subject to change.*





Education

TOURS



Explore the Historic Los Angeles River

(Guided van and walking tour)

The City of Los Angeles was founded on the banks of the River. Over 200 years later the Los Angeles River continues to serve as one of the city's most vital natural resources. Today the River is in the midst of a transformation as new parks, wetlands, trails, and bike paths have sprung up on its banks. Come explore some of the River's key

restoration sites in a guided van and walking tour and experience a whole new side of Los Angeles.

Blast Off With the Space Shuttle Endeavour

(Light rail trip to the California Science Center)

Whether it's by car, bus, bike, train or space shuttle, Los Angeles is a city on the move. Experience two of Los Angeles's newest attractions with a trip along our new Expo Line light rail from Downtown to the California Science Center, the new home of the Space Shuttle Endeavour. See firsthand how more Angelenos are getting around and discover the story behind a national treasure.



Be Prepared at the Emergency Operations Center

(Walking tour)

As the second largest city in the country, Los Angeles must be prepared for anything. The city's Emergency Operations Center is the focal point for coordination of the city's emergency planning, training, response, and recovery efforts. See how LA's finest work around the clock and utilize cutting-edge technology to make sure the city is prepared for and defended against natural and man-made disasters.

Expo Grand Prize

Win \$3,000 to be used with any U.S. Communities supplier.

Complete solutions for Facilities, Office, School, Technology, Roads, Workforce, Corrections, First Responders and more!



Must be present at the Closing General Assembly on Friday to win.

LEAGUE PARTNER

Speaker Theater

This expo floor session area highlights successful examples of public-private partnerships. Learn about case studies of innovative projects and programs that have worked in California cities. Hear from elected officials, city staff, and industry experts that have found creative solutions to some of the challenging problems that cities face.



## NETWORK

### Diversity Groups

The Board of Directors has recognized the following five diversity groups: African-American Caucus; Asian-Pacific Islander Caucus; the Gay, Lesbian, Bisexual & Transgender Local Officials Caucus; Latino Caucus and Women's Caucus. Each will host a networking event at the Annual Conference and are open to all attendees.

### Municipal Departments

Departments play an essential role in forming League policy, assisting with conference program development, and are represented on the board of directors. Department Business Meetings will be held at 1:30 p.m. on Wednesday, September 3.

### Regional Divisions

Regional Divisions function as the League's grassroots advocacy teams. Divisions are staffed locally by public affairs managers to support League goals. Contact your local manager for more information and prices of onsite networking events.

### Brown Act and League Conferences

The Brown Act permits the attendance of a majority of the members of a legislative body at a conference or similar gathering open to the public that addresses issues of general interest to the public or to public agencies of the type represented by the legislative body. However, a majority of the members cannot discuss among themselves, other than as part of the scheduled program, business of a specific nature that is within the local agency's subject matter jurisdiction.

### CitiPAC – 9th Annual Leadership Gala Casino Night

In conjunction with the hospitality reception hosted by Willdan, CitiPAC will present its Leadership Gala Casino Night on Wednesday, September 3. Join the League Board of Directors for this exciting evening.

### First Time Attendees

Special arrangements to welcome first-time attendees include an orientation briefing on Wednesday, September 3, at 1:00 p.m. Be sure to check the First Time Attendee box when registering.

### Helen Putnam Award for Excellence

This program, supported by the League Partners, recognizes outstanding cities that deliver the highest quality and level of service in the most effective manner possible. Visit the special displays by cities that won the 2014 prestigious awards program and learn what your city can adapt from their success.

### Host City Reception

Los Angeles is the hottest culinary destination in the country. Food & Wine Magazine called Los Angeles "the best new food city in America" in its March 2014 issue. Hundreds of restaurants in every part of the city offer everything from Michelin-starred, white tablecloth experiences to authentic international street food, not to mention the highly-touted, locally-produced wines and beers. Please join us at the opening night host city reception, taking place from 5:00 – 7:00 p.m. on Wednesday, September 3, at the Los Angeles Convention Center to get a *Taste of L.A.* A registration badge is required to access the event and show floor.

### Institute for Local Government

The Institute for Local Government is the 501c3 research affiliate of the California State Association of Counties and the League of California Cities.

### Mayors and Council Members Academy

A training certificate program that consists of specific educational programs and community activities that enhance knowledge and skills needed to be more effective in office. Three levels include Leadership, Advanced Leadership, and Leadership in Action. You may participate in all three levels at the same time.



