

BI-ANNUAL REPORT

2020-2021



LEADERSHIP AND GOVERNANCE
PUBLIC ENGAGEMENT
SUSTAINABLE AND RESILIENT COMMUNITIES
WORKFORCE AND CIVICS EDUCATION



A Message from our CEO & Executive Director

Sixty-seven years ago, the Institute for Local Government (ILG) was founded to help cities research municipal issues and publish reports. That was a noble and important mission, but today ILG is so much more.

ILG has a long, proud history of serving local governments and meeting a variety of needs, but for the past few years, ILG has grown and evolved in unique and important ways. Today, we serve more than 2,500 cities, counties and special districts and we work hand-in-hand and on-the-ground with local agency staff and elected or appointed officials to tackle tough problems and find innovative solutions together. We're proud that ILG is changing and evolving as the needs of local governments adjust.

It's hard to describe or underestimate the impact of the COVID-19 pandemic on California's communities and local governments. In 2020 and 2021, like so many local agencies, ILG was thrown headfirst into crisis management and response, which still continues today. Even though we're starting to explore recovery options and life after the pandemic, every day presents an uncertainty that must be managed and overcome.

In March 2020, no one had the real-world expertise about pandemic response, so we pivoted. The ILG team made the transition to an entirely virtual workplace almost overnight. We adjusted our approach and our business model to learn how to stay engaged with each other and the local agencies we served. We converted our in-person trainings and conference sessions to virtual events and webinars. We honed our skillset and expanded our partnerships to include statewide experts in municipal finance, digital engagement, natural disasters and refugee and immigrant education.

Over the last two years, ILG has trained over 20,000 local government leaders and staff.

The past 24 months have been a time of challenge, reflection and opportunity. As an organization, ILG has been able to look inward and center our values. We have embraced opportunities to provide conscious counsel to our partner agencies about leadership, ethics, climate, equity, engagement and more. This time of hardship has reinforced our mission and shown us our collective strength, our mettle and our resilience. We have made significant progress as a non-profit and with our partners, but there are many lengths we still have to go.

This bi-annual report provides highlights of the work we've done and the impact we've made for California's cities, counties and special districts. It showcases the commitment and leadership of an incredible team of staff, consultants, affiliates and partners. It recognizes the passion and sacrifice of local government leaders who have been true community heroes in this unprecedented time in our history. It celebrates the journey we've begun and the steps we still have to take.

Enjoy!

Erica L. Manuel

Erica L. Manuel
CEO & Executive Director



ILG BY THE NUMBERS

WHO WE SERVE

- **58** counties
- **2,500+** special districts
- **482** cities
- **25,000+** local agency leaders, including staff members, elected officials and appointed officials

OUR REACH

- **13,583** monthly visitors to www.ca-ilg.org (+12% from 2019)
- LinkedIn: **3,803** followers (+17% since 2019)
- Twitter: **2,295** followers (+24% since 2019)
- Facebook: **1,897** followers (+12% since 2019)
- Earned Media: **35** articles with over 95,700,000 total views

TRAININGS, WORKSHOPS & EDUCATIONAL RESOURCES

- **20,000+** training and workshop attendees
- **85** trainings, webinars and conference sessions
- **20** new articles and resources
- **45** jurisdictions trained in public engagement
- **60+** facilitated community workshops

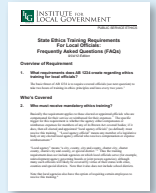
BEACON PROGRAM IMPACT:

- **169** cities, counties and special districts now participate in the Beacon Program, representing over 30% of California's population
- **46** jurisdictions honored with Beacon Awards
- **5,893,550** total CO2 emissions reduced in 2020-2021
- Released **COVID-19** Sustainability Best Practices
- Recruited the **first two special districts** into the Beacon Program
- Produced the **first virtual Beacon Awards Ceremony**
- Launched and awarded **7 new Leadership & Innovation Awards**

TOP 10 Downloaded Materials



What is Public Engagement and Why Should I Do It?



