

CCL Mission Statement

(Adopted June 18, 2010)

The Coalition of California LAFCOs was formed to foster collaboration among commissioners and staff and to provide an educational, legislative, technical and training resource to further the goals of the Cortese-Knox-Hertzberg Act and other priorities of interest to its members.



CCL

Coalition of California LAFCOs

12 Civic Center Plaza, Room 235, Santa Ana, CA 92701
(714) 834-2556 FAX (714) 832-2643

Annual Commissioner Summit

Monday, January 23, 2012

10:00 a.m. to 3:00 p.m.

Andrew Vanderlaan
Chair
Public Member
San Diego LAFCO

James V. Curatalo
Vice Chair
Special District Member
San Bernardino LAFCO

Peter Herzog
Secretary
City Member
Orange LAFCO

Stephen J. Tomanelli
Treasurer
Public Member
Riverside LAFCO

Carolyn Emery
Executive Officer
Orange LAFCO

George Spiliotis
Deputy Executive
Officer
Riverside LAFCO

AGENDA

1. **9:30-10:15a.m.** **Breakfast & Networking**
2. **10:15-10:30a.m.** **Welcome, Introductions, CCL History**
Andy Vanderlaan, San Diego, CCL Chair
George Spiliotis, Riverside LAFCO
3. **10:30-11:30p.m.** **Guest Speaker, Q&A**
Adam Probolsky, Probolsky Research
4. **11:30-12:30p.m.** **Lunch**
5. **12:30- 2:30p.m.** **CCL Business Meeting**
 - a. Overview of CCL By-laws, Mission Statement, Meeting Schedule (Carolyn Emery Orange LAFCO)
 - b. Legislative Update (Harry Ehrlich, San Diego LAFCO)
 - c. CALAFCO Board Update (Jerry Gladbach, Los Angeles LAFCO)
 1. Board activities
 2. Introduction of new board members
 - d. SCAG Update (Paul Novak, Los Angeles LAFCO)
 - e. LAFCO Updates
 1. Imperial
 2. Los Angeles
 3. Orange
 4. Riverside
 5. San Bernardino
 6. San Diego
 - f. CCL Educational Program (Joyce Crosthwaite, Orange LAFCO)
 1. Topic for next workshop
 2. LAFCO Boomers Mentoring Program
 - g. CCL Future Collaborative Opportunities
6. **2:30-3:00p.m.** **Wrap-up**

A BRIEF HISTORY OF THE COALITION OF CALIFORNIA LAFCOs

- September, 2006 Dues increase issue at Annual Conference San Diego. Several LAFCOs unhappy with disparity between Urban, Suburban and Rural dues.
- 2006-2008 Southern California Executive Officers continue to meet periodically to discuss issues of common concern.
- Summer Fall 2008 Informal discussion among Southern California Executive Officers regarding serious concerns with CALAFCO.
- September 2008 Meeting of Executive Officers and Commissioners at Santa Ana Train Station to discuss concerns.
- November 2008 Kathy McDonald and George Spiliotis presented a position paper to CALAFCO Board. Topics included Board restructuring, dues inequity, legislative position process and fiscal accountability /procedures/conflicts. Board restructuring was seen as the key to addressing the other issues.
- Board asked Southern California LAFCOs to examine various models of representation and report back at the Board's Strategic Retreat in February, 2009. A Board sub-committee was established to undertake a parallel effort.
- January 2009 Representatives from six LAFCOs met to discuss representation models. Decision to present to CALAFCO Board a variation of CSDA model, six regions with three representatives from each.
- February 2009 Model presented to the CALAFCO Board at its Strategic Planning Retreat in Irvine. Concept of regional representation not well received. Further discussion at Board Meeting the next day, however, did result in unanimous action as follows:
- a) Policy direction for recruitment committee to actively recruit candidates from all areas of State.
 - b) Created ad hoc committee (Gladbach, Brothers, Wilson, Salinas) to develop by-laws amendment for restructuring of Board.
- May 2009 Ad hoc Committee returned with a regional representation model and by-laws amendment – Four regions, four directors each, elected by regions. Objections to concept and to specific regions expressed by several members. Board directed committee to try again and return with different recommendation in August.
- August 2009 Committee presented a markedly different proposal. No changes to Board structure. Introduced concept of regions by establishing three regional forums each year to improve regional communication and explore opportunities for shared resources. Board approved unanimously. This was far short of what we had sought, but we supported this compromise.
- October 2009 At Yosemite Conference, input taken from membership. Little support. Negative comments from Board Members who had voted in favor of proposal just two months prior.

More significantly, at elections, the only Southern California incumbent who was up for election was defeated. A former CALAFCO Board member running for an open seat was also rejected, leaving Jerry Gladbach as the sole Southern California representative on CALAFCO Board.

- December 2009 Almost all the Southern California LAFCOs decided to limit participation in CALAFCO and announced intent to not renew membership.
- Discussion of a new organization began. Participants agreed that a new organization of Southern California LAFCOs would be beneficial as a forum to educate members, monitor legislation and strengthen regional relationships.
- January 2010 Following announcement of pending withdrawal of five LAFCOs, CALAFCO Board reevaluated its position and developed a plan to restructure the Board and election process. The proposed regional voting structure was almost identical to the plan developed by the Ad Hoc Committee and rejected by the Board in May 2009.
- Feb-May 2010 Board unanimously approved regional restructuring bylaws proposal for vote by full membership.
- The Southern California LAFCO group continued to meet and adopted the moniker Coalition of California LAFCOs (CCL). There was consensus that CCL should remain in existence regardless of the outcome of the CALAFCO restructuring proposal. Sandy Winger prepares a first draft of CCL bylaws.
- June 17, 2010 First CCL Summit at UCLA Conference Center, Lake Arrowhead. The program included formal adoption of a CCL Mission Statement, bylaws, discussion of the proposed CALAFCO restructuring proposal, a legislative update and a presentation from the Orange County Division of the LCC.
- July 2010 The CALAFCO Regional Restructuring proposal was approved by the membership by a vote of 51-2.
- October, 2010 The first regional elections were held at the CALAFCO Conference in Palm Springs.
- January 2011 CCL held a Strategic Planning meeting in north San Diego County to develop a strategy in advance of the CALAFCO Board Retreat. Stephen Tomanelli developed a website for CCL, www.C-C-L.org.
- February 2011 CALAFCO held its first Strategic Retreat with the newly restructured Board. The sometimes tense discussions ultimately resulted in unanimous decisions on how the new Board would function, including a minimum requirement for support from all regions for legislative positions.
- Ongoing Since 2010, CCL has continued to provide services of value to its members, including monitoring of legislation, positions on critical bills and education and training of staff members.

BY-LAWS
of the
COALITION OF CALIFORNIA
LOCAL AGENCY FORMATION COMMISSIONS
(CCL)
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Chapter II

MEMBERSHIP

SECTION 4. Membership in the CCL is open to any of the 58 LAFCOs in the State of California. Membership shall be considered and approved by the Board at a regular meeting.

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MEETINGS**

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**CHAPTER IV
ELECTION, POWERS, AND DUTIES OF THE CHAIR
AND VICE-CHAIRS, CONDUCT OF MEETINGS**

SECTION 10. The CCL Board shall consist of one Commissioner and an alternate from each County. The alternate, as designated by the Commission, can be a staff member or other Commissioner as designated by the Commission who shall vote

in the absence of the regular Commissioner. The Board of Directors shall be presided over by a Chair, a Vice-Chair, a Secretary and Treasurer to be elected by the Board.

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Chapter V

EXPENSES OF THE CCL

Section 21. Expense statements shall be presented to the Board quarterly for approval and apportionment to member agencies for payment.

CHAPTER VI

RULES AND REGULATIONS

(TO BE DEVELOPED)



CCL Coalition of California LAFCOs

12 Civic Center Plaza, Room 235, Santa Ana, CA 92701
(714) 834-2556 FAX (714) 832-2643

Coalition of California LAFCOs (CCL) Board of Directors Meeting

Monday, September 26, 2011
Santa Ana Train Station
Santa Ana, CA

ACTION AND DISCUSSION SUMMARY

Attendees: Imperial (Jurg Heuberger); Los Angeles (June Savala); Orange (Carolyn Emery, Joe Serrano, Cheryl Benjamin-Carter); Riverside (Stephen Tomanelli, George Spiliotis); San Bernardino (Jim Curatalo, Kathy McDonald); San Diego (Andy Vanderlaan, Mike Ott, Harry Ehrlich, **arrived at 11:10 a.m.**).

1. Call to Order

a. Call to Order

The CCL meeting was opened by Vice Chairman Curatalo. There was not a quorum pursuant to Chapter IV, Sec. 13 of CCL's bylaws at the opening of the meeting. Voting members from Orange, Los Angeles, and San Diego LAFCOs were absent. Vice Chairman Curatalo called for agenda items 4a. & b. and 7.

2. Member Updates

- a. 2011 CALAFCO Board Nomination Results & Conference: Vice Chairman Curatalo and Carolyn Emery announced the newly seated CALAFCO Board members for southern region, Pat Bates (County-Orange) and Jerry Gladbach (Special District-Los Angeles). Vice Chairman Curatalo stated that the nomination process followed by CCL has created a seamless process for our region. Other CCL members provided positive feedback and additional details on nominations within other regions.
- b. CCL Education Program: Carolyn Emery provided an update on the upcoming Education Programs -- Prezi Training (by webinar), "LAFCO Boomers" Mentoring Program, and Project Management Software Training. She added that the mentoring program workshops will be led by various CCL members. Additional information will be forthcoming. Kathy McDonald requested more information on the project management item. She stated that San Bernardino currently contract with the County for IT services and would like more information on potential and related restrictions related to using like programs and software.

3. SCAG Update

June Savala indicated that Los Angeles staff, Sera Wirth, has not been able to attend SCAG meetings due to office workload. She will check with EO Paul Novak to see if Los Angeles can continue this commitment and report back to CCL EO. CCL members suggested designating an alternate for this commitment and discussing at next CCL meeting. Carolyn Emery will confirm the dates for upcoming SCAG meetings.

Harry Ehrlich, Mike Ott and Andy Vanderlaan arrived at 11:10am. A quorum pursuant to Chapter IV, Sec. 13 of CCL's bylaws was achieved with a majority voting members present: Voting members and representatives from Imperial, Riverside, San Bernardino, and San Diego LAFCOs were in attendance. Imperial (Jurg Heuberger, alt. member); Riverside (Stephen Tomanelli, regular member); San Bernardino (Jim Curatalo, regular member); and San Diego (Andy Vanderlaan, regular member).

Vice Chairman Curatalo reviewed agenda items discussed and turned meeting over to Chairman Vanderlaan. The CCL group continued balance of agenda.

4. Meeting Summary: June 20, 2011

ACTION: The meeting summary was unanimously approved with all members present voting Aye. The motion for approval was made by Jim Curatalo, and seconded by Stephen Tomanelli.

VOTES: Imperial, Riverside, San Bernardino, San Diego LAFCOs. (Orange and Los Angeles LAFCO voting members were absent).

5. Recommended Agenda Revisions: Chair Andy Vanderlaan requested that a discussion of the Legislative Analyst's Office (LAO) report regarding special districts be added to the agenda.

ACTION: Agenda revision was unanimously approved with all members present voting Aye. The motion for approval was made by Stephen Tomanelli, and seconded by Jurg Heuberger.

VOTES: Imperial, Riverside, San Bernardino, San Diego LAFCOs. (Orange and Los Angeles LAFCO voting members were absent).

6. CCL Member / Staff Announcements: June Savala announced that she is heading the coordination of CALAFCO University courses over the next year. She asked that any suggestions on session topics be forwarded to her. June added that the next session will be held in the southern region and additional information will be provided at a later time. June also provided a brief update on the move of the Los Angeles office from Glendale to Pasadena.

Carolyn Emery announced that Orange LAFCO has been asked to chair the program committee for the next staff workshop in April 2012. She asked that any ideas be forwarded on to Joyce or Ben. Carolyn Emery also informed group that Orange LAFCO has received multiple requests

from other counties to present the shared services and fiscal trends programs, which were presented at the annual conference in Napa.

7. Joint Audit Request for Proposals (RFP): Carolyn Emery reminded the group that the joint agreement for auditing services with Lance, Soll, and Lunghard is in its final contract year and that CCL will engage in an RFP process for new auditor. Jurg Heuberger noted that Imperial LAFCO has one more year with current auditing firm and would like to be included in the process beginning the second year. Mike Ott stated that San Diego LAFCO will be conducting a separate RFP process and will not participate in the joint RFP process. The CCL group agreed to begin the RFP process in January 2012.
8. 2011 Legislative Report: Harry Ehrlich summarized current legislation and future legislative proposals. Signed legislation AB 912, AB 1430; AB 46 & AB 781 unsure if 2-year bills; Upcoming legislation involving 56133 and protest provisions; Update and extensive discussion on SB 244; CCL group discussed sending veto letter to Governor and Harry provided insight on opposing and requesting veto on bills; CCL group directed Harry to send letter requesting veto of SB 244 to Governor; CCL members indicated that Chair Vanderlaan should sign the letter; Harry will copy Bill Chiat on letter sent to the Governor.

Kathy McDonald and Mike Ott discussed the momentum of CA Forward and the likelihood of ballot propositions from the group in 2012.

Jurg Heuberger (Imperial) departed at 11:50am and lost quorum.