## Exhibitors as of March 21, 2014 (For a current list, visit [www.cacities.org/AC](http://www.cacities.org/AC))

**Note:** Those in bold are League Partners

1800 Hoarders / Steri-Clean  
 AAA Flag & Banner  
 Access Products  
 Advanced GeoEnvironmental, Inc.  
 Alliance Resource Consulting LLC  
 America In Bloom  
**American Fidelity Assurance Company**  
 American Geotechnical, Inc  
**AndersonPenna Partners Inc.**  
 Arborjet  
 Asphalt Zipper  
**Atkins**  
**Avery Associates**  
 Badger Meter, Inc.  
**Best Best & Krieger LLP**  
 Best Friends Animal Society  
 Blais & Associates  
**Bob Murray & Associates**  
 BonTerra Consulting  
 BTI Appraisal  
**Burke, Williams & Sorensen, LLP**  
**Burtec Waste Industries, Inc.**  
 Buxton  
 California Association of Code Enforcement Officers  
 California Building Officials  
 California Consulting, LLC  
 California Department of Veteran Affairs  
 California Fuel Cell Partnership  
 California Joint Powers Insurance Authority  
 California Nevada Cement Association  
 California Prison Industry Authority (CALPIA)  
 California Product Stewardship Council  
 CalPERS  
 CalRecycle  
 Careers In Government  
 Carl Warren & Company  
 CH2M HILL  
 Champions Funding LLC  
**Charles Abbott Associates**  
**Chevron Energy Solutions**  
 City Clerks Association of California  
 City of Rancho Cucamonga  
**City Ventures**  
 CleanStreet  
**Climatec BTG**  
 CMB Regional Centers  
 Comcate, Inc.  
 Credit Bureau Associates  
**Crown Castle International, Inc.**  
 CRW Systems, Inc.  
 CSG Consultants, Inc.  
 Dapeer, Rosenblit & Litvak, LLP  
**Dart Container**  
 David Taussig & Associates, Inc.  
 Digital Ally Inc.  
 DN Tanks  
 Dudek  
 Earth Systems  
 eCivis  
 EcoCentre

Environmental Systems Research Institute  
 Evonik Cyro LLC  
 Fieldman, Rolapp & Associates, Inc.  
 Fire Recovery USA  
 FirstSouthwest  
 GameTime  
 George Hills Company, Inc.  
 GeoStabilization International  
**Good Energy, L.P.**  
 GovDeals, Inc.  
 GPS Insight  
 Graphic Solutions  
 Griffin Structures, Inc.  
 GST  
 HAI, Hirsch & Associates Inc, Landscape Architects  
**HdL Companies**  
 HEAL Cities Campaign  
 HMC Architects  
 HR Green, Inc.  
 iCity Corporation  
 In God We Trust-AMERICA, INC.  
 ING  
 Intermountain  
 International Municipal Signal Association Far West  
 International Parking Design  
 ITEM, Ltd.  
**Jamboree Housing Corporation**  
**Jefferies LLC**  
 Jere Melo Foundation  
**Johnson Controls**  
**Jones & Mayer**  
**Kaiser Permanente**  
 Kasdan Simonds Weber & Vaughan LLP  
**Keenan & Associates**  
 Kosmont Companies & Auction.com  
 Laserfiche  
 LECET Southwest  
 Library Systems & Services  
 LINC Housing  
 Listen Technologies Corporation  
 Live Earth Products, Inc.  
 Local Search Association  
 LPA, Inc.  
 Matrix Consulting Group  
 MCE Corporation  
**Meiers Nave**  
 MRC Inc.  
**MuniServices**  
 National Construction Rentals  
 NBS  
 Newport Pacific Capital Family of Companies  
**Northern California Carpenters Regional Council**  
 Omni-Means, Ltd.  
 OpenGov.com  
 OppSites  
 Otto Environmental Systems North America, Inc.  
**Pacific Gas and Electric Company**

Paragon Partners Ltd.  
**PARS**  
 PERC Water  
 Piper Jaffray  
 Precision Civil Engineering, Inc.  
 Public Financial Management Group  
 Public Restroom Company  
 Quad Knopf  
 Ralph Andersen and Associates  
 RBF Consulting  
**Renne Sloan Holtzman Sakal, LLP**  
 Renovate America  
 Republic Services  
 RJM Design Group, Inc.  
 RKA Consulting Group  
 RSG, Inc.  
 Saber  
**Schneider Electric**  
 Security Lines US  
 Sensus  
**SERVPRO**  
 Severn Trent Services  
 SIGMAnet, Inc.  
 SimTek Fence  
**SmartCitiesPrevail.org**  
 Smartcover by Hadronex  
 Sol Inc.  
**Southern California Edison**  
**Southern California Gas Company**  
 Spohn Ranch Skateparks  
 Sportsplex USA  
 SSA Landscape Architects, Inc.  
 State Water Resources Control Board  
 SyTech Solutions  
 TBWB Strategies  
 The Hybrid Shop  
 The United States Conference of Mayors  
 TNT Fireworks  
 TOTER WASTEQUIP  
 Transtech Engineers, Inc.  
**Tribal Alliance of Sovereign Indian Nations**  
**Union Pacific Railroad**  
 United Storm Water, Inc.  
 University of La Verne  
 U.S. Communities  
 VacantRegistry.com  
**Vall Cooper & Associates, Inc.**  
 Valley Vista Services, Inc.  
 Vanir Construction Management, Inc.  
 Visa  
 Vision Internet  
 Walker Parking Consultants/Engineers Inc.  
 Water Replenishment District of Southern California  
 West Coast Arborists, Inc.  
**Willdan**  
 World Centric





### Registration Includes:

- Admission to education sessions
- Wednesday Host City Reception and Expo; Thursday lunch with exhibitors; Friday General Assembly luncheon

**Online Registration** (credit card) — Visit [www.cacities.org/AC](http://www.cacities.org/AC)

**Mail-in Registration** (pay by check) — contact [mdunn@cacities.org](mailto:mdunn@cacities.org) to request a registration form.