State Ethics Training Requirements for Local Officials



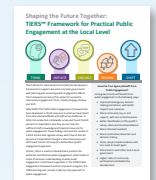
Understanding the Basics of Land Use and Planning: Guide to Local Planning



Understanding the Basics of Municipal Revenues in California: Cities, Counties and Special Districts



Understanding the Basics of Land Use and Planning: Glossary of Land Use and Planning Terms



TIERS Public Engagement Framework



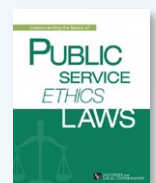
Sustainability Best Practices Framework



Effective Public Engagement through Strategic Communication



AB 1234 Self-Study Materials Part I: Financial Interests and Perks



Understanding the Basics of Public Service Ethics Laws

2020-2021 Program Highlights

Community Engagement & Equity:

- Partnered with the San Joaquin Valley Air Pollution Control District in Stockton, Fresno, Arvin, Lamont and Shafter to facilitate dozens of AB 617 community steering committee meetings and advance community-led efforts to reduce community exposure to air pollutants
- Partnered with the San Joaquin Council of Governments on the Stockton Mobility Collective aimed at improving and increasing transportation options for Stockton residents that are looking for clean, affordable ways to travel to work, school, doctor's appointments, grocery stores and other key destinations
- Embedded equity concepts into ILG trainings on public engagement, leadership and climate action
- Hosted cross-sector virtual roundtables on operationalizing equity and best practices in local government implementation
- Highlighted the importance of language access in virtual and in-person community engagement through educational webinars and articles
- Launched an all-virtual TIERS public engagement training, which incorporated virtual engagement techniques into our popular training framework



Workforce & Civics Education

- Partnered with the California Endowment to produce *Building a Workforce of the Future: Youth Engagement Toolkit for Local Governments* focused on helping local governments attract and retain the next generation of their workforce
- Partnered with the Innovative Pathways to Public Service (IPPS) collaborative on the 3rd annual "Careers in Government Day" (CIGD) hosting more than 15 virtual events for youth, connecting educators and public sector agencies with students on the wide array of career opportunities available in local and state agencies
- Partnered with the Grove Foundation, Grantmakers Concerned with Immigrants & Refugees, the Zellerbach Family Foundation and private funders to expand civics education for immigrants and refugees, connect local agencies to private partnership opportunities and expand services to immigrants

2020-2021 Program Highlights, *Continued*



Leadership & Governance:

- Trained over 1,000 elected officials and staff on state mandated ethics and harassment prevention topics
- Launched the *Leading Local* Webinar Series, a thought leadership forum focused on addressing difficult topics and sensitive issues local government leaders face
- Launched a new virtual leadership training for elected and appointed officials
- Hosted customized leadership workshops for 6 different jurisdictions focusing on effective board and council governance, roles and responsibilities, policies and procedures and team building



Housing & Land Use:

- Hosted an 8-part webinar series about tackling the housing crisis with topics ranging from new laws and programs, to community engagement, to homelessness
- Connected cities and counties to funding opportunities for housing through the Local Early Action Planning (LEAP) and Regional Early Action Planning (REAP) grant programs
- Provided tailored tools, training and resources to cities and counties working to meet the housing needs of their communities

Program Spotlight:

BOOST

Build • Organize • Optimize • Strengthen • Transform

- Successfully completed the first round of the BOOST Program and built capacity for **10 cities and 2 regions**
- Helped develop applications for more than **20 grants**, leading to over **\$50 million** in new funding for BOOST communities
- Facilitated discussions between local agency partners, state agency staff and technical assistance providers working on **12 grant programs from 5 different state agencies**
- Provided strategic counsel, allocated funding, secured resources and identified expert consultants to help **develop 6 Climate Action and/or Resiliency Plans**, including the first-ever for the cities of Paramount, Ventura, Bakersfield and Salinas and updates for San Diego and East Palo Alto
- Trained **72 local agency staff** on authentic public engagement strategies through numerous customized capacity-building workshops
- **Strengthened local planning projects** by facilitating discussions and building relationships with community-based organizations and advocates that provided valuable input to support more equitable planning to address the needs of vulnerable populations
- **Published a Best Practices Report** to help inform future state and local agency collaborations designed to help under-resourced communities address climate action
- **Launched Round 2** of the BOOST Program to assist **7 more cities** from 2021-2023



2020-2021 Webinars

- Beyond BOOST: Advancing Climate and Equity Goals
- Campaigning During COVID-19: Practical Solutions for Fielding an Election & Running a Campaign During COVID
- Civic Engagement & Refugee Communities
- Climate-Resilient Land Use & Housing Policies
- COVID-19 Impact on the U.S. and California Economies
- Effective Leadership in Housing and Development
- Equitable Funding Strategies for Local Government
- Equity and Housing: Meeting and Exceeding California's Fair Housing Requirements
- Equity in Transportation
- Exploring New Housing Laws and Ordinances
- Financial Uncertainty During COVID-19: Budget Forecasting & Financial Tips for Local Government Leaders
- Fiscal Matters & Labor Negotiations: Practical Solutions for Public Agencies During COVID-19
- Health Data for COVID Recovery Decision-Making
- Housing Strategies to Tackle Homelessness
- It's Not Too Late...Navigating FEMA Public Assistance with VANIR
- Leading Local: Addressing Hate Crimes
- Leading Local: Bridging Divides
- Leading Local: Navigating Re-Opening Anxiety
- Leading Local: Operationalizing Equity
- Leading Local: Planning for the Future
- Leading Local: The Role of Local Government in Times of Crisis
- Local Government Apprenticeship & Workforce Strategies



