

REPORT TO CITY COUNCIL

DATE: AUGUST 22, 2007

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

SUBJECT: APPROVAL OF RESOLUTION NO. 07-1462 FOR THE RENEWAL OF LEAGUE OF CALIFORNIA CITIES GRASSROOTS NETWORK PROGRAM

In 2001, the League of California Cities Board of Directors and membership took action to strengthen the effectiveness of the League, in order to prevent the annual erosion of local public services, by approving a new grassroots program. The grassroots program was designed to organize and strengthen the voices of city officials when advocating on behalf of cities' interests at the State and Federal levels.

In its relatively short existence, the League grassroots program has been a key element in the League's advocacy on behalf of California's cities. Grassroots activities include:

- **State Budget Deliberations.** The grassroots program played a significant role in preventing legislative efforts to prevent state takeaways of local government revenues during the 2002 state budget process.
- **Proposition 1A (2004).** The grassroots program was focused on building a strong coalition of supporting organization and community groups as well as media support for a measure to constitutionally protect city revenues from state takeaways.
- **Proposition 65 Signature Gathering.** The League grassroots staff coordinated a highly successful, volunteer signature gathering effort that qualified Proposition 65 for the 2004 general election ballot. The measure was used to leverage the passage of the measure by the legislature that ultimately became Proposition 1A.
- **Infrastructure Bonds.** The League grassroots program was also directed at both the legislative passage of the largest infrastructure bond packages ever passed in the nation, as well as the campaign to secure voter approval of Proposition 1A-E and Proposition 84.
- **No on Proposition 90 Campaign.** The League's grassroots program led the field operations in the campaign to defeat Proposition 90 on the November ballot. This measure was a destructive proposal designed to cripple local government land use authority.

When the League of California's grassroots program was approved in 2001, there was a "sunset" provision built into the program. The sunset provision requires that a vote of the League membership be taken in 2007 in order to continue the League's grassroots program. If the Membership denies the renewal of the program it will be terminated by December 31, 2008. The vote is scheduled to take place September 8, 2007 at the 2007 League's Annual Conference in Sacramento.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 07-1462, adopting the renewal of the League of California Cities Grassroots Network Program.

Attachment: Resolution No. 07-1462