League of California Cities® **2015 ANNUAL REPORT**



The wise saying "the whole is greater than the sum of its parts" applies to the 473-member League of California Cities[®].

At 118 years strong, the organization in 2015 achieved success through the combined engagement of mayors, council members, department directors and staff of our member cities, the League's regional divisions, policy committees, the League board officers and directors and the contributions of the dedicated League staff. The numbers presented in this 2015 Annual Report reflect the results of the League's strategic efforts to advocate, inform members, the public and lawmakers on issues of greatest concern to California cities, showcase best practices at the local level and educate city leaders.

► Legislative Advocacy

2.772 BILLS INTRODUCED of which, the League monitored, tracked and engaged on 1,291.

CITY OFFICIAL MEETINGS

with legislators and legislative staff arranged by League staff.

17 of 21

League-supported bills signed by Governor Jerry Brown.



combined from 8 policy committees that met MEMBERS 3 to 4 times.



146 Alumni of the League's California Civic Leadership Institute® between 2005-2015, including 17 in 2015.

164 League Members downloaded new legislative advocacy app.



▶ Legal Advocacy

friend-of-the-court briefs/letters approved for filing in California appellate courts and Attorney General; and League is petitioner on behalf of cities or provided financial support in 3 additional cases.

Information

105 of CA Cities Advocate e-newsletter issues with 8,430 subscribers and average of 37 articles/month.

139,300 visitors to www.cacities.org → 13% increase from 2014.



62,400 unique visitors to news article pages on www.cacities.org.

1,000+ subscribers to *Local News* RoundUp who receive biweekly city-focused news clips.

LEAGUE LISTSERVS 9,591 subscribers for city officials to discuss cityfocused issues.

6,700 Twitter followers with an average of 139 tweets and an average of **68,855** monthly impressions.





25 new resources from the Institute for Local

Government (ILG); 2 new resource centers (Cap-and-Trade and Recycling).



2,200 ILG resources downloaded monthly from www.ca-ilg.org.

12 issues of Western City magazine published, totaling 392 pages.

100,000 visitors to www.westerncity.com.



► Recognitions Given



3 LEGISLATORS OF THE YEAR

6 Legislators recognized with new Distinguished Legislative Leadership Award.



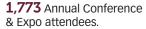
13 Helen Putnam Award-winning cities exemplifying best practices in city

innovation.

30 cities honored with Institute for Local Government Beacon Awards for sustainability efforts.



Education





273 Exhibitors at the Annual Conference. including 84 first-time exhibitors.



municipal department meetings with a total of **2,665** participants.

23 webinars on a wide range of topics with 3,514 webinar sites and 10+ participants/site.



Financial Resources for Cities

CSCDA > \$1.25 billion Issuance of tax-exempt bonds and tax credits for cities/ community nonprofits. www.cscda.org.

US Communities > 345 cities saved **\$4.2 million** using purchasing portal with group discounts on goods and services. www.uscommunities.org/lcc.

CalTrust > \$2.17 billion in pooled investment of public funds at attractive rates. www.caltrust.org.

League of California Cities®

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