9. LAO Update: Mike Ott provided an overview of meeting with LAO's staff and the upcoming LAO report. It appears that the focus of the LAO report will cover special district services and operations, and the election process and accountability. Mike added that during meeting his staff discussed LAFCO's role, MSRs and budgeting process relating to special districts. Kathy McDonald noted that San Bernardino LAFCO staff had also met with LAO staff and discussed the accountability and other issues related to special districts. The report is expected to be available next month.
10. Future CCL Meetings

Carolyn Emery suggested continuing of CCL meetings quarterly and noted the suggestion on the agenda for a goal-setting meeting. She added that this meeting would be calendared as one of the CCL quarterly meetings but could be extended to allow discussions and more interaction of Commissioners and staff. The CCL group approved and set the annual goal setting meeting for Monday, January 23, 2012, 10am to 3pm in Santa Ana. Carolyn Emery will work with the CCL Chair and Deputy EO on the agenda. Meeting costs for January will be shared among CCL members. The CCL group also approved (tentatively) the quarterly meeting for Monday, April 23, 2012 in Imperial County. Deputy EO George Spiliotis will confirm with Jurg Heuberger.

11. Closing Comments: CCL members gave positive feedback on session presented by Joe Serrano and Ben Legbandt at annual conference. Stephen Tomanelli recommended that interactive sessions be considered for the staff workshop. Chair Andy Vanderlaan requested discussions on CA Forward and update on the LAO report at the next CCL meeting.
12. Adjournment: The September 26, 2011 CCL meeting was adjourned at 12:35pm to January 23, 2012. Chairman Vanderlaan thanked Orange LAFCO for hosting the meeting and Riverside LAFCO for funding meeting-related costs.

ADAM D. PROBOLSKY

Adam Probolsky is chairman and CEO of Probolsky Research LLC; a full service opinion research and strategy firm specializing in public policy and working on behalf of corporate, government, special interest, media and political clients.

Mr. Probolsky regularly conducts public polling in partnership with notable media organizations such as investigative news outlet VoiceofOC.org, LBPost.com and Capitol Weekly.

He has acted as pollster and strategic advisor on matters of public policy, legislation and elections to hundreds of public agencies, local, county and statewide initiatives and political campaigns from school board to U.S. Senate.

Probolsky's firm has a sizable government policy practice with over 100 public agencies throughout the state. He advises counties, cities and special districts on issues ranging from annexation and taxation to rate structures and customer service.

Probolsky was both a planning and finance commissioner for the city of Irvine where he oversaw and approved billions of dollars in development and public infrastructure projects. As a past chairman of the Irvine Valley College Foundation, he has overseen the fundraising and the award of hundreds of thousands of dollars in scholarships to students and funding for college police. He was also a member of the Orange County Waste & Recycling Commission where he oversaw landfills, recycling programs, waste hauling companies and power generating facilities. As a member of the Orange County Transportation Authority's Environmental Mitigation and Oversight Committee, he presently oversees the expenditure of over \$175 million dollars in public transportation funds.

Probolsky has been published and quoted numerous times in publications such as the New York Times, Riverside Press Enterprise, the Orange County Register, National Review Online, Los Angeles Times and Capitol Weekly. Additionally, he is a regular panelist on news and public affairs television programs including the KTLA Channel 5 Morning Show and Inside SoCal on PBS SoCal. Probolsky also writes a weekly column for the Orange County Register.

He previously served as a board member and development committee chairman for Jewish Family Service of Orange County, a non-profit organization that serves families in need, and volunteered for nearly eight years with the Orange County Sheriff's Department as a spokesperson.

Probolsky formerly served as a member of the Policy Committee on Energy and the Environment of the United States Chamber of Commerce.

Regarded as a quotable source, Probolsky is known for asserting, "There is no such thing as a conflict of interest in politics."

A New Jersey native, Mr. Probolsky has lived in Irvine, California for over twenty years. He and his wife Desiree enjoy hiking and traveling.

Adam D. Probolsky, Chairman & CEO
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Coalition of California LAFCO's (CCL)

Legislative Program Outline

Proposed for Adoption January 23, 2012 as Revised

Objective: Establish a framework for the members of the Coalition of California LAFCO's (CCL) to monitor and respond to legislative issues that impact the purpose and mission of LAFCOs.

Background The general approach and procedures below were adopted by representatives of the CCL member LAFCOs in January 2010, prior to the formal establishment of CCL and its bylaws. They have acted as a guide since that time. Formal ratification by the CCL Board is requested on January 23, 2012.

Approach: The six members of CCL have vested interests in legislative issues and proposals due to the potential impact on LAFCO authority, policy and process. While each member of CCL is capable and able to monitor, track, propose and influence legislation at the local and state level, it is anticipated that a coordinated effort by the six agencies would be beneficial plus increase cooperation and effectiveness.

Proposed Procedures:

1. Maintain communication concerning and knowledge of legislative activities primarily at the State of California level in the Legislature, local legislators' staff, the Governor's Office and with local government offices. Establish and support interaction as may be deemed needed with legislators and their staff. CCL is **not** established to be a lobbying organization.
2. Monitor activities, identify proposed legislation, and track the progress of those bills or regulations that may have a positive or negative impact upon members of the CCL relating to the Cortese-Knox-Hertzberg Act plus other codes and regulations affecting LAFCO activities.
3. Report activities as needed to CCL legislative liaisons and representatives on proposed bills and their impacts to CCL members. Provide these reports in summary form utilizing either/both the Leginfo or CapitolTrack systems for ease of reporting. Email is the customary method of report distribution and communication.
4. Establish and maintain communication as needed with other organizations potentially involved with the CKH including but not limited to CSDA, League of Cities, CSAC, CASA and CALAFCO. Request those organizations to include liaison and interaction with CCL on legislative issues in their regular activities (since CCL has member agencies in each organization and mutual interests to

consider).

5. Members of the CCL will regularly communicate concerns or information on legislation to the other members in a collaborative manner. If specific legislative proposals justify a position by CCL, the Chair of the CCL will request support to take a position on the issue or bill, either in writing or verbal in nature.
6. In the event that specific legislation is of great concern to one or more member, the CCL will meet and determine if more active efforts are required on the bill and what action is to be taken.

Responsibilities: The members of the CCL will determine the method and level of effort to be allocated to the Legislative Program from time to time. Initially it is expected that volunteer services by members will provide support for this program. Members will identify and agree on persons and authority to speak for and take positions on issues for the CCL from time to time. It is anticipated that eventually a CCL Legislative Committee will be established. Until such a committee is established, the San Diego LAFCO has agreed to make Harry Ehrlich available to coordinate the CCL Legislative Program as proposed herein.

Drafted on 1-14-2010 by Harry Ehrlich
Adopted on 1-25-2010 by CCL

CCLLegdoc1232012REV

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CHAPTER VI

RULES AND REGULATIONS

(TO BE DEVELOPED)

January 23, 2012

TO: CCL Representatives

RE: Summary Notes from CALAFCO Legislative Committee Meeting
of 1/20/2012

Summary of actions from the meeting:

Matching of Expectations with Capacity – Bill Chiat shared that the association and he under contract are limited on hours, funds and effort that he can allocate to legislative activities and advocacy. He cautioned the committee on expecting to sponsor or work on more than 2-4 bills this year while requests have exceeded over 6-8 proposals. The committee affirmed that they would keep this in mind during discussions.

5. Assembly Omnibus Bill – Harry updated on the current five items that have been submitted. The Protest Provision Rewrite is also being reviewed by legislative staff and Legislative Counsel. Two other proposed items correcting disincorporation language and SB 244/District response reimbursement are being handled by legislative staff.

Committee Bills & Project Items:

- 6 a. 56133 Proposed Amendments – discussion of at least three commissions opposing or concerned with the language resulted in consensus that this will need to wait until 2012-13 legislative session. While this concept has gotten some attention of The League of Cities and CSDA, it may not have support of environmental groups.
6. b. SB244 Modification – the League of Cities is proposing to modify the code to remove GC 56375 (a)(8) that requires any annexation proposal over 10 acres to also consider contiguous territory of disadvantaged unincorporated community(s) in a separate application except under certain circumstances. They are proposing to tie this change to adding the GC 56133 amendments to allow services outside of agencies and spheres. The committee was split on how to address this. The consensus was to “Watch” the proposal and let the League float their idea and not oppose it. Bill Chiat doubts a legislator will take this issue this year.
6. c. Principal County for SOI – after discussion of concerns by districts (EBMUD) and their proposed wording, Bill Chiat was directed to work with the associations on possible wording change to allow for notice and input prior to a decision for a change of principal commission on an affected agency.
6. d. LAFCO as an eligible Agency for SGC Grants – doubtful that funds will be available but group would like to get LAFCO included in legislation for future. Bill Chiat to work with Assembly or Senate Government Committees to see if on would carry the bill to propose this.
6. e. AB912 Dissolution Authority Expansion – Assemblyman Gordon not interested in carrying this issue. He wants to see how it works as written. Committee

- recommended to move to next year for consideration.
6. f. Change of Waiver of Notice and Protest Provisions – Committee supports revised language by subcommittee and to consider for Assembly Omnibus Bill. Harry to coordinate with Bill Smith's item to be sure no conflicts.
 6. g. Revenue and Taxation Code Issues – committee recommends handling in 2013/14 Legislative Session if more interest then.
 6. h. Island Annexation Provisions & Sunset – some interest by about half of responding commissions to extend timeframe and/or increase island acreage to <300. Consider in 2012-13 legislative session.
 7. Dickinson Letter/LAO Report on Special Districts and Consolidations – Report non-impactive overall. Report draws attention to need for a searchable database of districts by county and by boundaries, etc. Issue of oversight of JPA's - there is some interest in this for those agencies providing services. Trend seems to be use to get around some LAFCO's oversight approval. Probably no action on this issue this legislative year.

Next meeting in Oakland on March 26, 2012.

Submitted by Harry Ehrlich, SDA
Director, Legislative Research
San Diego LAFCO



COALITION OF CALIFORNIA LAFCOS

ANNUAL COMMISSIONER SUMMIT

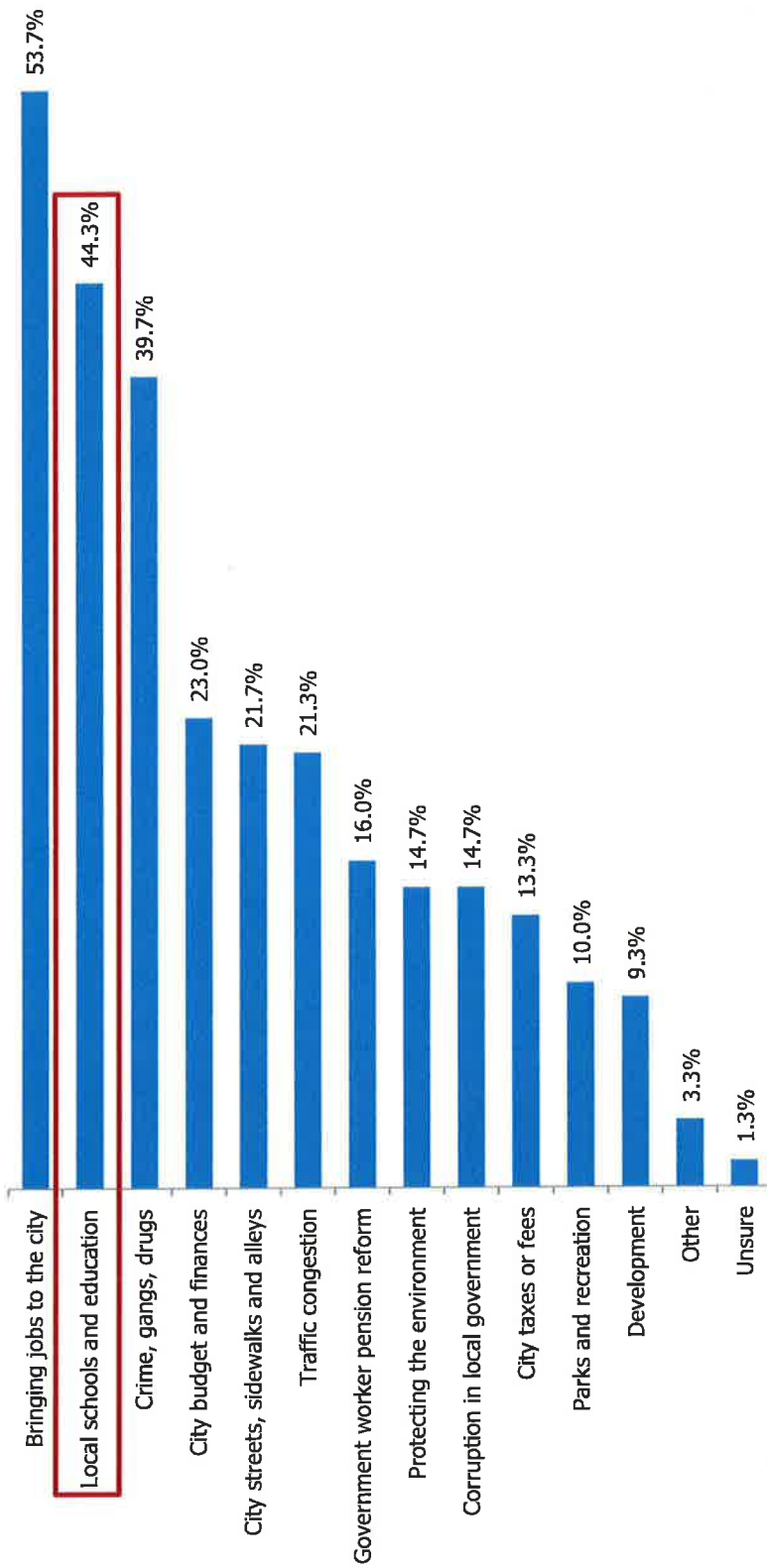
January 23, 2012



VOTER'S TOP CONCERNS

May not be all of what they want their local elected officials to prioritize

Question: Now I am going to read a list of several issues that some people say are facing the City of Riverside. Please listen to the list and then tell me which three issues should be the top priorities of your mayor and city council? Choose three.



