



## Rural City Information Exchange 2023 Work Plan

### Rural City Information Exchange Goal

To recognize the value in exploring new ways to better support and build the capacity of all city officials in collaboration with local officials from rural communities.

### Background

The Cal Cities Board of Directors approved the creation of the Rural City Information Exchange (Exchange) in June 2019 to respond to the growing interest by local officials from California's rural communities to share ideas and creative solutions to the challenges these communities face which are different from their more urban counterparts. The Exchange was publicly launched at the 2019 Annual Conference and Expo.

### Rural City Information Exchange Objectives

Rural communities often face different challenges than their urban counterparts – broadband deployment, housing and homelessness, jobs and job growth, healthcare, and education. The issues may be similar, but the solutions can differ dramatically. With the creation of the Exchange, the goal is to:

- Provide easily accessible platforms for peer-to-peer information sharing.
- Provide a process for rural city officials to submit topics of interest for webinars and other educational content.
- Develop and deliver targeted and relevant educational programs.

### 2023 Work Plan

1. Appoint a Cal Cities Board Member from a rural city to serve as a liaison to the board of directors on rural city issues and concerns for a term of one year. The Cal Cities President makes the appointment.
2. Cal Cities staff will continue to moderate and provide a forum that city officials can use to exchange information on concerns, benefits, and solutions uniquely to rural communities.
3. Cal Cities will provide meeting space for city officials from rural cities to meet at the Cal Cities Annual Conference.
4. Cal Cities will continue to maintain and update a [web page](#) on information and resources of interest to rural cities.
5. Cal Cities will host quarterly updates as they relate to rural cities as well as peer-to-peer information sharing. The agenda will be developed by the Board Liaison and distributed by Cal Cities staff.
6. Cal Cities staff will continue to solicit education session ideas for use at conferences and in webinars that respond unique issues face by rural cities.
7. Conduct three educational webinars focused on rural issues.
8. Monitor other organizations, including the Institute for Local Government and the Rural County Representatives of California, to identify existing and additional resources for rural agencies.