



Local Agency Formation Commission of Napa County
Subdivision of the State of California

1754 Second Street, Suite C
Napa, California 94559
Phone: (707) 259-8645
www.napa.lafco.ca.gov

We Manage Local Government Boundaries, Evaluate Municipal Services, and Protect Agriculture

Agenda Item 8b (Action)

TO: Local Agency Formation Commission

PREPARED BY: Brendon Freeman, Executive Officer *BF*
Dawn Mittleman Longoria, Analyst II *DML*

MEETING DATE: October 4, 2021

SUBJECT: Outreach Committee Update

RECOMMENDATION

The recommended action is for the Commission to provide direction to staff to circulate the draft newsletter and outreach materials with any desired changes to local government agencies and/or the general public.

BACKGROUND AND SUMMARY

In 2020, the Commission established an ad hoc Outreach Committee (“the Committee”). Commissioners Leary and Kahn were originally appointed to develop an Outreach Plan, included as Attachment One.

The Committee evaluated several outreach strategies along with the resources needed to implement those strategies. The Committee discussed available resources and the intended audiences for various outreach efforts. The Committee agreed to prioritize outreach strategies that eliminate or minimize financial impacts, staff time, and printed materials.

In 2021, the Commission appointed Commissioners Leary and Painter to the Committee.

Margie Mohler, Vice Chair
Councilmember, Town of Yountville

Mariam Aboudamous, Commissioner
Councilmember, City of American Canyon

Beth Painter, Alternate Commissioner
Councilmember, City of Napa

Diane Dillon, Chair
County of Napa Supervisor, 3rd District

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Kenneth Leary, Commissioner
Representative of the General Public

Eve Kahn, Alternate Commissioner
Representative of the General Public

Brendon Freeman
Executive Officer

Committee Update

- The Outreach Plan was revised to reflect the realities of outreach during the pandemic. In-person workshops have been tabled until general attendance can be safely increased.
- Emphasis was given to LAFCO's recent *Napa Countywide Water and Wastewater Municipal Service Review (MSR)*. The Committee recognized the importance MSRs as a LAFCO function and the importance of this particular study. The proposed goal is to inform elected officials, affected agencies and stakeholders about the MSR, rather than it "sitting on a shelf". A letter to local agencies and elected officials that briefly summarizes this MSR was prepared by the Committee and is included as Attachment Two.
- The CALAFCO relevancy handout, included as Attachment Three, was reviewed. The handout was prepared as an educational piece, which explains the ways LAFCO can assist local agencies struggling with pandemic-related issues. The Committee agreed to attach this handout to the aforementioned letter to local agencies.
- Contact the Napa Valley Register and Napa TV to leverage outreach efforts.
- LAFCO staff updated the previous flyer for the City of Napa island annexation project. The Committee discussed the flyer and felt it was better for the document to be developed and distributed by the City. LAFCO staff could serve as a neutral resource to the City.

Committee Recommendations

- Request Commission direction to staff and/or the Committee.
- Develop a LAFCO newsletter with bullet points regarding recent activity. See Attachment Four for an example.
- The newsletter should include the CALAFCO relevancy handout as an attachment.
- Distribution should include Napa elected officials, affected agencies, stakeholders, and members of the email subscription list.
- Leverage outreach efforts through local media.
- LAFCO should retain and emphasize its role as a neutral resource.
- Serve as a resource to the City of Napa regarding island annexations.

ATTACHMENTS

- 1) Outreach Plan
- 2) Letter to Local Agencies and Elected Officials
- 3) CALAFCO Relevancy Handout: Revitalizing Our Communities – LAFCO is Here to Help
- 4) Napa LAFCO Newsletter October 2021



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Napa LAFCO at a Glance

Program Status: Pilot Program

Goals:

1. Build trust in the community
2. Provide transparency – it is our duty to tell people what we do
3. Make Napa LAFCO more visible and less obscure
4. Provide reliable, consistent, and neutral information and facts
5. Bring groups together to facilitate synergies and information sharing

Target Audience:

1. Elected and appointed officials (especially newly elected/appointed)
2. Local agencies (especially agencies we regularly coordinate with)
3. Real estate and land use professionals
4. Agricultural industry
5. Hospitality industry
6. Miscellaneous interest groups and organizations
7. News media
8. General public

Principles:

1. Factual and neutral information
2. Environmentally sensitive outreach program
3. Cost effective
4. Leverage efforts

Implementation Strategy

The following are examples of outreach strategies discussed by the Committee. The Commission is invited to discuss these strategies and potential alternative strategies. With respect to available financial resources, it is important to note the Commission's adopted budget for fiscal year 2020-2021 does not include any dedicated funds for outreach efforts.