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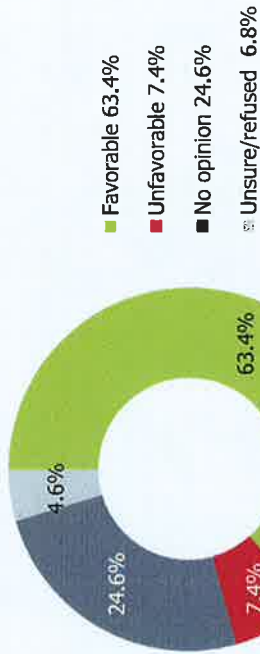
* Source: Probolsky Research Telephone Survey 2009



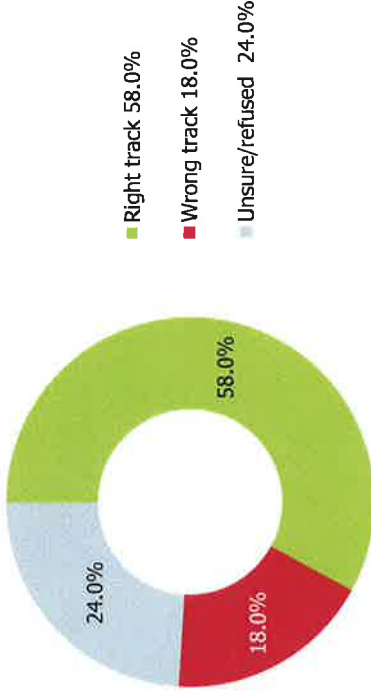
RESIDENTS GENERALLY FEEL POSITIVELY

About their communities and local government agencies

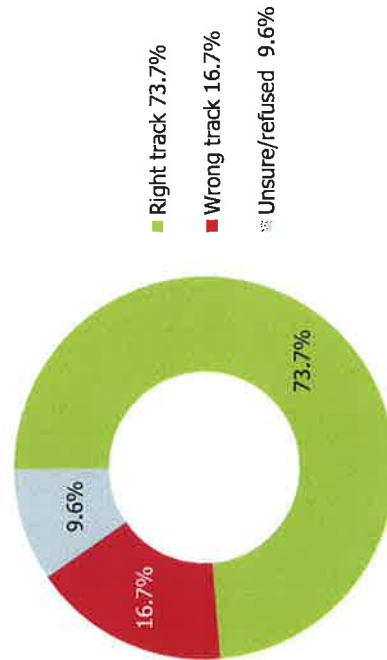
Santa Margarita Water District



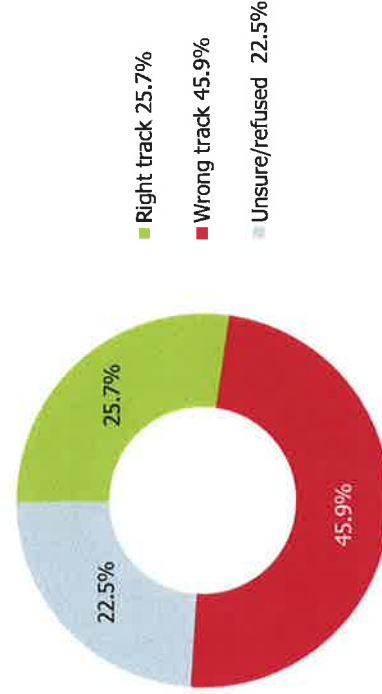
City of Huntington Beach



City of American Canyon



City of Los Angeles

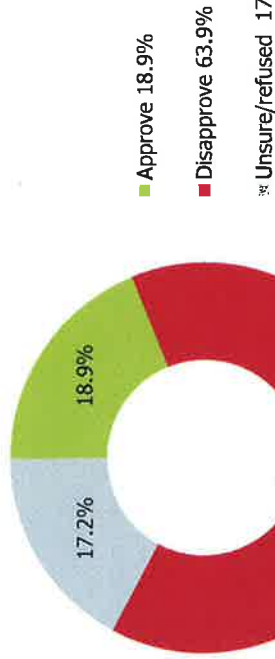


* Sources: Probolsky Research Telephone Surveys, 2011 & 2010

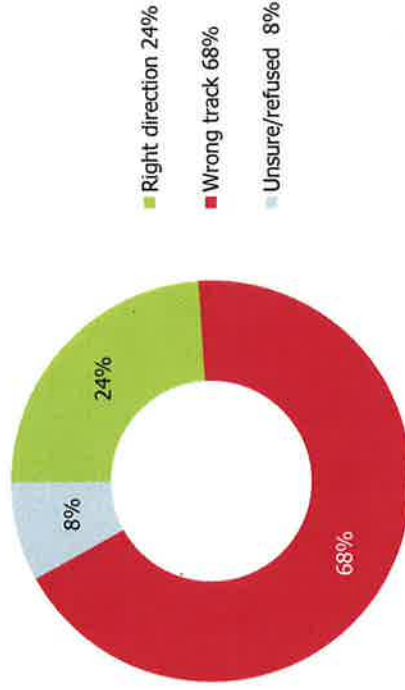
IN SHARP CONTRAST TO

How they view the state and nation

63.9% disapprove of the job the California legislature is doing



68% say the U.S. is on the wrong track



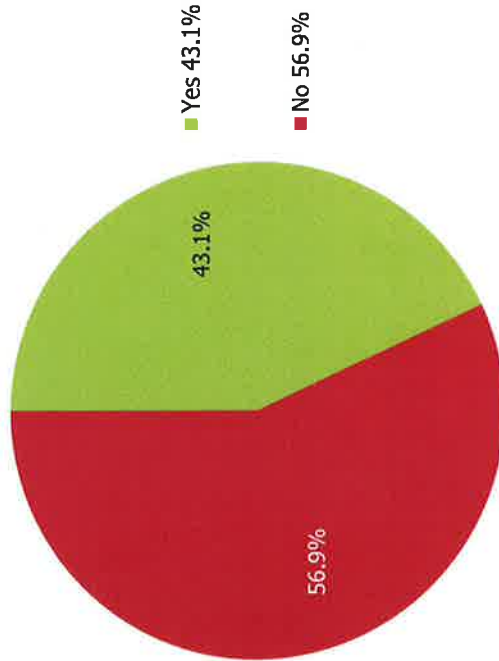
* Sources: Probolsky Research California Telephone Survey, 2011; Rasmussen 2012

WHAT IS THE IMPACT OF SOCIAL MEDIA

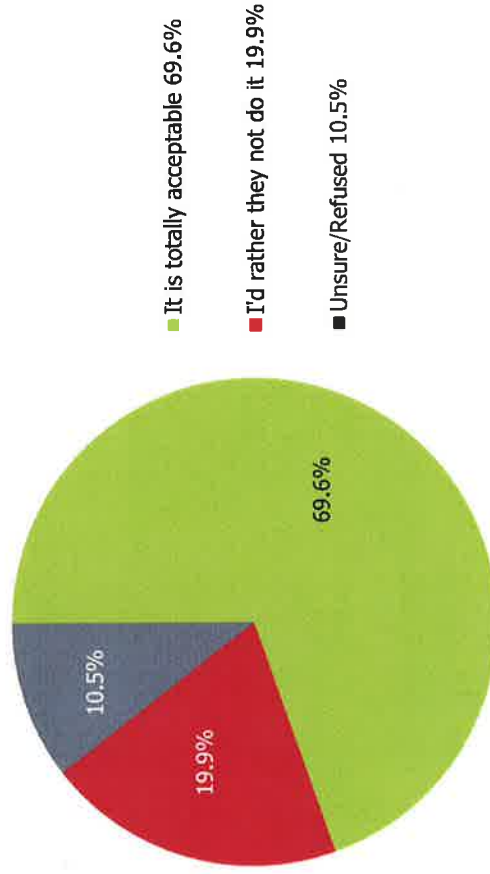
On public opinion?



Do ratepayers use social media?



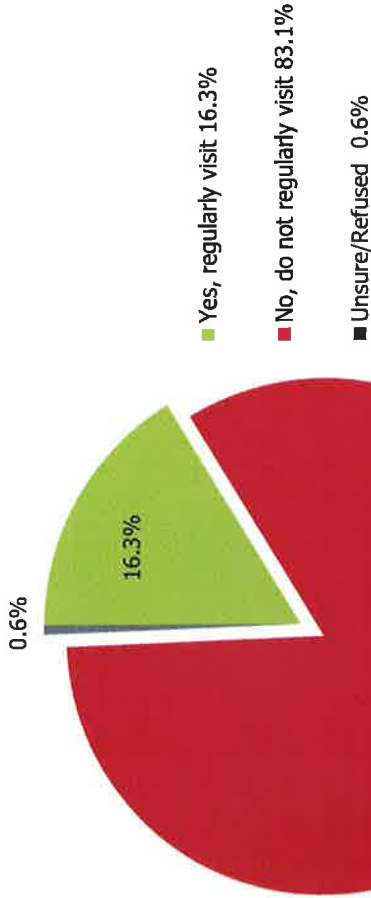
Is it acceptable for a representative from an organization that is the focus of a news story or blog post to weigh in or comment?





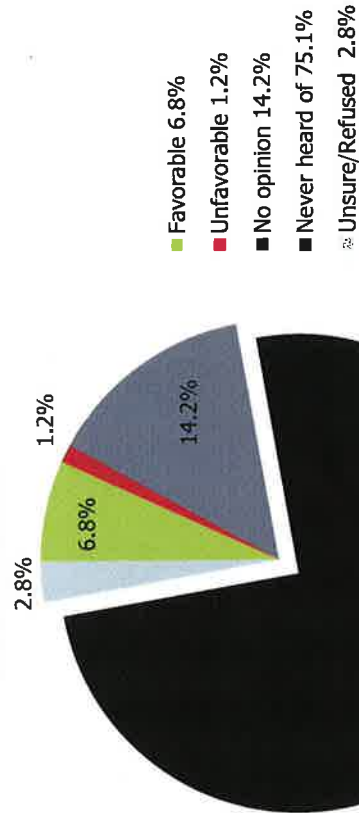
LOCAL BLOGS WIELD LITTLE INFLUENCE

83.1% do not regularly visit blogs or comments sections of newspaper websites



- Yes, regularly visit 16.3%
- No, do not regularly visit 83.1%
- Unsure/Refused 0.6%

OC Watchdog Blog is virtually unknown

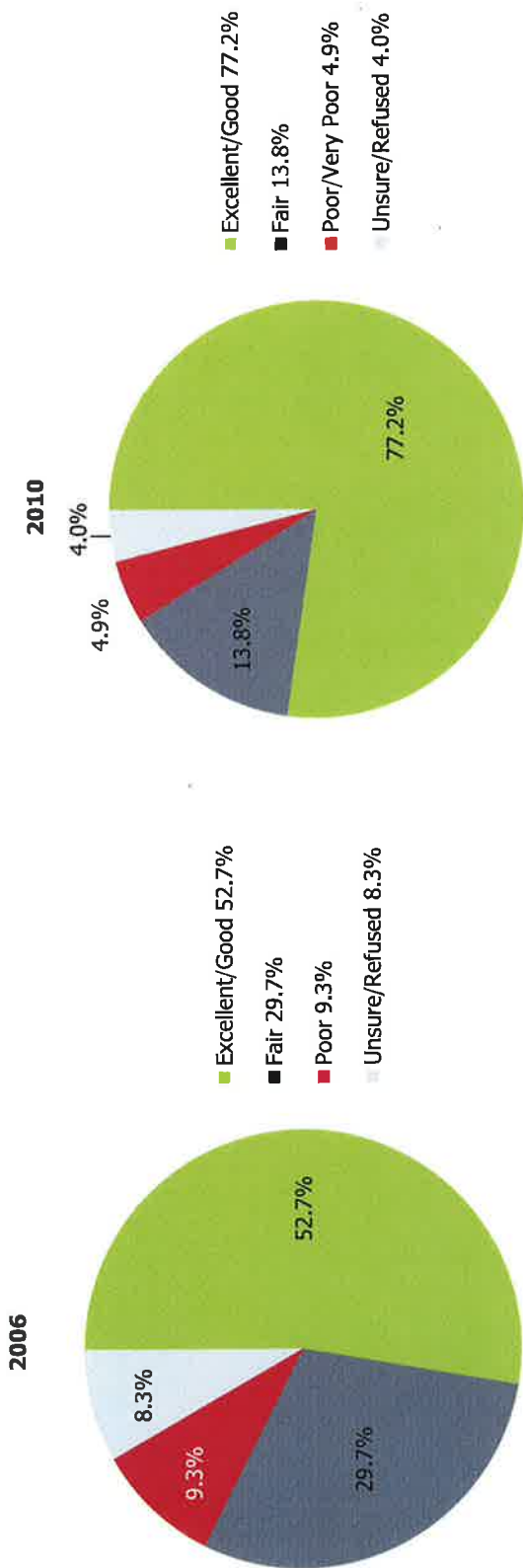


- Favorable 6.8%
- Unfavorable 1.2%
- No opinion 14.2%
- Never heard of 75.1%
- Unsure/Refused 2.8%

