

CALAFCO SPECIAL BULLETIN

December 31, 2020



Revitalizing Our Communities Special LAFCo messaging materials

TO: Member LAFCos
FROM: Pamela Miller, CALAFCO Executive Director

Greetings member LAFCos and a very happy new year to all. May 2021 bring us all peace, health, joy and blessings.

Last month at the webinar on *LAFCos' Critical Role in Moving Forward in the Crisis Realities of 2020 and Beyond*, **CALAFCO unveiled a set of new communication tools for LAFCos to use**. This tool is a result of many months of effort by CALAFCO, a team of volunteers from member LAFCos (a huge thank you to David Church, Christine Crawford, Carolyn Emery, Jason Fried, Don Lockhart and Dawn Longoria), and the generosity of our associate member partner, CV Strategies.

The idea began as part of the monthly CALAFCO/EO meetings as we discussed LAFCos visibility and viability in this unique time. Now, more than ever, we need to embrace LAFCos' purpose and values and employ bold governance to help our communities and agencies recover. It is a critical time for LAFCos to step up and into our RESOURCE role.

CALAFCO's message to you is a simple one: As our communities grapple with economic fallout from the COVID-19 pandemic, they will be looking to LAFCos to help guide the recovery process (as will the Legislature). It is imperative that our organizations engage and display our capacity for leadership, decision-making, and the ability to fairly balance competing interests – even in the face of a series of crises such as the ones we are experiencing.

The messaging tools

We have created three messaging tools, two of which are for your use. Attached you will find our message to you and we request you share this with your commissions.

The second messaging tool we have created with a customized message for your LAFCo to use with your respective agencies. Each LAFCo has one unique to you with your contact information customized at the bottom. If we had a logo for your LAFCo on file, that was also inserted.

We ask that you present this to your commission as well and use it in your communication and work with agencies. If you find that your contact information needs to be changed, please notify me with the correct information and I will update for you.

The third messaging tool created was for use specifically with the Legislature. CALAFCO will be using this in Sacramento, and when you meet with your legislators and/or their staff locally, we ask that you use this special messaging tool with them.

As you can see, the messages are consistent yet contain slight variations depending upon the audience.

How to access the messaging tools

As the files for these are very large (and would require us to send them one at a time to each individual LAFCo), we've created a Dropbox file for you to access. **Please, do not make the Dropbox access link public.** If that happens, we will have to shut it down.

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Once you access the shared file, you will see each individual LAFCo's flier – they are listed alphabetically (eg. "LAFCo_Handout_Helping CA_LAFCo_Alameda"). Click on your flier link. When your flier appears, you will see in the upper right-hand corner something that looks like this: ↓ That is the download button. Click on it and select direct download. This will download the pdf to your computer.

At the bottom of the list you will find the flier for use with the Legislature. It's titled, "LAFCo_Handout_Helping CA_Legislature". Follow the same instructions above to download the file.

The Dropbox link is:

These messaging resources are available to all member LAFCos at no cost and we encourage you to use them. Please do not hesitate to reach out with any questions you may have.

CALAFCO is proud to serve our members and we look forward to creating more innovative and creative ways to partner with you in the coming year.

All the best in 2021.

Attachment: CALAFCO message to Member LAFCos

REVITALIZING OUR COMMUNITIES

LAFCOS CAN HELP

As communities across California begin to realize the economic fallout from the COVID-19 pandemic, LAFCos will play an important role in guiding the recovery process. It has become clear that the impact on cities and special districts will be significant. Some may not survive. California's LAFCos are ready to employ the bold governance for which we are known to manage growth and development and promote efficient service delivery. LAFCos have numerous tools and resources available to assist the nearly 500 cities and almost 3,400 special districts across the state.

■ HERE'S HOW LAFCOS CAN HELP CALIFORNIA'S RECOVERY:



1. LEAD WITHOUT BIAS

- Facilitate a constructive discussion with local and regional agencies
- Reach out to local and regional agencies to identify issues and solutions
- Coordinate agency access to information, programs and resources
- Bring agencies together by building relationships
- Offer unique local solutions to meet local challenges



2. DEVELOP MORE EFFICIENT SERVICES

- Build on interagency strengths
- Develop options for efficient and effective services in the new normal
- Connect agencies to each other for service streamlining
- Give great weight to proposals that promote improved service delivery to underserved communities while achieving orderly growth patterns



3. PARTNER TO REBUILD LOCAL ECONOMY IN A BALANCED WAY

- Consider the impacts of LAFCo decisions
- Facilitate economic opportunities based on local circumstances
- Balance economic growth and conservation of open space and agricultural lands



4. TAKE CRISIS ACTIONS TOGETHER WITH STRESSED AGENCIES

- Help agencies look at key health indicators
- Work with agencies to identify internal solutions
- Explore alternative service delivery options

WE OFFER:

- ✓ Email lists and contacts
- ✓ Connections to other agencies
- ✓ Local stakeholder access
- ✓ Professional affiliations
- ✓ SOI/MSRs/Special Studies
- ✓ Key agency health indicators
- ✓ LAFCo actions: Annexations, activation powers, reorganizations, applications, etc.

