



Sessions subject to change

2024 Playbook for Developments in Municipal Finance Law and Policy

Leading experts will review the latest major changes for California city revenues. Learn about new laws, legal developments, risks, and opportunities that will affect your agency's finances.

A Collaborative Approach to Combat Fentanyl

In this dynamic session, delve into the heart of the fentanyl crisis and learn about a transformative campaign that united the Palmdale community. Learn how local government agencies, nonprofits, schools, and community stakeholders tackled the pervasive issue of fentanyl misuse head-on. Palmdale will share the blueprint behind the #FightFentanylAV campaign, exploring its strategies, challenges, and triumphs. Gain invaluable knowledge on effective community engagement, educational initiatives, and prevention strategies that empower communities to take action against a national crisis. Together, let's build resilient partnerships and forge a strong path towards healthier communities.

Are Cities Ready for an Electric Future?

Having readily available power is key for communities looking to grow clean technologies like electric vehicles, increase economic growth, and meet environmental goals. With electricity demand projected to nearly double in the coming decades, the job of planning and permitting use is more critical than ever. This discussion will provide an overview of California's grid readiness, including the role of local leaders in achieving necessary grid investments and the benefits of action.

Are You Ready for Disaster? Implementing Effective Crisis Management in the Early Stages of an Event

Thoughtful and intentional actions taken in the initial hours and days of a disaster set a solid foundation for an effective response and recovery. During the session, panelists will share examples of successes and failures, including effective communication methods for natural disasters and human-caused events. Panel experts will cover why it is important to understand key principles and systems, as well as the tools and processes they have used and honed over multiple events to achieve success.

Battling Misinformation in the Age of Artificial Intelligence

Should artificial intelligence (AI) be feared or embraced? For public officials, it's both. Without proper detection and response strategies, AI can influence elections, foster

distrust, and make communication with constituents more difficult. Municipal leaders need to know how to use AI to ensure successful outreach. Experienced crisis communication experts and public information officers will share effective approaches for today's misinformation mayhem. Participants will learn about recent disinformation incidents, ways to maintain digital integrity, and how to promote informed public conversations about the productive and ethical uses of AI.

Building Vibrant Communities: Leveraging Partnerships for Fun and Engagement

Explore how collaborative partnerships can create dynamic and engaging communities. Panelists will delve into how alliances between stakeholders can foster innovation, inclusivity, belonging, and ultimately, fun and vibrant communities. Through interactive discussions and practical examples, the panel will showcase how to enhance community engagement and city services, promote cultural enrichment, and nurture spaces where people thrive.

Building Your Own Leadership Roadmap

Each of us is a great leader, with a desire to improve and grow our leadership abilities and style. Explore the dynamic strategies of leadership development by hearing stories of leadership breakthroughs and get a step-by-step guide to grow your leadership skills. *Planned with the Cal Cities Women's Caucus.*

California Economic Forecast: Navigating Economic Trends

For 60 years, UCLA Anderson Forecast has provided forecasts for economies across the country and is one of the most accurate, widely followed, and frequently cited in California. Avenu Insights & Analytics has provided regional forecasts and trends in California for 40 years. Join us as we present our economic forecast for the coming year, along with valuable insight and a detailed explanation behind the numbers.

City Successes in Responding to Homelessness

Many cities are banding together to reduce homelessness, including Redondo Beach, Torrance, and Santa Monica. While the number of homeless residents increased countywide, the populations of such individuals in these three cities decreased or stayed about the same thanks to their collaborative STEP Court, tiny home village, and street outreach. This discussion will highlight the similarities and differences between the three cities, how they've reduced homelessness, and how the reversal of *Martin v. Boise* and *City of Grants Pass v. Johnson* has impacted their approaches.

Code Enforcement

Code enforcement is the Swiss Army tool of public agencies when dealing with a variety of challenges, including housing, homelessness, cannabis, sidewalk vending, short-term rentals, and permitting. Yet code enforcement actions often lead to lawsuits and liability for public agencies, as well as safety concerns for code enforcement officers. This session will provide an overview of code enforcement laws, how to deal with common violations, and the best practices for risk mitigation.

Cyber Security and IT Strategy for Municipalities

According to a recent National League of Cities report, about a quarter of local governments don't have a cybersecurity plan in place. So, where do you begin? We've distilled tips, best practices, and recommendations into a checklist that cities can use to find cybersecurity gaps and create an action plan. With budgets limiting the ability of many cities to hire expensive IT professionals, the panel will also cover the benefits of a partnership with a trusted IT vendor experienced in working with municipalities.