- **Municipal Service Reviews (Budget Impact: \$0 to \$250)**
Municipal service reviews are LAFCO's main tool to provide accurate information, determinations, and recommendations. The Committee recommends preparing more brief and focused executive summaries that will include a link to the full report and be circulated to all affected parties along with a cover letter. Staff will coordinate with local newspapers to alert the public to these executive summaries, which may take the form of press releases or classified ads.
- **Islands Education and Outreach: New Page on Website (Budget Impact: \$49.50)**
The Committee recommends performing dedicated education and outreach efforts related to annexation of unincorporated islands. Toward this end, staff recently authorized the Commission's website host, Planeteria, to add a new page dedicated to island annexation information on the agency's website. Staff expeditiously proceeded with this activity given the timely nature of island annexation discussions with City of Napa staff. The next step is for staff to add content to the new page. The Committee recommends additional outreach efforts including, but not limited to, conducting virtual public workshops, updating the Commission's informational flyer on island annexation, and potentially mailing a copy of the flyer to all landowners and residents within the islands. Staff will be contacting agencies that have conducted island workshops and developed informational documents. The website update and flyer components of this activity have been completed. The City has taken the lead on island outreach. LAFCO staff will be available as a neutral resource. The flyer will be revised to show it is coming from the City and will include a link to LAFCO's website.
- **Social Media Engagement (Budget Impact: \$0)**
Staff and interested members of the Commission would collectively allocate up to three hours per week creating social media content and engaging with the public. Examples of content include short videos of staff or members of the Commissioner explaining why LAFCOs are important and can provide a forum for discussion of local governmental issues. A student intern could be a valuable resource in the development a social media program.
- **Informational Handouts (Budget Impact: \$0)**
Staff has been attending regular teleconference meetings hosted by CALAFCO and the Commission's Executive Officer expressed concern that LAFCO's relevance would be scrutinized in response to COVID-19's impact on the economy. Several other LAFCOs shared the same concern and agreed to form a committee to focus on the right messaging for LAFCOs throughout the state to demonstrate the importance and potential of LAFCOs. The Commission's Executive Officer and

Analyst II both served on the CALAFCO committee, which held several meetings and produced high quality informational handouts that are currently in draft form. Once finalized, the Outreach Committee recommends electronically disseminating CALAFCO's handouts as part of the Commission's outreach efforts.

- Utilize LAFCO's Neutral Role (Budget Impact: \$0)
LAFCO is uniquely positioned to collaborate with other local government agencies and look outside the typical silos. In this role LAFCO can facilitate cooperation, sharing of resources, and dissemination of information. The Countywide Water and Wastewater Municipal Service Review (MSR) has identified various agencies, some with robust resources and others struggling to survive. Implementation of the MSR can include identifying "warning signs" that an agency is in crisis. Although LAFCO does not have the authority to resolve all issues, it does have the mandate to shine a light on these issues. LAFCO can serve as a "clearinghouse" of information, studies, and solutions from across the state and across agency silos. The Commission may consider building on this recent success by scheduling more countywide MSRs for specific services as opposed to MSRs for individual agencies. This can be accomplished in the annual Work Program or through a future strategic planning workshop. The Commission is also invited to discuss preferences and strategies to disseminate information about MSRs and other relevant LAFCO activities to the target audience groups.
- Leveraging Efforts (Budget Impact: \$0)
The Committee determined leveraging efforts of other agencies and organizations would be both cost effective and provide an opportunity to reach a wider audience. Methods to accomplish this include:
 1. Dedicated efforts to proactively schedule Executive Officer presentations (virtual) to various organizations such as service clubs and local groups
 2. Interviews and/or press releases to local media (e.g., Napa Valley Register, Napa Valley Marketplace Magazine)
 3. Request other agencies to include a link to the LAFCO website on their websites
- Additional Outreach Methods (Budget: \$0):
The Committee recognized that outreach regarding LAFCO has several challenges. The first challenge is making people aware that LAFCO exists. The next challenge is explaining what LAFCO does and why. Generally, an individual would not know to visit the LAFCO website. With this in mind, proactive methods of outreach were discussed by the Committee. The following provides a list of possible actions:
 1. Biannual Napa LAFCO open house for newly elected officials (when physical gatherings are allowed)
 2. Electronic distribution of the LAFCO Directory of Local Agencies
 3. Develop and electronically distribute a Napa LAFCO newsletter (annually or quarterly)



