



Memorandum

TO: Mayor and City Council

FROM: Councilmember Kansen Chu

SUBJECT: City Council Travel Report

DATE: November 26, 2012

APPROVED:

DATE:

11/26/12

I attended the League of California Cities Board of Directors Meeting in Sacramento from November 15-16, 2012. The joint session was comprised of leaders of the divisions, departments, policy committees, and diversity caucuses to chart a strategic course for 2013 that will continue to expand and protect local control for cities through education and advocacy to enhance the quality of life for residents in the City of San José and all Californians as a whole. The Board formally adopted the four strategic goals for 2013 listed below on Friday, November 16, 2012 that will guide the League's advocacy and education efforts.

1. **Build Lasting Partnerships.** Develop and strengthen long-term relationships and partnerships with new and returning state policy-makers and other stakeholders with common interests to better serve and enhance the quality of life for all Californians.
2. **Expand Community and Economic Development Tools and Funding Options for City Services.** Develop and advocate for new tools and funding options for community and economic development to support job creation, investment in public infrastructure, expansion of affordable housing, and increased funding for essential local services.
3. **Continue Pension and Other Post-Employment Benefits (OPEB) Reform.** Continue and expand upon recent efforts at pension and OPEB reform to ensure the long-term affordability and responsiveness of public services for city residents.
4. **Implement an Effective League Branding Strategy.** Develop and implement a marketing and branding strategy that effectively communicates the League's identity along with the unique benefits that city officials, our partners, and the public can expect from the League, its products, and services.