

2012 Year End Review

The Institute promotes good government at the local level with practical, impartial and easy-to-use resources for California's communities. The Institute believes that trusted and effective local leaders bring people in communities together to create great places to live, work and play.

The following summarizes the highlights of how the Institute pursued its mission in 2012.

Nuts and Bolts Information on Good Governance

A key priority in 2012 was developing resources to meet the information need of California's new and emerging leaders. This took the form of a new online resource center in 2012: www.ca-ilg.org/new-local-public-service. The resource center, which continues to grow and evolve, offers newly elected officials a wide array of nuts and bolts information to hit the ground running in their new roles.

Staff assembling orientation resources for their newly elected officials were also encouraged to take advantage of these materials: www.ca-ilg.org/OrientationMaterials. This section of the Institute's website makes it easy to download ILG materials for inclusion in orientation binders.

As many communities chose new leaders in the fall, these materials became among the most used on the ILG site.

In addition to the "new to public service" related sections on the Institute website, new resources added in 2012 related to such topics as:

- Chief executive/governing board relations (www.ca-ilg.org/Board-Chief-Executive-Relations)
- Understanding the labor relations process (www.ca-ilg.org/post/elected-officials-role-collective-bargaining)
- Media relations tips for local officials. (www.ca-ilg.org/media-relations)



Education for Local Officials

The Institute participated in or planned some 33 educational programs for local officials, including six webinars.

Key themes covered in these sessions included:

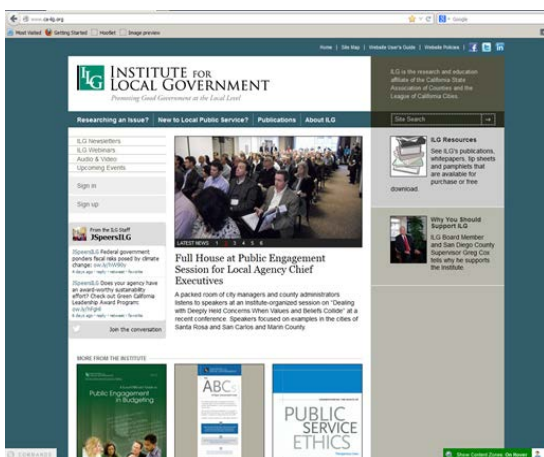
- Transparency, ethics and public engagement
- Nuts and bolts issues relating to elected official/staff relationships; and
- Creating more energy efficient, walkable and bike-able communities.

The Institute was pleased to support the educational work of the California State Association of Counties, the League of California Cities and other associations of local agency officials with these programs.



Information for Locals 24/7: ILG Website Upgrade

The Institute website is a key tool for local officials, the media and the public to access information about local agency processes, policy options and legal frameworks.



In 2012, ILG transferred 4,000 pages of such information to a new website platform.

This enabled the Institute to expand the reach of its information: in 2012, Institute resources were downloaded almost 23,000 times and webpages were viewed over 188,000 times from 57,600 visits (67 percent were new visitors).

The Institute also used the new website software's newsletter function to send out newsletters that alerted some 2,000 local officials to the Institute's resources.

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Tools to Promote Public Trust in Local Leaders

Public Engagement



In 2012, the Institute continued to deepen the information it offers local officials stay connected with the full range of residents in California's communities. Helping local officials make thoughtful and strategic decisions among the array of public engagement options helps local officials achieve more transparent, participatory and responsive government.

New resources added in 2012 include:



- The new “basics of public engagement” page provides a wealth of essential public engagement information and tips (www.ca-ilg.org/basics-public-engagement)
- Information about online public engagement (www.ca-ilg.org/online-public-engagement-technology)
- [Dealing with deeply held concerns](http://www.ca-ilg.org/DeeplyHeldConcerns) in public engagement processes (www.ca-ilg.org/DeeplyHeldConcerns)
- Strategies to develop and sustain a capacity for public

engagement (www.ca-ilg.org/post/three-orientations-local-government-public-engagement-passive-active-sustaining)

The Institute also added materials on involving legal permanent residents and new citizens in community life. www.ca-ilg.org/engaging-immigrants-and-new-citizens



Ethics and Transparency

The Institute continued its sustained attention on decision-making in the public's interest plays in good government at the local level. This included pieces (available at www.ca-ilg.org/everydayethics) on:

- The opportunities local agency websites offer to promote public trust and transparency
- Operationalizing the “front page test” as a guideline for ethical conduct;
- Options for promoting public trust and transparency through local regulation of lobbying activities;
- Understanding the role “blind spots” can play in ethical decision-making;
- A framework to help local officials can comply with California's restrictions and transparency requirements relating to gifts (www.ca-ilg.org/GiftCenter).

In addition, the Institute helped connect over 625 local officials with information about public service ethics laws and principles. In the course of so doing, these officials satisfied their biennial ethics training required by California law (AB 1234).

Supporting Local Leaders in Fostering Great Places to Live, Work, Play and Learn

Recognizing Local Sustainability Leadership

ILG continued to celebrate the accomplishments of its Beacon communities, which have made a commitment to save energy, reduce greenhouse gas emissions and implement local sustainability best practices. At year end, 45 local agencies are participating in the program. (www.ca-ilg.org/BeaconAward)



Over 40 short videos now enable residents to understand how their leaders are working to make their communities even better places to live, work, play and learn. (www.ca-ilg.org/BeaconAwardVideos)



ILG continued to facilitate information sharing among local officials and staff involved in sustainability initiatives through its

growing [Sustainable Communities Learning Network](#) (launched in 2011). More than 2,300 local officials, staff and others participate in the network to access and share resources and tools on a variety of topics and issues related to sustainability. This includes the learning network LinkedIn group, which has nearly 400 members.

ILG's sustainability program supports local officials interested in sustainability efforts through regular webinars, newsletters, conference and workshop sessions and a newly streamlined section of its website. www.ca-ilg.org/sustainable-communities

Recent additions to available resources include:

- Expansion of the SB 375 resource center with additional materials relating to in California's planning processes for transportation, land use, and housing. (www.ca-ilg.org/sb-375-resource-center)
- Information about sustainability and economic development, including pieces on charting a path to a sustainable economy and youth and tomorrow's green workforce.
- Tools and resources to help local officials and staff create healthy neighborhoods that promote physical activity and provide access to healthy food choices. (www.ca-ilg.org/healthy-neighborhoods)



- Information on local energy efficiency opportunities, including information on local agency initiatives (“Spotlighting Energy Efficiency in California Communities”) and ways to finance energy conservation and efficiency.



Under the chairmanship of CSAC 2nd vice president John Gioia, the Cities Counties Schools Partnership enabled the three major associations to share information on ways in which counties, cities and schools can work together in service to families and children (community schools partnerships).

Work also continued in providing information to local officials about providing safe transportation options for children getting to school. In addition, a key focus of the September meeting was realignment. ILG is pleased to provide staff services for CCS.

Finger on the Pulse: ILG Leadership

As a 501(c)(3) organization, the Institute’s efforts are guided by a board of directors that includes liaisons to the California State Association of Counties and League of California Cities’ boards of directors, the professional organizations for county administrators and city managers, CSAC and League staff, as well as other current and former local officials committed to the cause of good government at the local level.

Funding/Financial Information

The Institute’s annual budget is about \$1.9 million.

Eighty seven percent of that amount comes from foundations, contracts with state agencies and others, private sector support, publication revenues, training fees and other sources other than the League and CSAC.



The Institute makes additional financial information available on its website, including annual audit and 990 filing. www.ca-ilg.org/document/organizational-transparency
Information about the Institute is also available through Guidestar.