* Sources: Probolsky Research Telephone Survey, 2010



YOU CAN MOVE THE DIAL OVER TIME WITH THE RIGHT MESSAGING STRATEGY

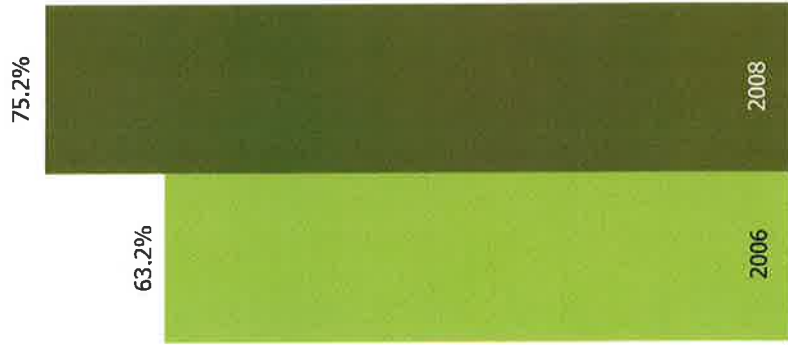


* Source: Probolsky Research telephone surveys, 2006 and 2010



GROUNDWATER REPLENISHMENT SYSTEM

Build and demonstrate lasting support even
With projects that are tough to sell



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* Source: Probolsky Research Southern California Water District Telephone Surveys, 2006 and 2008



VOTERS ARE RECEPTIVE TO RAISING LOCAL REVENUES:

75% of ballot measures to increase, revise, expand or extend local taxes, fees or bonds passed in the November 2011 California elections

PublicCEO.com
Home About PublicCEO Job Board PublicCEO Trivia Winners

VOTERS ARE RECEPTIVE TO RAISING LOCAL REVENUES

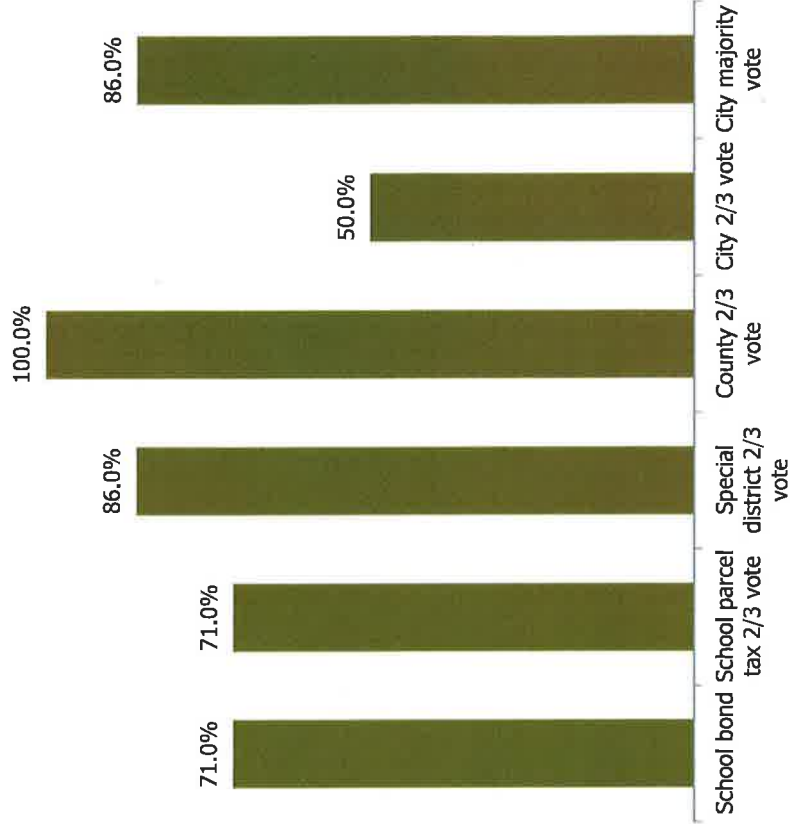
February 28th 11:19 December 2011

67% support

14% support

Americans are unhappy with state and federal government in general. The topic of taxes would seem to trigger intense voter backlash. However, cities, counties and special districts considering placing new revenue measures on the ballot in 2011 could be surprised by a receptive electorate. California receptive officials often face little election Day consequence for voting to raise them.

voters largely support local tax increases and local elected officials clearly willing to impose new taxes on themselves. Seventy-five percent of ballot measures to increase, revise, expand or extend local taxes. The November 2011 California elections. Regional revenue measures. The polls than do statewide measures. This reflects a distinction between local and statewide realities. California state government does not typically stand a significantly better chance of success at the polls than do statewide measures. This reflects a distinction between local and statewide realities. California state government does not typically stand a significantly better chance of success at the polls than do statewide measures. This reflects a distinction between local and statewide realities. California state government does not typically stand a significantly better chance of success at the polls than do statewide measures.

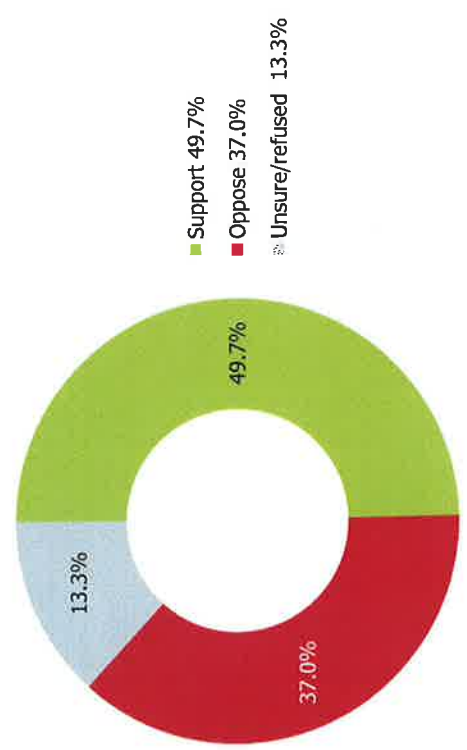




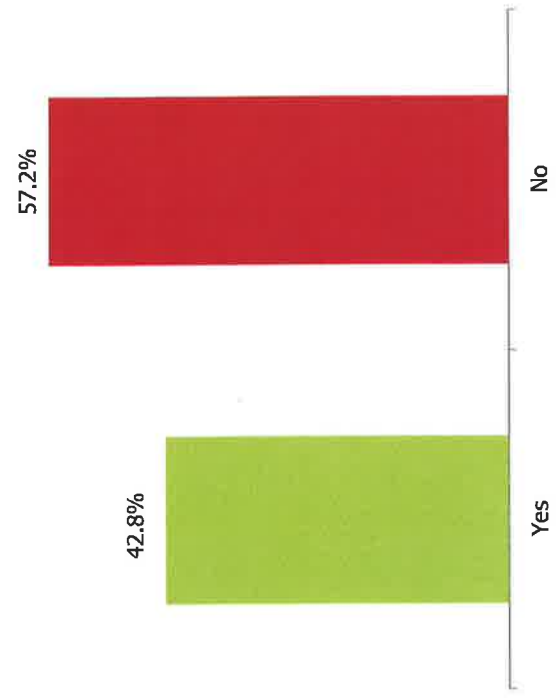
RAISING LOCAL REVENUES

Case Study: City of Perris “maintaining city service levels”

Informed **SUPPORT** for expanded parcel tax measure **below 50%**



...Measure C **failed** on Election Day (11/2009)



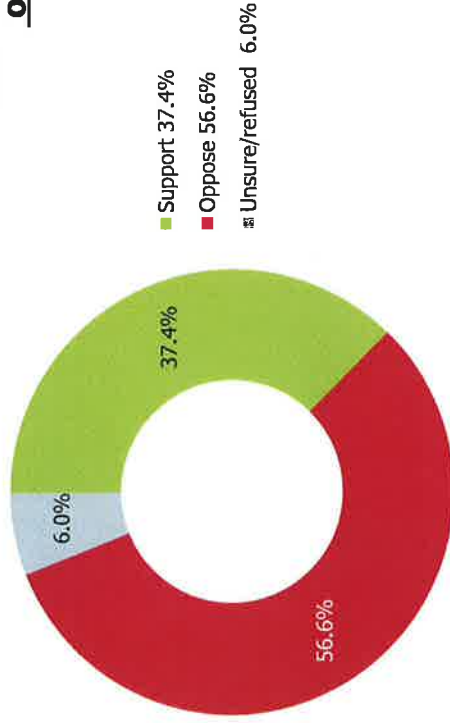
* Source: Probolsky Research telephone survey, 2009



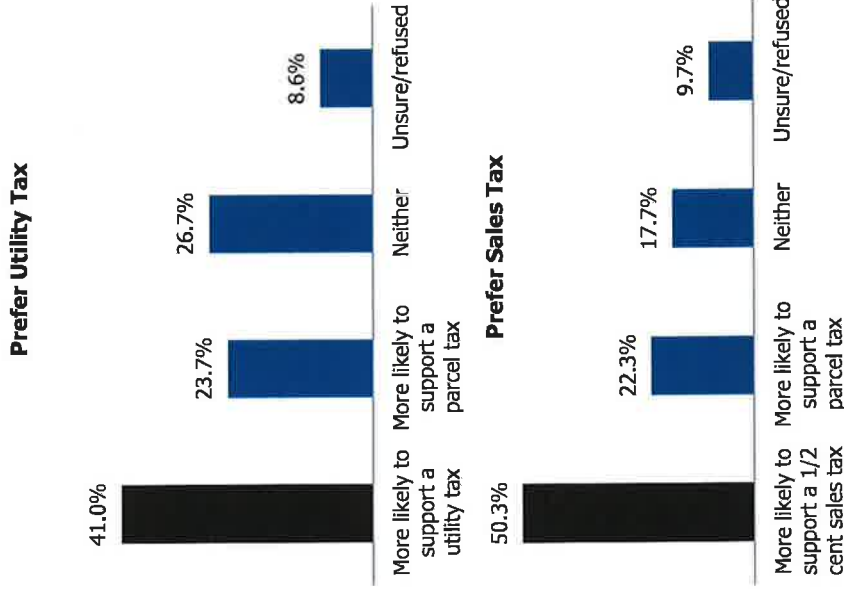
RAISING LOCAL REVENUES

Case Study: City of Garden Grove “new fire and police station”

Informed OPPOSITION for parcel tax measure over 50%



Voters prefer other options...



...Garden Grove chose NOT to put the proposed measure to ballot

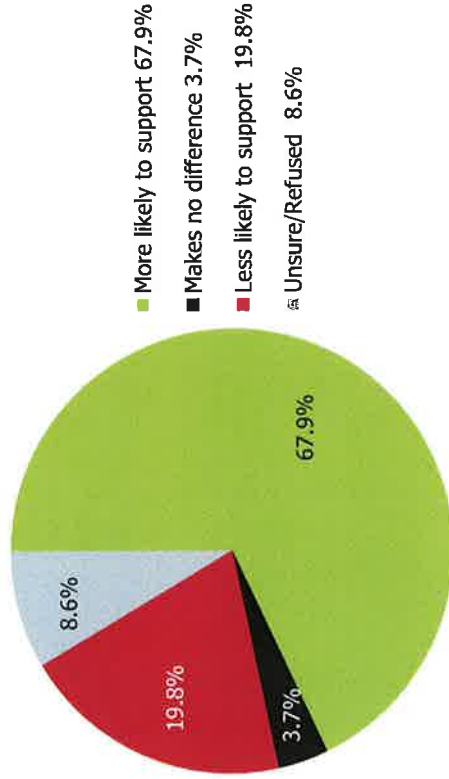
* Source: Probolsky Research telephone survey, 2009



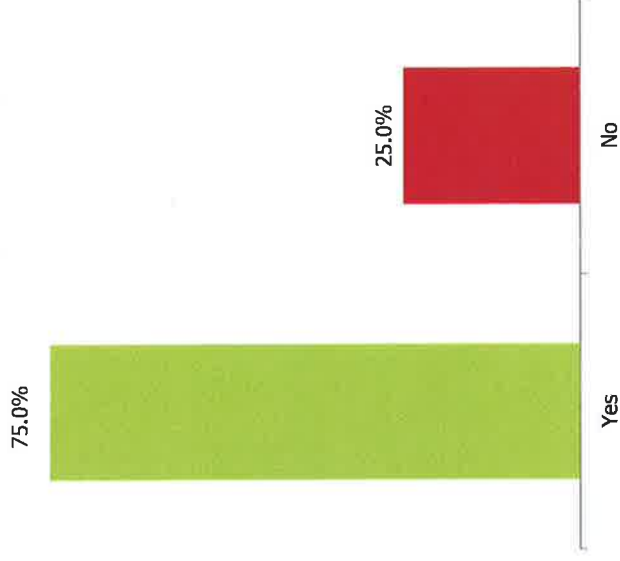
RAISING LOCAL REVENUES

Case Study: City of American Canyon "tax the card room"