Don't Confuse Kindness with Weakness: How to Handle Disruptive Public Meetings

Learn how to handle disruptive meetings online and offline without losing your cool! This presentation will cover how cities can meet their legal obligations to allow open, honest discourse while navigating free speech concerns. The discussion will include important safety tips, with an emphasis on techniques to handle the most combative public speaker. Role-playing scenarios will allow you to put these tips and tricks into immediate practice!

Economic Development and Public Finance: New Best Friends Forever?

Consumer preferences and life-work patterns are evolving. Places like car dealerships, shopping malls, and movie theaters are no longer guaranteed economic development anchors. Consumers want experience-based venues and cities want answers for vacant shopping malls and office buildings. This panel will present a new suite of tools — including value capture zoning and economic development districts (EIFDs, CRDs, CFDs) — that trigger private investment, generate local revenues, and encourage vibrant, affordable communities.

Empowering Latino Homeownership: An Action Plan

Homeownership is important to every Californian, but it's especially vital to Latino families. Despite their significant contributions to our state, these households face major barriers to accessing and sustaining homeownership. City leaders will receive practical tools, resources, and best practices for implementing effective homeownership initiatives tailored to the needs of the Latino community from fellow city officials, community organizations, and other stakeholders. *Planned with the Cal Cities Latino Caucus.*

Essential Tips for Effective Council Meetings

Most city council meetings are smooth, orderly, and otherwise unremarkable. Yet, we have all likely had the misfortune of sitting through council meetings that didn't go so well. Effective governance doesn't happen by chance. Learning how to be an effective municipal leader is like learning any new skill — there are “rules of the road” that make one proficient. Hear some tips and best practices that can lead to smoother and more successful council meetings.

From Policy to Practice: Navigating the EV Transition in California Cities

Meeting California's 2035 zero-emissions goals won't be easy. City and local leaders will need to implement near-term solutions and plan for long-term systemic change. Join us for an insightful conversation on how cities can navigate this transition. We'll delve into crucial topics and pending questions about procurement strategies, incentive programs, permitting, land use considerations, community engagement, electrical infrastructure development, workforce development, and public-private partnerships.

Housing Law Jeopardy

Since 2017, the laws impacting how a city can and cannot control housing development have changed in numerous ways. Using the Jeopardy! game show format, learn about recent changes in housing laws, with a focus on the Housing Accountability and Housing Crisis acts, density bonuses, accessory dwelling units, SB 35 (Wiener, 2017), and other housing law issues.

How a Transparency Portal Can Improve Accountability and Inform Citizens

Learn how Fairfield launched its new transparency portal in response to calls for greater transparency and accountability. Attendees will gain insights into the strategic considerations, values, and processes that shaped the portal's design and functionality. The session will also dive into the technical aspects of implementing a transparency portal and strategies for overcoming development challenges. Attendees can take these lessons back to their own community to enhance accountability, engagement, and trust in municipal governance.

How Cities Can Stop the Hate

California's Stop the Hate program — a statewide program implemented locally with community-based partners — is working to stem the rising tide of hate in California. Panelists will share the resources and services offered through this program that municipal officials and residents can access free of charge. Attendees will learn about the importance of setting up anti-hate initiatives in their communities and how to partner with community organizations through the Stop the Hate grant. *Planned with the Cal Cities API Caucus.*

How Embedded Acoustic Leak Detection is Resolving Non-Revenue Water Loss

The status quo no longer works when it comes to eradicating non-revenue water loss — especially in light of a new statewide water conservation rule. Today's water utilities face unique challenges balancing water conservation, operational efficiency, and environmental responsibility. Hear how real-world utilities have leveraged integrated acoustic leak detection technology and benefitted from low flow rate measurement to track and record water usage. This low-hanging, leaky fruit can help cities easily reduce water loss.

How the Federal Government is Partnering with California to Reduce Barriers to Housing and Services

Addressing unsheltered homelessness is an urgent and high-priority issue for cities across California. Since mid-2023, the U.S. Interagency Council on Homelessness has partnered with California Statewide and Los Angeles city leaders to reduce barriers to housing and services through the All INside Initiative. Hear about the overarching goals of this national initiative, how it's unfolding in California, and what city leaders can do to reduce unsheltered homelessness in their communities.

How to Integrate Real-Time Crime Centers and Advanced Training Simulators

Real-time crime centers like the one in Livermore can enhance decision-making and resource allocation, enabling prompt responses to illegal activity — including across jurisdictions. Livermore also uses an immersive training simulator to bolster officers' decision-making, de-escalation, and critical thinking skills, as well as their emotional intelligence. By combining the two, law enforcement agencies can create safer communities with proactive crime prevention and well-prepared officers. Discover the benefits of collaboration, identify opportunities for further integration, and the benefits of frequent immersive training environments.