After your registration for the conference is received and processed, a confirmation email will be sent containing the links for housing reservations.

### Full Conference Registration Fees

	EARLY BIRD Before July 9	After July 9 and onsite
<b>City Delegate</b>		
Member City	\$ 500	\$ 550
Nonmember City	\$ 1500	\$ 1550
<b>Public Official</b>		
County/State	\$ 575	\$ 625
<b>Partner/Exhibitor/All Others</b>		
Company Representative	\$ 675	\$ 725

**NOTE:** Conference registration is required to attend the Policy Committees, Department and Annual Conference business meeting and/or to be a Voting Delegate.

### One-Day Registration

Early bird rates are not available for one day registrations

<b>City Delegate</b>	
Member City	\$ 275
Nonmember City	\$ 1275
<b>Public Official</b>	
County/State	\$ 325
<b>Partner/Exhibitor/All Others</b>	
Company Representative	\$ 375

### Optional Registration Add-ons (non-refundable)

**City Clerks Workshop** — \$125 member cities, \$250 non-member cities

#### Tours:

**Explore the Historic Los Angeles River**  
(Guided van and walking tour)

**Blast off with the Space Shuttle Endeavour**  
(Light rail trip to the California Science Center)

**Be Prepared at the Emergency Operations Center**  
(Walking tour)

Tours have limited space available — \$5 non-refundable processing fee. If you are unable to participate in a tour, your position will be substituted with someone on the wait list.

**Guest Registration** — \$125

Guest rate is restricted to those who are not city/public officials, are not related to any Partner/Expo company, and would have no professional reason to attend for learning or business. Rate includes admission to the Expo and receptions only. Session seats are reserved for conference registrants. There is no refund for the cancellation of a guest registration. It is not advisable to use city funds to register a guest.

### Onsite Badge Pick Up

2014 Annual Conference badges will be available at the registration desk in the Los Angeles Convention Center.

#### REGISTRATION HOURS:

**Wednesday, September 3** – 8:00 a.m. – 6:00 p.m.

**Thursday, September 4** – 7:00 a.m. – 4:00 p.m.

**Friday, September 5** – 7:30 – 10:00 a.m.



Questions or special needs? Contact our conference registrar at [mdunn@cacities.org](mailto:mdunn@cacities.org) before Tuesday, August 12.

### Refund Policy

Advance registrants unable to attend will receive a refund of rate paid, **minus a \$75 processing charge**, only when a written request is submitted to the League of California Cities, Conference Registration, 1400 K Street, Sacramento, CA, 95814 or [mdunn@cacities.org](mailto:mdunn@cacities.org) and received before **5:00 p.m. on Tuesday, August 12**. Refunds will not be available after this date. If you are unable to attend, you may substitute a colleague for your entire registration. Please note, sharing of registration is prohibited.





# Conference Hotels

## JW Marriott Los Angeles L.A. Live\*

900 West Olympic Boulevard

\$199.00 single/double  
(plus occupancy taxes and fees 15.5%)

## The Westin Bonaventure Los Angeles\*

404 South Figueroa Street

\$185.00 single/double  
(plus occupancy taxes and fees 15.5%)

\*Shuttle services will be provided for the duration of the conference from the hotels to the Los Angeles Convention Center

Reduced room rates are available for registered attendees/exhibitors at the 2014 Annual Conference. Reserve your hotel nights while space is available. Phone reservations will not be available. The discounted hotel rate cut-off is **Tuesday, August 12** and the hotels are subject to sell out prior to the reservation deadline – reserve early.

### STEP ONE: Register for the Conference

### STEP TWO: Book hotel room

After your registration for the conference is received and processed, a confirmation email will be sent containing the links for housing reservations.

### Hotel Changes or Hotel Cancellations

Hotel reservation changes, date modifications, early check-out, or cancellations made prior to Tuesday, August 12 must be done through the online reservation link you received when registering for the conference. Use your confirmation/acknowledgement number to access your reservation to make changes. Once the August 12 deadline has passed, please contact the hotel directly with any changes or cancellations. Please note that hotel cancellations after the housing deadline has passed may incur a financial penalty of a minimum one-night room charge or attrition fees.

**CAUTION!** Do not make a hotel reservation unless you are sure it is needed. Your city/company will be financially responsible for all cancellation/attrition fees. If you are making hotel reservations for others, please confirm with each individual, in advance, that they actually need hotel accommodations and intend to use them on the dates you are reserving.



**PLEASE NOTE:** The information you provide to the League when registering for a League conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with the League the information you provide to the hotel(s) when you make your hotel reservation for the conference or meeting. The information shared between the League and the hotel(s) will be limited to your first name, last name and dates/length of stay in the hotel.





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