Voters SUPPORTED tax on card room over a new Landscape and Lighting District



City opted for \$2 admission fee to card room... Measure F passed on Election Day (11/2010)

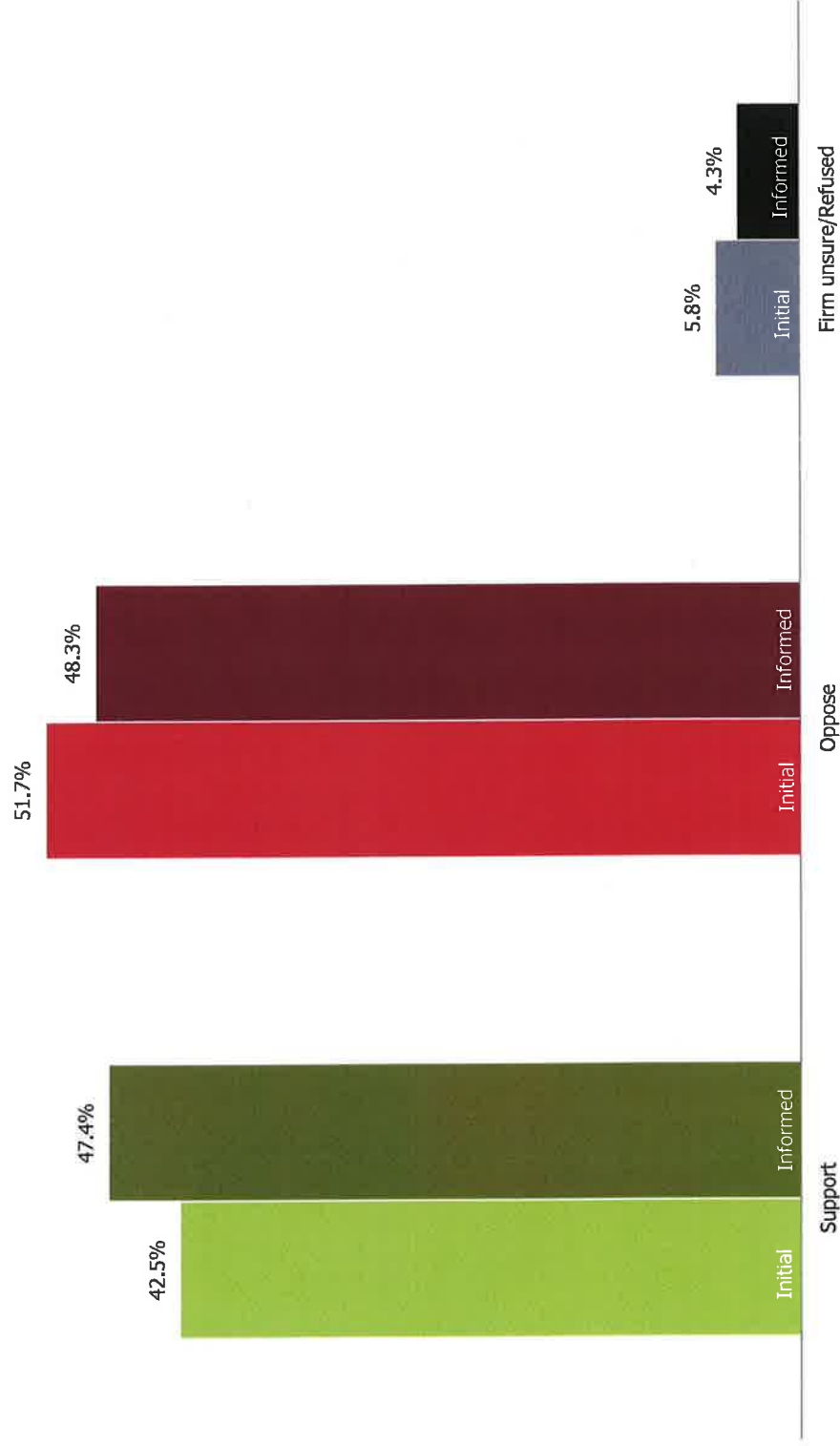


* Source: Probolsky Research telephone Survey, 2010



RAISING LOCAL REVENUES

Case Study: Santa Margarita Water District “raising rates”



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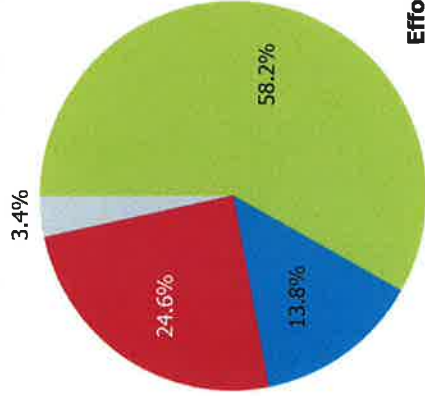
* Source: Probolsky Research telephone Survey, 2011



STRATEGIC MESSAGES

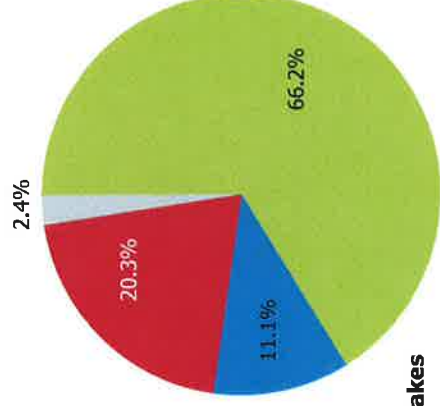
Increase ratepayer receptivity to raising rates

Investments in projects that diversify regional water supply and increase water supply reliability make 58.2% more likely to support



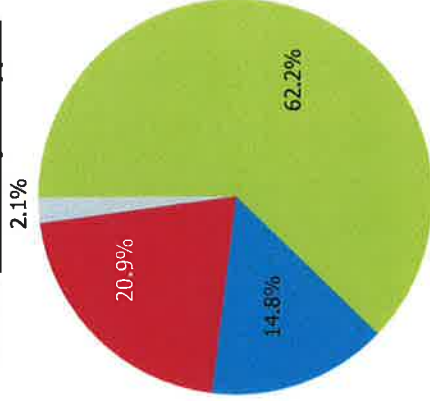
- More likely to support 58.2%
- Makes no difference 13.8%
- Less likely to support 24.6%
- ⌘ Unsure/Refused 3.4%

Prioritization of water reliability projects such as reservoirs makes 66.2% more likely to support



- More likely to support 66.2%
- Makes no difference 11.1%
- Less likely to support 20.3%
- ⌘ Unsure/Refused 2.4%

Efforts to collect and reuse recycled water makes 62.2% more likely to support



- More likely to support 62.2%
- Makes no difference 14.8%
- Less likely to support 20.9%
- ⌘ Unsure/Refused 2.1%

* Source: Probolsky Research Telephone Survey 2011

THE EVERGREEN MESSAGE

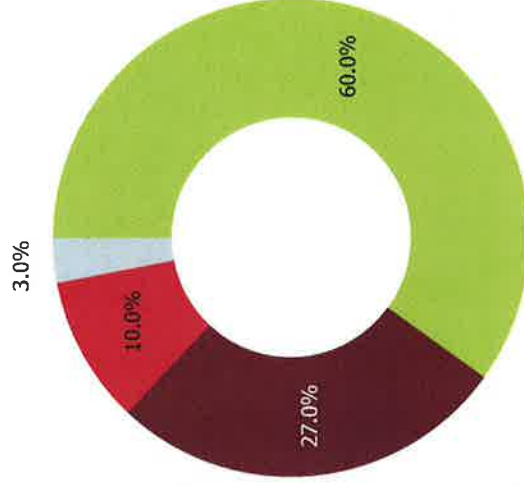
Local taxes are safe from state cash grabs

American Canyon



- Become more likely to support 52.4%
- Become less likely to support 28.6%
- Unmoved 13.6%
- ⊠ Unsure/refused 5.4%

Garden Grove



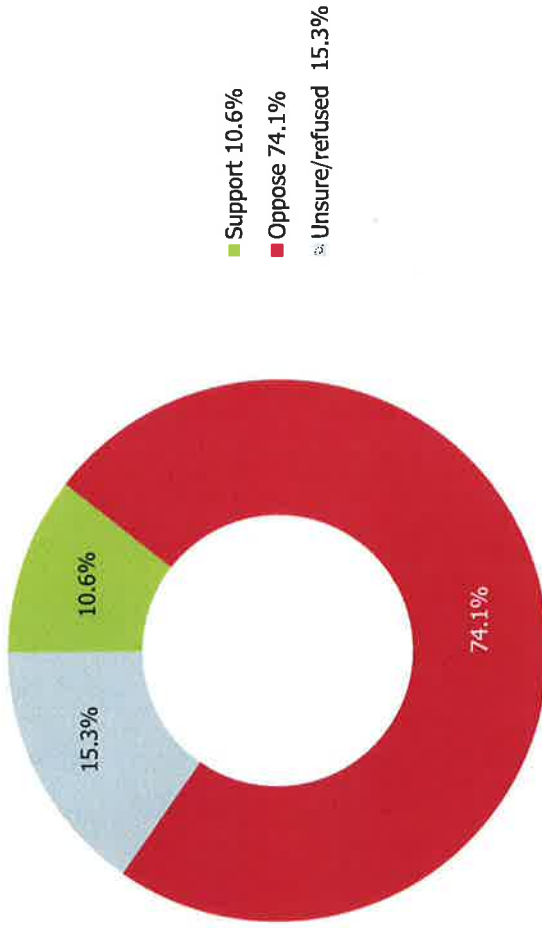
- Become more likely to support 60.0%
- Become less likely to support 27.0%
- Unmoved 10.0%
- ⊠ Unsure/refused 3.0%



CASH GRABS ARE NEVER POPULAR

With voters

74.1% oppose the Orange County Board of Supervisors taking money from water districts to fund non-water programs



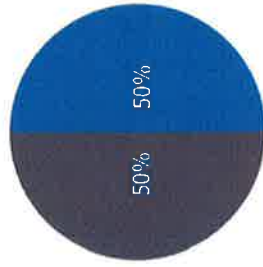
* Source: Probolsky Research Telephone Surveys 2008

ANNEXATION

Case Study: Irvine Ranch Water District voter analysis

Proxy Solicitation "No" Votes

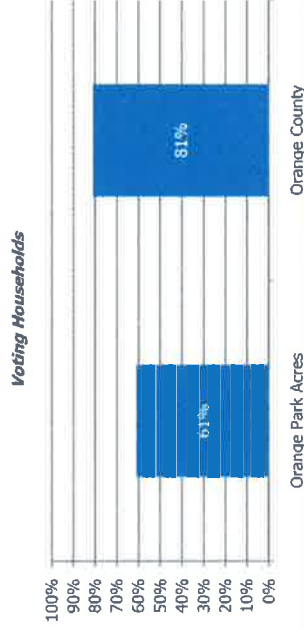
Among the eighteen (18) "No" votes on the Proxy Solicitation, one half (9) would not be eligible voters in the Bond Election:



- Qualified to vote in Bond Election: 50%
- Not qualified to vote in Bond Election: 50%

Voting Households

There are 550 metered accounts and yet there are only 337 households with voters. This means that 61% of households in the designated area have a voter registered to that address. This seems extremely low given that Orange County is second highest in California in eligible citizens registered to vote with 85.78% (1,890,794 eligible and 1,621,934 registered). This translates into an estimated 81% of Orange County households that are registered to vote. Several factors could contribute to this disparity, including that some of these homes are summer or vacation homes where the residents might be registered at another address.