- Managing Human Resources During a Public Health Crisis
- New Housing Laws, Programs and Funding
- New Public Poll on Local Taxes, Rate Increases & More—Informing Policy Decisions
- Preparing Vulnerable Californians for Natural Disaster
- Recovery or Relapse? Tools to Help Local Governments Navigate Financial Realities of COVID
- Redistricting 101: What Cities Need to Know
- Redistricting: What Your Community Needs to Know
- Reframing the Local Planning Process
- Rental and Mortgage Assistance, Tenant Protection & Other Tools to Support Residents During COVID-19
- Resetting the Local Economy after COVID-19
- Rethinking Natural Disasters After COVID-19: Building Local Resilience to Earthquakes, Mudslides & Wildfires
- SB 1383, Reducing Short-Lived Climate Pollutants in CA
- Special District Workforce Partnerships and Talent Pipeline Programs
- Staying Connected: Tips and Tactics for Effective External Communication Despite Social Distance
- Strategies to Engage Your Community on Housing Issues
- Strategies to Streamline Your Local Government Budget Process
- Supporting California's Immigrant Communities
- Technical Assistance Workshop: Public Engagement for Housing Elements During COVID
- Tips and Tools to Engage Your Community in a Digital Environment
- Transparency, Public Access & Trust: Keeping Local Government Open Through Social Distancing
- Wildfire Risk & Resilience
- Workforce Housing Program Provides Rent Relief for California's Middle-Income Residents

Thank You to Our Partners!

We would not be able to provide the technical assistance, trainings and resources we do without the support of our partners.

Aleshire & Wynder	City of South Gate	PG&E
AT&T	City of Walnut Creek	PlaceWorks
Association of California Healthcare Districts	ClearGov	Polco
Bang the Table	Colantuono, Highsmith & Whatley	Renne Public Law Group
Bay Area Air Quality Management District	Governor's Office of Emergency Services	Richards Watson Gershon
Best Best & Krieger, LLP	Governor's Office of Planning & Research	San Joaquin Council of Governments
Burke, Williams & Sorensen	Grantmakers Concerned with Immigrants & Refugees	San Joaquin Valley Air Pollution Control District
California Community Colleges Chancellor's Office	Grove Foundation	SoCalGas
California Department of Housing & Community Development	Hanson Bridgett	Southern California Edison
California Strategic Growth Council	HdL Companies	Tahoe Transportation District
City of Gonzalez	Kronick Moskovitz Tiedemann & Girard	The California Endowment
City of San Clemente	Liebert Cassidy Whitmore	The Empowerment Institute
City of San Diego	Listos California	Tripepi Smith
City of Santa Rosa	National League of Cities	UC Davis Institute for Transportation Studies
		Zellerbach Family Foundation

Thank you to our partners and funders for their continued support!



About the Institute for Local Government

ILG is the non-profit training and education affiliate of the League of California Cities, the California State Association of Counties and the California Special Districts Association.



**California Special
Districts Association**
Districts Stronger Together

ILG is committed to empowering and educating public servants by delivering real-world expertise that helps them navigate complex issues, increase their capacity and build trust in their communities.

All our work is guided by our core values of **collaboration, service, commitment, equity, inclusion** and **trust**. Our resources have centered on our four key pillars to ensure that we could expand our depth of knowledge and help local agencies build the necessary internal capacity to meet the moment. ILG provides cities, counties and special districts with expertise, education and training in the following program areas:

- **Leadership and Governance**
- **Public Engagement**
- **Sustainable and Resilient Communities**
- **Workforce and Civics Education**

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Make an impact! Become an ILG Partner



At ILG, we envision a California where all local government leaders are trusted by the people they serve because of excellent leadership and the endless pursuit towards thriving and resilient communities. We are honored to partner with like-minded organizations to provide California public servants with the support and resources they need to navigate their complex and evolving leadership roles.

The ILG Partner Program provides a wonderful opportunity to demonstrate your company's commitment to good government at the local level and alignment with the importance of leadership and governance, public engagement, sustainable and resilient communities and workforce and civics education. ILG's Partner Program provides opportunities to connect with and engage local leaders and increase visibility of your organization through our website, trainings and other resources.

For more information about partnership opportunities or any of our programs or services, please contact Erica L. Manuel, CEO & Executive Director, via email at emanuel@ca-ilg.org.