How Your City Can Help Secure Residents the Best Possible Insurance Rates

Fire departments need to help residents maintain wildland fire insurance, but they have few tools to do so. This session will go over the steps that local agencies can take to ensure their citizens have every tool at their disposal to maintain fire insurance on their homes.

Integrating Higher Education and Public Sector Employment

What if higher education could integrate degrees and certificates directly into the work of public sector employees and leaders? This vision can be realized through a new model of higher education that integrates work and learning. Rather than viewing them as separate endeavors, this model creates a system that benefits your organization and empowers your employees. By establishing leadership development tracks, career pathways, and flexible, hybrid work schedules, we can draw the next generation toward public service and pave the way for a citizen-centric local government model.

Main Street Climate Resiliency: Urban and Rural Solutions

Main street businesses are particularly vulnerable to the increasingly prevalent impacts of climate change. But this challenge is also an opportunity. By implementing forward-thinking strategies and best practices, cities can ensure that local businesses don't just survive but thrive in both urban and rural areas. Panelists will discuss the importance of local government support, federal and state rebates, and other resources, along with climate-friendly infrastructure projects and transportation. Attendees will gain valuable insights into how they can help small businesses transition toward a more sustainable and resilient future.

Maximize Inflation Reduction Act Funding for Your Community

The need for comprehensive energy reduction, infrastructure upgrades, and resiliency programs varies from community to community. What remains constant is the need for funding. This session will examine how communities can take advantage of state and federal tax incentives, including the Inflation Reduction Act, to become more sustainable and efficient while planning for weather and power considerations.

Navigating Homelessness: A Successful Regional Partnership in North Orange County

Facing court decisions and mounting community pressure, 13 Orange County cities proactively initiated a regional partnership in 2018. Today, the partnership encompasses a network of social workers and liaison officers who provide support services and guidance to two homeless navigation centers. In this session, panelists will discuss how those communities worked with the state and county to establish regional navigation centers with wraparound services, including how to create the funding for construction and ongoing operations.

Show Me the Money: Evaluating and Explaining Your City's Financial Condition

With today's world demanding more transparency and accountability, municipal leaders need to understand how to accurately assess a city's financial condition. This means knowing what questions to ask to get an accurate and relevant assessment. The panel will discuss how to manage the perspective of people who see every city expenditure as an example of "wasting money" and the opposite view that the city is "flush with money."

Teamwork Makes the Dream Work: Effective City Council-City Manager Relationships Create Thriving Communities

Effective governance requires strong leadership and responsive management. A professional, collaborative, and trusting relationship between a city council and a city manager creates a strong organization that directly translates into thriving communities. In this session, council members and city managers will share insights into what makes a successful council-manager relationship, including how defined roles and responsibilities, open communication, and teamwork achieve positive results that benefit an entire community.

The AI Advantage: Automating Road Assessments for More Accurate Pavement Management

With nearly 400,000 miles of road to manage in the state of California, government agencies not using data to plan pavement management are at a disadvantage. Manual assessments require a trained professional and often don't allow for a comprehensive evaluation of every road in a network. Using advancements in smartphone camera technology and artificial intelligence processing, city leaders can generate objective, accurate condition data to inform their maintenance schedules, leading to long-term cost savings and a better road network.

The Future of Black Tech and Innovation in City Leadership for Economic Development

By ensuring that Black voices are heard and adequately represented in decision-making processes, cities can properly address a wider range of societal challenges and drive innovation. Join this session to learn about the need for inclusive policies and initiatives that support Black-owned businesses and foster entrepreneurship within underserved communities. By emphasizing the resilience and innovation demonstrated by Black city leaders, entrepreneurs, and professionals, cities can harness the power of technology to build more resilient, equitable, and prosperous futures for all. *Planned with the Cal Cities African American Caucus.*

The Impact of Minimum Wage Increases on LGBTQ Workers' Wellbeing

Sixteen dollars doesn't go as far as it used to! This session will explore reasons for supporting an increase in the minimum wage, with a focus on social justice, workers' rights, and equity. Panelists will highlight struggles faced by LGBTQ workers in particular, bridging economic policy with social equity and advocating for a new model that ensures dignity and equality for every worker. The session will also discuss universal basic income as a complementary strategy and the impact of Prop. 209 (1996) on vulnerable groups. The session aims to advocate for comprehensive economic policies that promote justice and inclusion for all. *Planned with the Cal Cities LGBTQ Caucus.*

The Path Towards Plastic Pollution Prevention

California's recycling landscape is undergoing a seismic shift. Currently, packaging waste makes up over 50% of waste in California's landfills by volume. But under a new law, all single-use plastics and packaging sold in California be recyclable or compostable by 2032. The landmark law shifts the plastic pollution burden from consumers and cities to producers by raising \$5 billion from industry members over 10 years. This will cut plastic pollution and support disadvantaged, low-income, and rural communities most hurt by the impacts of plastic waste. Get an update on the regulations and next steps for implementation.