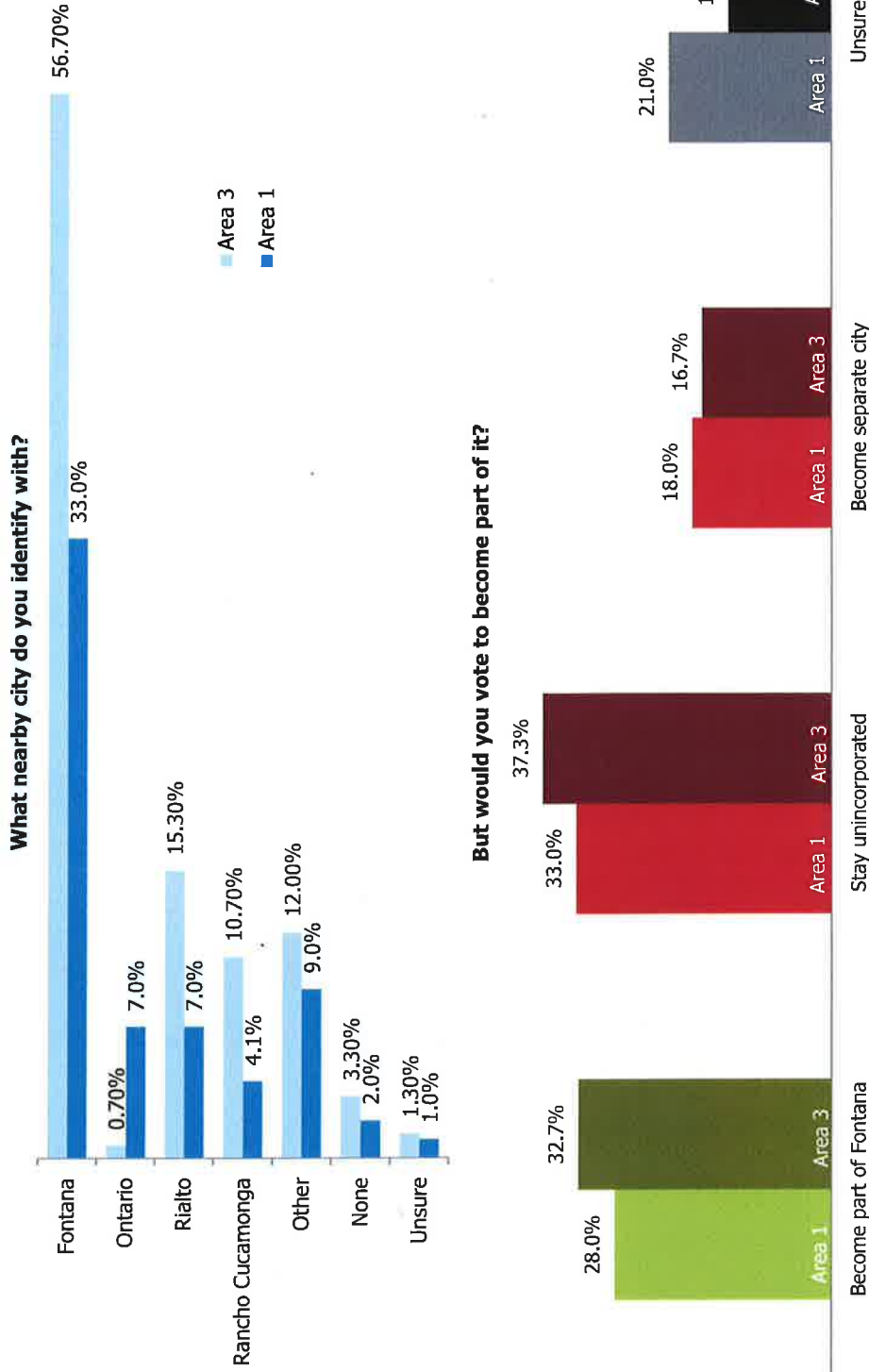


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* Source: Probolsky Research voter analysis, 2010



ANNEXATION Case Study: Fontana

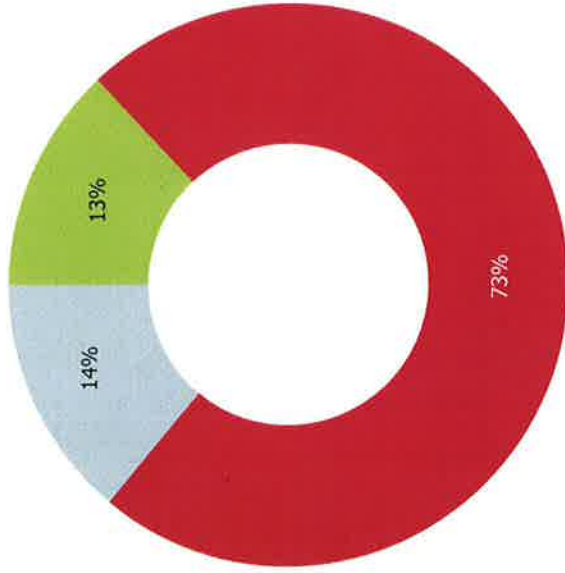


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* Source: Probolsky Research telephone survey, 2000

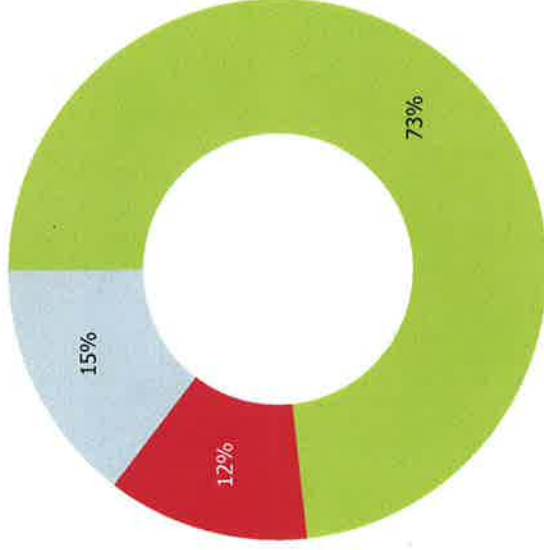
ANNEXATION Case Study: COLTON

Nearly 3/4 oppose annexation



Support 13%
Oppose 73%
Unsure/refused 14%

A near perfect correlation with those who
(inaccurately) feel they would be forced to pay a
Utility Users Tax

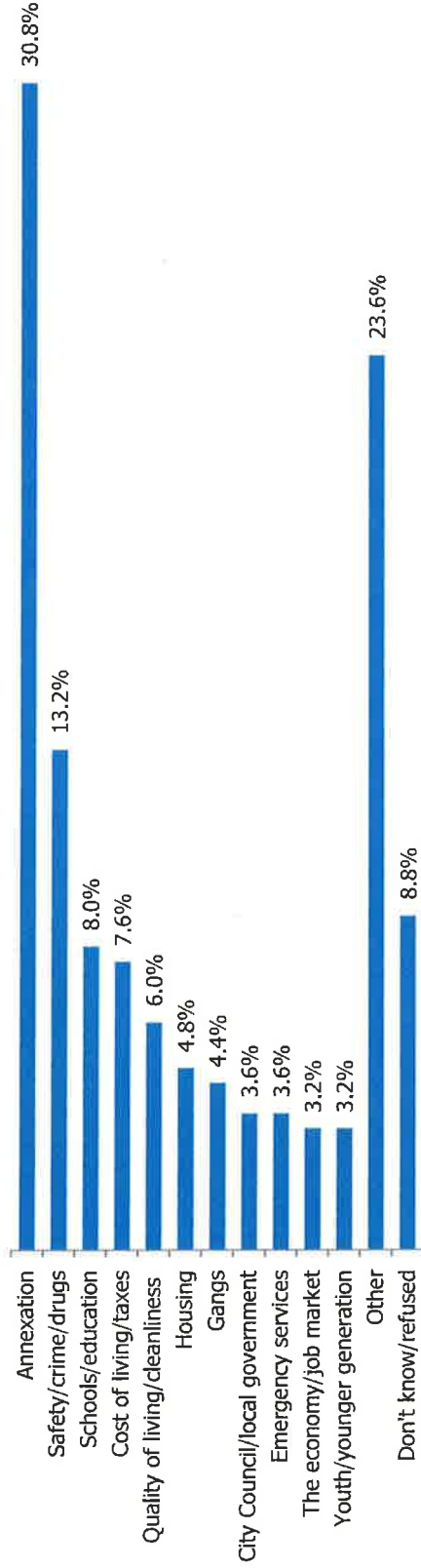


True 73%
False 12%
Unsure/refused 15%

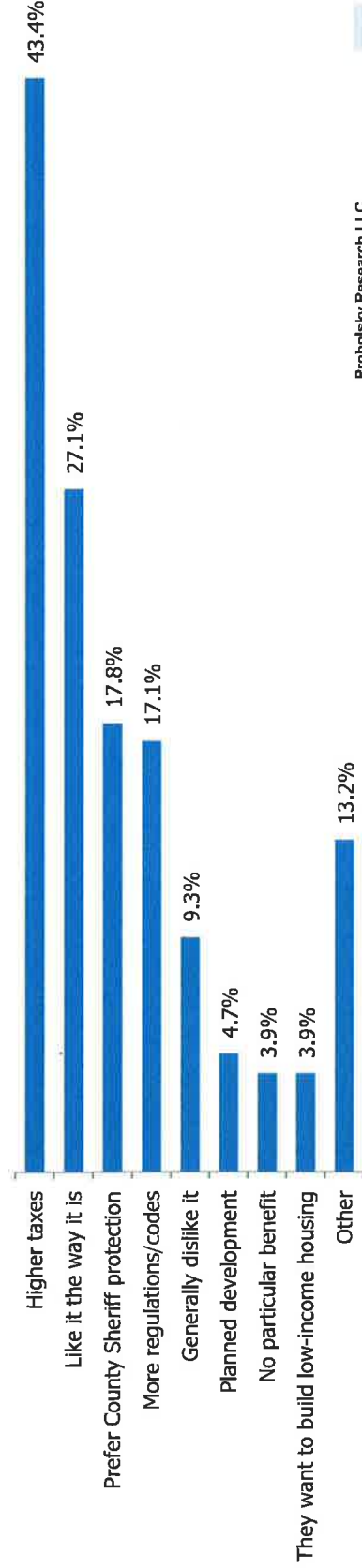
* Source: Probolsky Research telephone survey, 2007

