



Date: November 30, 2009

To: City and County Public Works Directors
City Managers
County Administrative Officers

From: Larry Patterson, President, Public Works Officers Department, League of California Cities
Patrick DeChellis, President, County Engineers Association of California

Re: California Statewide Local Streets and Roads Toolkit for Council/Board Presentations – January 2010

Last month, the Executive Directors of the League of California Cities (League) and California State Association of Counties (CSAC) contacted you to request that you “Save the Date” on an upcoming Council or Board meeting sometime in the month of January to present the findings of the **California Statewide Local Streets and Roads Needs Assessment** as well as the status of the local road system in your jurisdiction. Our sincere thanks to those of you who have already reserved time with your Board or Council for this important presentation. To assist you with this task, the League and CSAC have developed a toolkit to provide help in presenting the information and alerting your local media outlets.

This effort is part of the education and outreach campaign developed by the League and CSAC to help spread the word about the results of the study and the need for additional investment in the local street and road system. Our expected outcomes are:

- Educate local elected officials and community members about the status of the local system and why revenues allocated in the state budget are so essential to protecting our infrastructure investments -- i.e. Proposition 42 and Highway User Tax Account (gas tax) funds.
- Reconnect with key legislative members that work on transportation issues to discuss the specific details of the report and ideas for protecting revenues as state budget negotiations resume in January 2010.
- Gain local media coverage throughout the state by presenting the results of the study within a narrow time period. Making these presentations in January is also important as our statewide associations gear up for FY 2010-11 budget negotiations.
- Better enable the League and CSAC to advocate at the state level to save existing transportation revenues, building on the groundswell of attention from local leaders and elected officials, as well as local media outlets.

For a copy of the full report please visit www.SaveCaliforniaStreets.org.

The toolkit contains the following materials for your use:

- Fact Sheet: For distribution at the Council/Board meeting and your use to get quickly up to speed on the results of the report.
- Frequently Asked Questions: For your use to assist in answering any questions you may receive from the Council/Board or local media.
- Template PowerPoint Presentation: Allows you to include the specific statistics of the local road system in your jurisdiction as needed. The presentation has a number of slides that are technical in nature that you may wish to remove depending on how much information your elected officials will want on the study. Also, please see the notes section of each slide for important information from the consultant.
- Sample Press Release: For your public information officer, the press release can be personalized and sent to all local media outlets to get the word out and serve as an invitation to the Council/Board meeting.
- Sample Council/Board Resolution: Should your Council/Board decide they want to take action on the report, we have drafted a sample resolution for your use. The sample resolution was intentionally drafted to be broad, so don't hesitate to include local conditions or actions that your Council/Board might pursue based on the findings of this report.

Thank you in advance for sharing this report with your Council or Board. This is a prime opportunity to educate California's local and state elected officials, and residents. The coming year is likely to be full of many challenges and attempts to cut, defer, or suspend transportation funds. Now is the time for us all to be proactive in telling our story about the importance of the local street and road system in California.

Should you have any questions about the results of the report or what we are asking of you in playing a part of the education and outreach campaign, please do not hesitate to contact the League or CSAC for more information.

Cities Contact:

Dorothy Johnson, League of California Cities
(916) 658-8214
djohnson@cacities.org

Counties Contact:

Kiana Buss, California State Association of Counties
(916) 650-8185
kbuss@counties.org