The Playbook for Ending Unsheltered Homelessness

Unsheltered homelessness is one of the most pressing challenges facing local leaders today, and it's getting worse. Between 2022 and 2023, the number of unsheltered Californians grew 10.3% in just 12 months. City leaders face growing pressure to find solutions and reclaim public spaces yet are immobilized by confusing legal parameters, community resistance, and a declining optimism that this crisis can be solved. Yet some municipalities are doing just that. Leave this session with the tools and inspiration you need to do the same in your community. This session will include small group discussions to workshop these new tools and understand how to solve this crisis in your own community.

The Rise of E-Bikes

Like many communities, Irvine has seen a drastic uptick in pedestrian and bicycle-involved injuries as electric bicycles have become more popular. While the city supports modes of transportation that reduce traffic congestion and reduce

environmental concerns, public safety needs to be considered. Irvine passed legislation enforcing safety regulations for e-bike users. This includes a partnership with the school district that requires students who ride their e-bikes and e-scooters to school to undergo training. As legislation moves forward at the state level, the city of Irvine will share best practices for cities that aim to tackle this locally.

Trolls on Social Media: Can I Block Them?

The U.S. Supreme Court issued a ruling this March laying out a test for when council members or other local officials may remove comments or block people on social media. This session will explain the rule and how council members and other public officials may structure their social media accounts so that they can delete comments or block people from their accounts.

Where the Sidewalk Will End: The Dire Outlook for State Transportation Funding

The Legislative Analyst's Office (LAO) recently concluded that the state's policy directives for greenhouse gas reductions will have negative impacts on the state's transportation revenues since most funding comes from taxes on gasoline and diesel. The LAO estimates that the state's transportation revenues will decline by \$4.4 billion (31%) over the next decade compared to current levels. Needs are far outstripping resources. Attendees will get their questions answered as they learn more about the competing proposals and how to get engaged.

Who Wants to Play the \$250,000 Pyramid Game?

Come on down! You are the next contestant on the \$250,000 Pyramid Game. In this session, learn about the roles and responsibilities of treasurers/investment officers, investment policy best practices, cash flow analysis/modeling, and investment terms and concepts. Audience participation is welcome throughout and a must for the session-ending game!

Wildfire Prevention and Preparedness

Irvine rose to the challenge of the Silverado Fire in 2020, which consumed 13,390 acres, temporarily closed a major road, and forced mandatory evacuation orders for approximately 90,000 residents and schools. The Irvine Police Department has since implemented preventive wildfire mitigation measures using artificial intelligence and predictive technologies to anticipate and remediate damage. Residents are now prepared for any such disaster with the Ready, Set, Go program. This session will be a case study on how to evacuate thousands of residents with no structural damage.

Winning a Fistful of Dollars for Cities

Securing grants and specialized funding for infrastructure investment and sustainable recovery are key to community prosperity. But it's easier said than done, especially as cities are resetting their economies in a post-pandemic world. What if you had a playbook? Learn about the remaining grant opportunities from the Bipartisan Infrastructure Law and how to install a special financing district to fund improvements

and capital maintenance. Cities can combine these districts with grants to deliver infrastructure and public amenities.

Your Housing Element is Certified! Now What?

You survived the housing planning process! The state certified your housing element! What happens now? Local leaders must put the changes in place that turn units on paper into homes, condos, and apartments. But as projects come forward, there are going to be winners and losers — and we're expected to figure it all out. Hear how cities can implement their housing elements that respect their community's character, attract high-quality developers and developments, and encourage sincere community engagement. This presentation isn't about how Sacramento should fix housing policy or CEQA: It's about turning policies into projects.

City Clerks Workshop (additional registration required)

Local Democracy in the United States: Institutions, Trust, and Public Policy

For many, the term "American government" calls to mind the federal government and presidential elections. But the reality is that the U.S. has almost 90,000 governments, most of which are local governments. This workshop will focus on the role of local democracy in the U.S. The speaker will discuss the history of local governance structures and electoral institutions, the state of Americans' trust in government and elections, major challenges to local governance and democracy, and promising prospects for the future.