ANNEXATION Case Study: ANAHEIM

Annexation is top of mind



Reasons for opposing

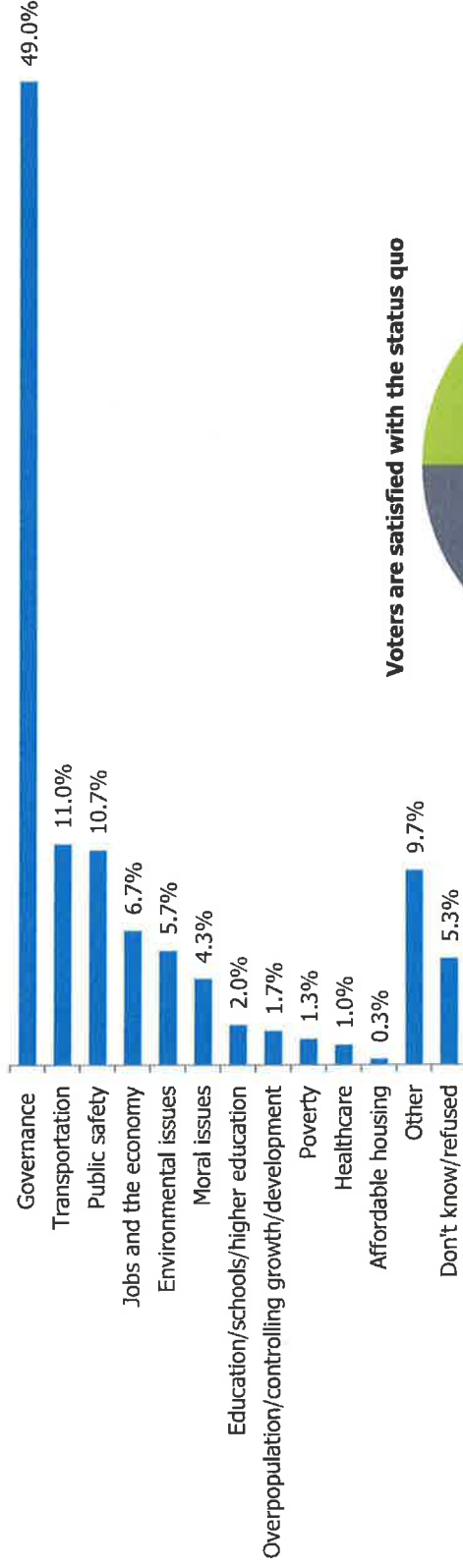


* Source: Probolsky Research telephone survey, 2005

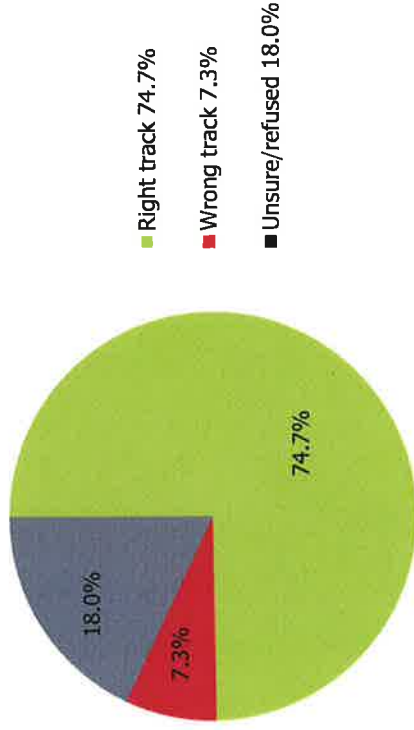
ANNEXATION

Case Study: ROSSMOOR

Annexation is top of mind



Voters are satisfied with the status quo

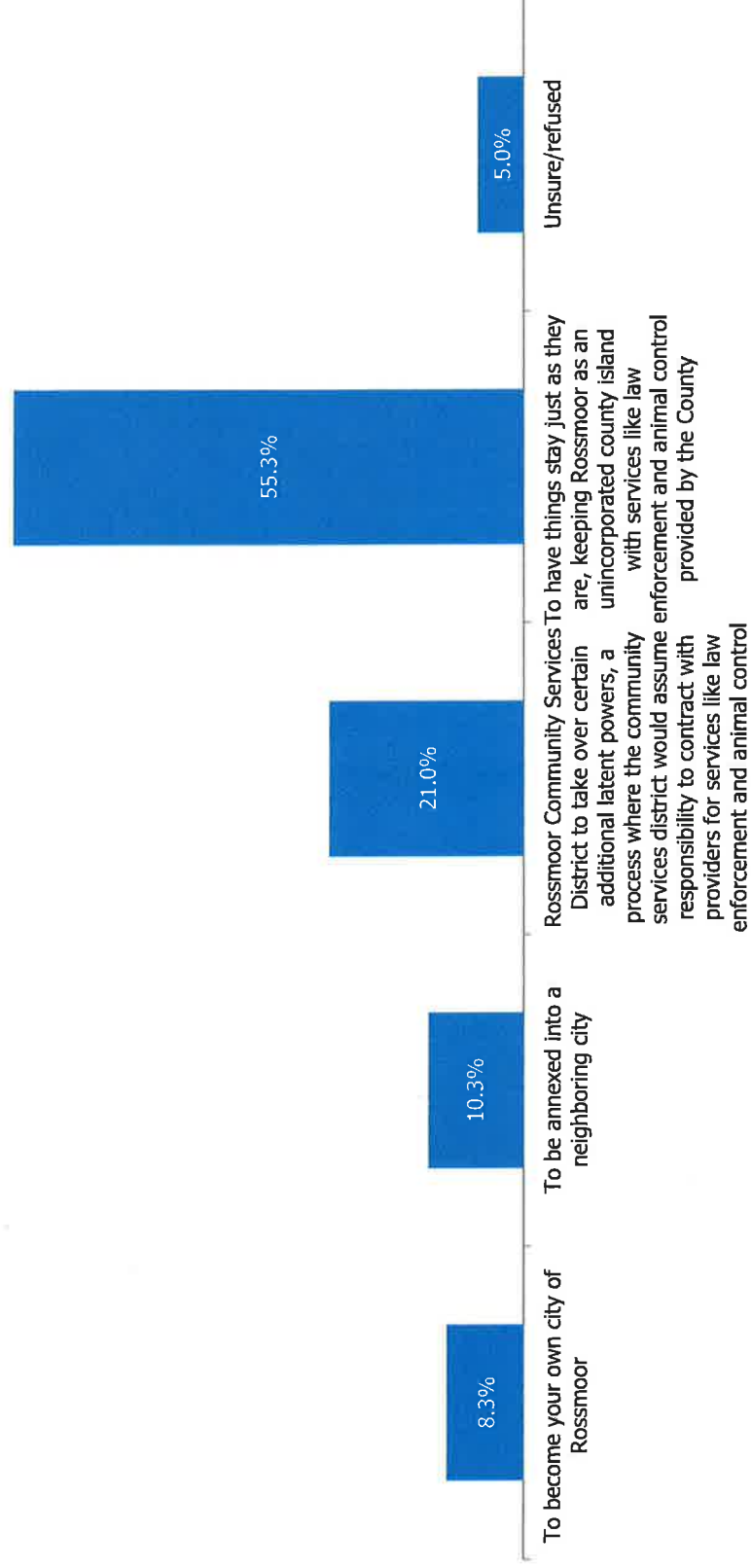


* Source: Probolsky Research telephone survey, 2011



ANNEXATION Case Study: ROSSMOOR

Voters say leave things as they are



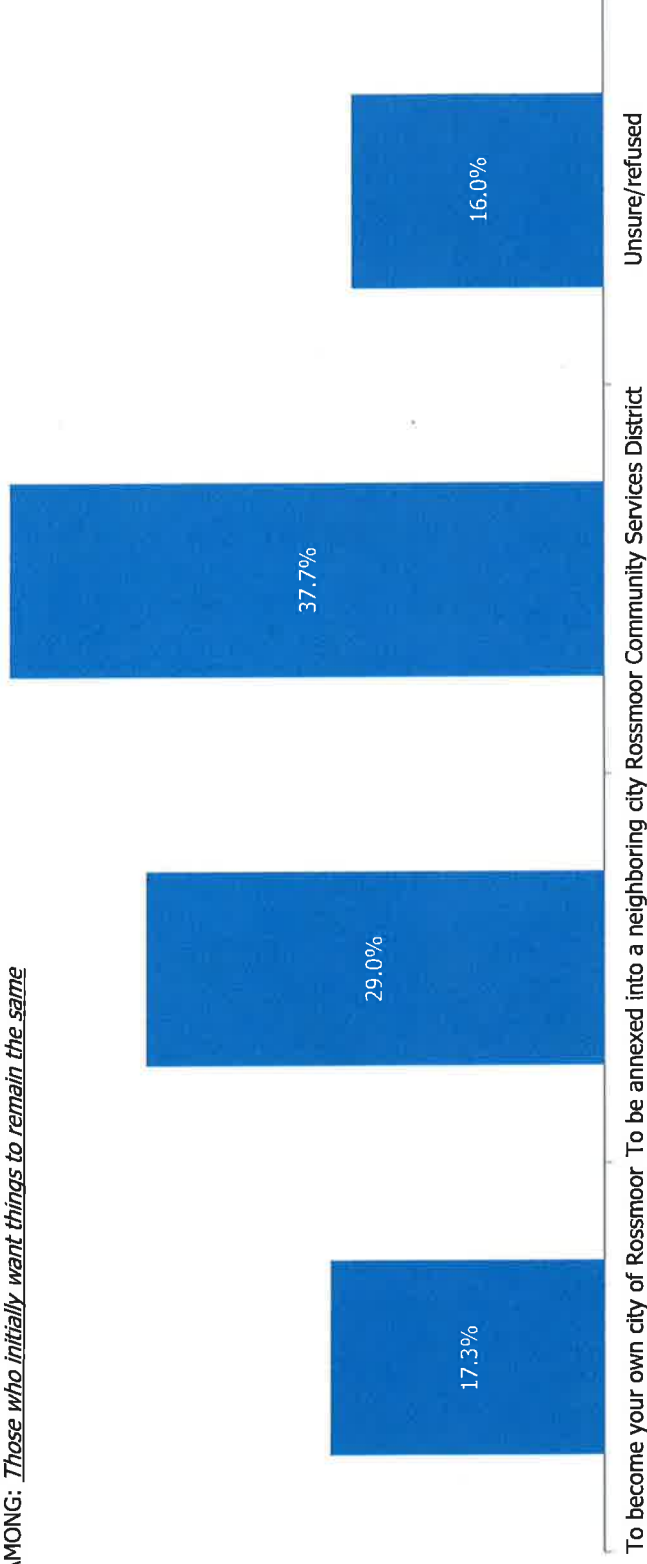
* Source: Probolsky Research telephone survey, 2011



ANNEXATION Case Study: ROSSMOOR

But those voters choose a side when they have no choice

AMONG: Those who initially want things to remain the same

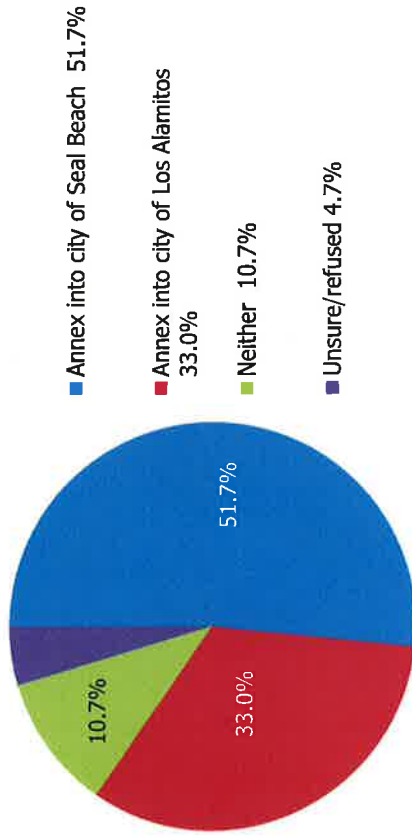


* Source: Probolsky Research telephone survey, 2011

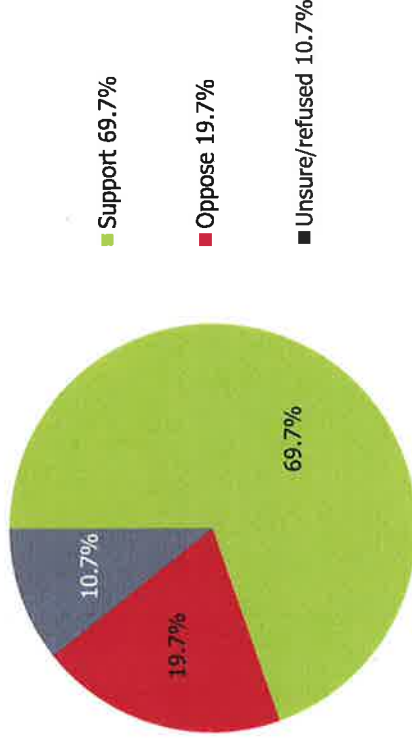
ANNEXATION

Case Study: ROSSMOOR

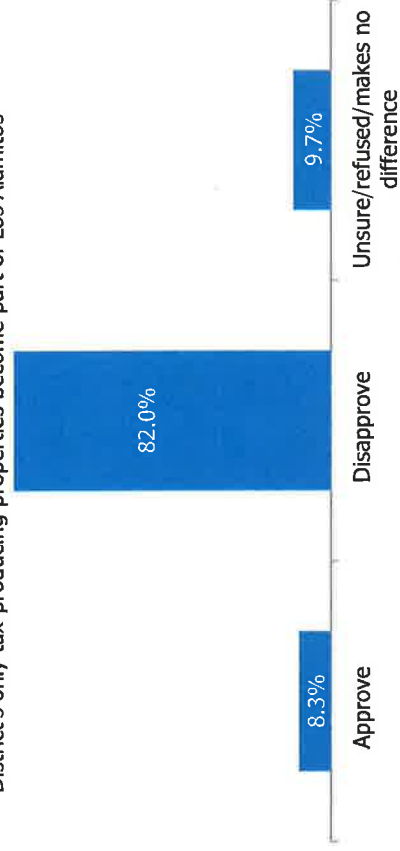
If annexation were the only choice, then voters prefer Seal Beach



If it cost residents no additional money for Rossmoor to take over latent powers...



No cash grabs! 82% disapprove of the County changing boundaries so the District's only tax-producing properties become part of Los Alamitos



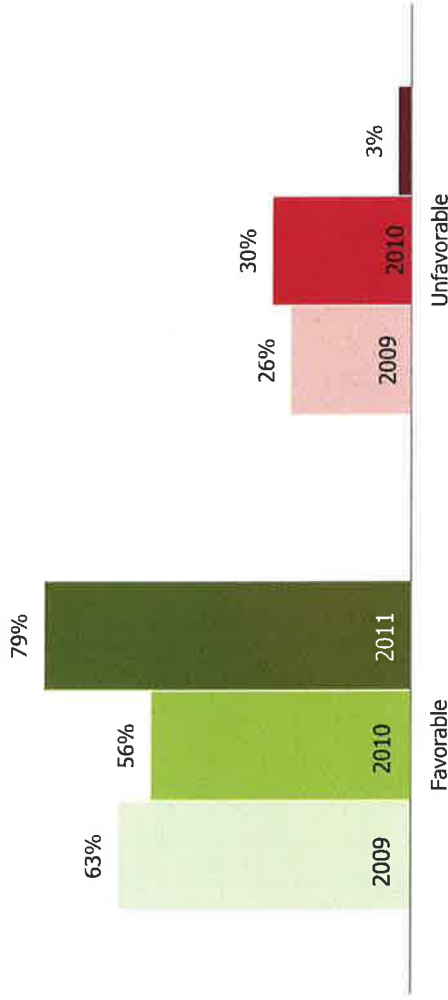
* Source: Probolsky Research telephone survey, 2011



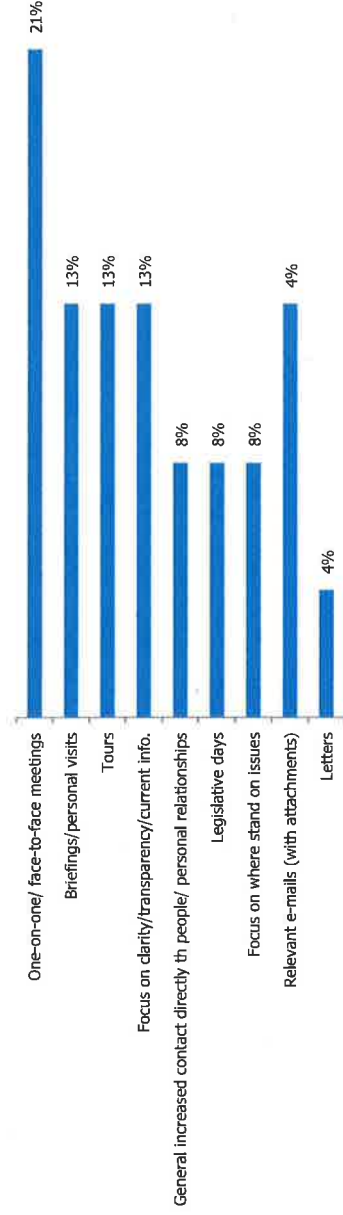
HONE YOUR COMMUNICATIONS

Reveal and measure

How are you perceived by your legislative delegation?



Most effective forms of communication



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* Source: Multiple Probolsky Research surveys, 2009, 2010, 2011

OUTSIDE EFFORTS
Can affect local governments



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Snooping, Prying, “Inspecting.”

No matter what you call it, Stanton’s new home inspection law is costly and unnecessary.

“We’re from the government and we’re here to inspect”

Stanton’s City Council voted to impose a mandatory government inspection on all homes in Stanton before they can be sold.

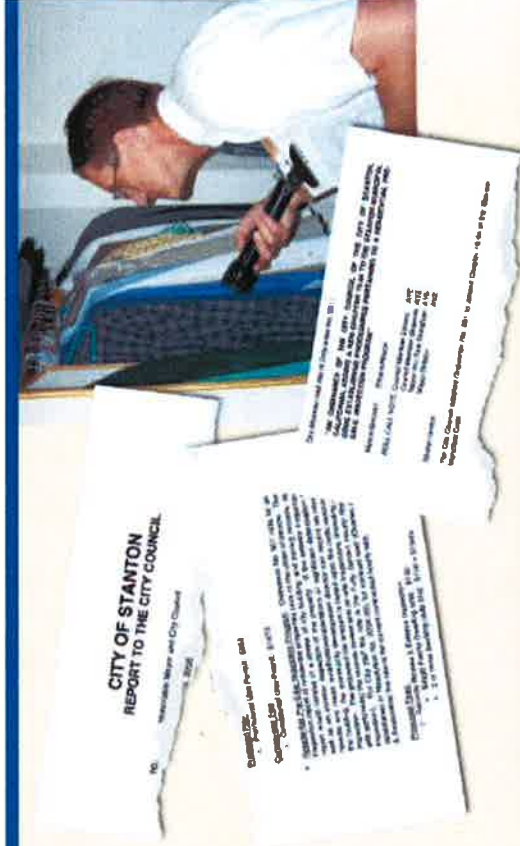
Even if you rent, be prepared for a thorough inspection of your home if your landlord is thinking about selling the property.

These special inspection enforcers have the right to inspect every inch of your home, including bedrooms, bathrooms, and even inside your closets. They also have the authority to report anything they find suspicious to other local and federal agencies.

Fees, Delays and Inconvenience

These mandated home inspections could cost you tens of thousands of dollars. You cannot sell your home—even if you have a buyer who is ready to pay your

price—until you pass the city’s home inspection. Stanton’s City Council voted to CHARGE you \$150 per inspection. If you fail for any reason, the city can continue to mandate an unlimited number of additional inspections—and charge you \$150 every time—until you pass.



TAKE ACTION NOW

Call City Hall at (714) 379-9222, press 0 and tell them you want the Stanton City Council to REPEAL Ordinance 901, The Mandatory Residential Pre-Sale Government Inspection Program



I/We **URGE** the Stanton Politicians to **REPEAL** the new property fee on the sale of homes and **END** intrusive government inspections of peoples' homes.

Signature: _____

URGENT
Please deliver
Immediately

Please
Place
39 cent Stamp
Here

STANTON POLITICIANS
City of Stanton
7800 Katella Avenue
Stanton CA 90680-3123



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INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS
INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS
INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS

The City Attorney has prepared the following title and summary of the chief purpose and points of the proposed measure:
INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS
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INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS

SHOULD CHAPTER 16.44 OF THE STANTON MUNICIPAL CODE, "RESIDENTIAL PRE-SALE INSPECTION PROGRAM," BE REPEALED

The untitled initiative measure would act to repeal in its entirety Chapter 16.44 of the Stanton Municipal Code pertaining to the Residential Pre-Sale Inspection Program adopted by the Stanton City Council on December 13, 2005.

INITIATIVE MEASURE TO BE SUBMITTED DIRECTLY TO THE VOTERS
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SHOULD A NEW SECTION 2.04.070 BE ADDED TO THE STANTON MUNICIPAL CODE TO IMPOSE A LIFETIME BAN FOR ANY PERSON WHO HAS, AFTER JANUARY 1, 2007, SERVED ONE YEAR OR MORE AS A STANTON COUNCILMEMBER

Section One declares the title of the initiative measure to be "The Stanton Citizen Volunteer Measure."
SHOULD A NEW SECTION 2.04.070 BE ADDED TO THE STANTON MUNICIPAL CODE TO IMPOSE A LIFETIME BAN FOR ANY PERSON WHO HAS, AFTER JANUARY 1, 2007, SERVED ONE YEAR OR MORE AS A STANTON COUNCILMEMBER

Section Two provides that the Stanton Municipal Code would be amended to include a new section entitled: "Limitation on Terms of City Councilmembers." Such new section would impose a lifetime prohibition on the ability of any person to hold the office of Stanton Councilmember if, after January 1, 2007, such person had served a one, full, four-year term as a Stanton Councilmember.



THE MELTING POT

And the importance of polling and communicating in multiple languages

District : CITY OF GARDEN GROVE
Filter : TOTAL

	VOTERS	HOUSEHOLDS	VOTERS	HOUSEHOLDS
TOTAL	80,442	38,045	41,619	21,380
PHONE (NON-MOBILE)	54,441	26,316	1,949	1,136
PHONE (MOBILE)	8,429	7,148	14,936	9,967
DEMOCRATS	28,067	18,575	5,018	4,556
REPUBLICANS	31,235	19,712	8,111	6,523
DECLINE TO STATE	17,771	13,409	33,641	18,259
AMERICAN INDEPENDENT	1,870	1,720	46,795	26,374
GREEN	262	248	0	0
PEACE & FREEDOM	356	348	16,064	9,016
LIBERTARIAN	500	467	27,458	12,764
MISC	381	365	539	388
ALL OTHER (NOT DEM OR REP)	21,140	15,453	192	149
INDEPENDENT	19,813	14,643	367	304
MINOR PARTY LIBERAL	714	684	138	112
MINOR PARTY CONSERVATIVE	613	572	949	609
PURE DEM	13,726	8,916	514	351
PURE GOP	15,865	9,796	2,002	1,228
MALE	37,694	26,896	22,676	10,172



NOT QUITE SO MELTED....

California's homogeneous communities

AREA: ROSSMOOR

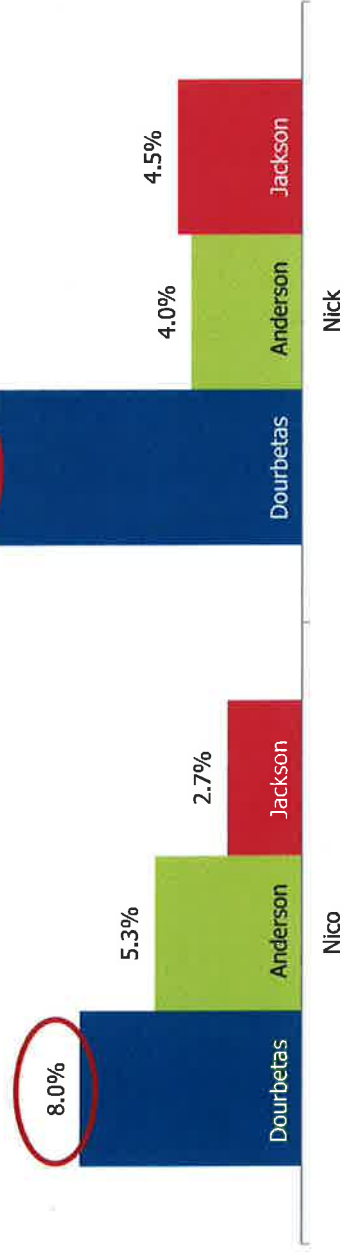
###	Description	Voters Total	% of Total	Houses Total	% of Total	###	Description	Voters Total	% of Total	Houses Total
001	TOTAL	7,506	100.0	3,441	100.0	037	MEDIAN INCOME <\$50K	4	0.1	3
002	DEM	2,146	28.6	1,404	40.8	038	MEDIAN INCOME \$50K-\$100K	5,711	76.1	2,634
003	REP	3,867	51.5	2,241	65.1	039	MEDIAN INCOME \$100K+	1,791	23.9	804
004	DECLINE TO STATE	1,232	16.4	935	27.2	040	MEDIAN INCOME NA	4	0.1	3
005	AMERICAN IND	167	2.2	152	4.4	041	AVERAGE INCOME <\$500000	4	0.1	3
006	GREEN	21	0.3	18	0.5	042	AVERAGE INCOME \$50K-\$100k	0	0	0
007	PEACE & FREEDOM	12	0.2	12	0.3	043	AVERAGE INCOME >\$1000000	7,502	99.9	3,438
008	NATURAL LAW	5	0.1	5	0.1	044	AVERAGE INCOME NA	4	0.1	3
009	LIBERTARIAN	35	0.5	34	1.0	045	1-25%+ ATTENDED COLLEGE	4	0.1	3
010	REFORM	12	0.2	9	0.3	046	26-50%+ ATTENDED COLLEGE	0	0	0
011	MISC	9	0.1	9	0.3	047	51-75%+ ATTENDED COLLEGE	0	0	0
012	PRIMARY QUALIFIED DTS	1,258	16.8	951	27.6	048	76%+ ATTENDED COLLEGE	7,502	99.9	3,438
013	IND	1,408	18.8	1,051	30.5	049	0% ATTENDED COLLEGE OR N	4	0.1	3
014	MINOR PARTY LIBERAL	38	0.5	35	1.0	050	HOMEOWNER	5,986	79.7	2,981
015	MINOR PARTY CONSERVATIV	47	0.6	43	1.2	051	*MOBILEHOME	0	0	0
016	PURE DEM	1,145	15.3	649	18.9	052	PROBABLE RENTER	277	3.7	188
017	PURE REP	2,451	32.7	1,302	37.8	053	OWNER STATUS UNKNOWN	1,243	16.6	839
018	FEMALE	3,937	52.5	3,045	88.5	054	US BORN	6,847	91.2	3,289
019	MALE	3,500	46.6	2,694	78.3	055	FOREIGN BORN	638	8.5	479
020	GENDER UNKNOWN	69	0.9	69	2.0	056	BIRTHPLACE UNKNOWN	21	0.3	20
021	AGE 18-24	652	8.7	537	15.6	057	BIRTHPLACE UNKNOWN	0	0	0
022	AGE 25-34	810	10.8	646	18.8	058	AFRICAN-AMERICAN PREC	0	0	0
023	AGE 35-44	885	11.8	661	19.2	059	SPANISH SURNAME (LATIN)	498	6.6	282
024	AGE 45-54	1,812	24.1	1,279	37.2	060	ASIAN SURNAMES (composite)	327	4.4	180
025	AGE 55-64	1,464	19.5	1,066	31.0	061	CHINESE SURNAME	93	1.2	51
026	AGE 65+	1,881	25.1	1,328	38.6	062	CHINESE/KOREAN SURNAME	6	0.1	5
027	AGE 65+ / NO AGE	1,883	25.1	1,329	38.6	063	CHINESE/VIET SURNAME	5	0.1	4
028	NO AGE ON FILE	2	0	2	0.1	064	CHIN/KOR/VIET SURNAME	7	0.1	4
029	LAND PHONE	5,616	74.8	2,583	75.1	065	FILIPINO SURNAME	47	0.6	26
030	CELL PHONE	730	9.7	600	17.4	066	JAPANESE SURNAME	110	1.5	61
031	BOTH PHONES	363	4.8	309	9.0	067	KOREAN SURNAME	42	0.6	24
032	CELL ONLY	367	4.9	304	8.8	068	SOUTHEAST ASIAN SURNAME	2	0	2
033	LAND ONLY	5,253	70.0	2,561	74.4	069	VIETNAMESE SURNAME	15	0.2	10
034	ALL EMAILS	1,521	20.3	1,099	31.9	070	ASIAN/ANGLO SURNAME	47	0.6	26
035	REGISTRAR EMAILS	435	5.8	374	10.9	071	ARMENIAN SURNAME	15	0.2	10
036	COMMERCIAL EMAILS	1,086	14.5	789	22.9	072	EAST INDIAN SURNAME	20	0.3	8

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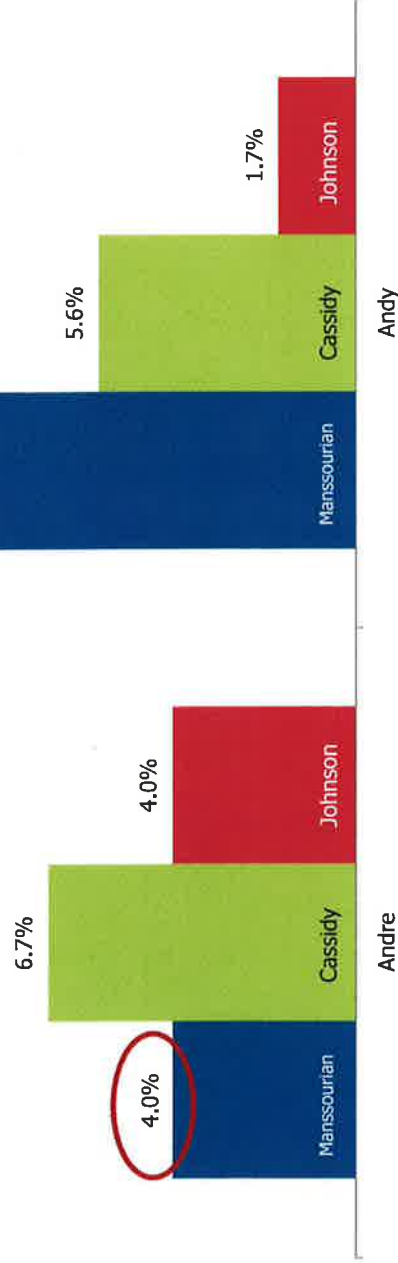
KNOW YOUR AUDIENCE

Respect reality

“Nick” tests better than Nico



“Andy” tests better than Andre





THANK YOU