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DATE

Napa elected officials are courageously facing serious challenges; economic recovery from the pandemic, wildfire preparedness, housing shortages, and drought. LAFCO can assist with addressing these issues.

LAFCO conducts unbiased studies with recommended solutions. LAFCOs can break down the silos of local government by convening cross sections of agencies for coordinated solutions. Representation on the Commission reflects this approach since it is comprised of various local governments; Napa cities and town, Board of Supervisors, and public members.

The Department of Water Resources indicates this is the fourth driest year in California history. The Board of Supervisors has declared a local emergency due to drought conditions. All Napa cities and town have declared water emergencies. Normal annual rainfall for Napa is 27 inches; however, this year it has been a mere 10 inches. Where do you look for non-biased information on water service within the County?

Napa LAFCO has conducted a study of water and wastewater issues: [*Napa Countywide Water and Wastewater Municipal Service Review \(MSR\)*](#). The MSR provides a comprehensive review of all public water and wastewater providers throughout the County. It includes an overview of potential effects of climate shifts on utility systems and potential impacts to water supply and water resources management. Numerous hydrological and climatological studies informed the MSR to provide the baseline from which to forewarn policy makers. The MSR includes several key recommendations related to the governance structure and shared service opportunities for many of the subject agencies.

The attached flyer highlights various ways LAFCO can assist local governments. LAFCO could work with you cooperatively to convene workshops, act as an informational clearinghouse, and facilitate shared services. Our legal mandate requires the preservation of agricultural land and open space while allowing for orderly growth. The Commission's regional perspective can assist with issues facing the County as a whole.

Should you or your staff have any questions, please contact me at BFreeman@napa.lafco.ca.gov.

Respectfully,

Brendon Freeman
 Executive Officer

Attachment: Revitalizing Our Communities – LAFCO is Here to Help Handout

Margie Mohler, Vice Chair
 Councilmember, Town of Yountville

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 Councilmember, City of American Canyon

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REVITALIZING OUR COMMUNITIES

LAFCO IS HERE TO HELP

We understand how difficult the COVID-19 pandemic has been on the staff and operations of cities and special districts, and we are looking forward to emerging from this very difficult period in our collective history. LAFCo is here to help guide the recovery process through proven leadership and fair decision-making that acknowledges and balances competing interests. LAFCo uses its regulatory and planning powers to manage growth and development and promote efficient service delivery. LAFCo has the tools and resources that can help your organization through the next steps.

LAFCOS ARE COMMITTED TO:



1. LEADING THE CONVERSATION WITHOUT BIAS

- Facilitating a constructive discussion with local and regional agencies
- Reaching out to local and regional agencies to identify issues and solutions
- Coordinating agency access to information, programs and resources
- Bringing agencies together by building relationships
- Offering unique local solutions to meet local challenges



2. DEVELOPING MORE EFFICIENT SERVICES

- Building on interagency strengths
- Developing options for efficient and effective services in the new normal
- Connecting agencies to each other for service streamlining
- Giving great weight to proposals that promote improved service delivery to underserved communities while achieving orderly growth patterns



3. PARTNERING TO REBUILD LOCAL ECONOMY IN A BALANCED WAY

- Considering the impacts of LAFCo decisions
- Facilitating economic opportunities based on local circumstances
- Balancing economic growth and conservation of open space and agricultural lands



4. TAKING CRISIS ACTIONS TOGETHER WITH STRESSED AGENCIES

- Helping agencies look at key health indicators (i.e. fiscal, governance)
- Working with agencies to identify internal solutions
- Exploring alternative service delivery options

WE OFFER:

- ✓ Email lists and contacts
- ✓ Connections to other agencies
- ✓ Local stakeholder access
- ✓ Professional affiliations
- ✓ SOI/MSRs/Special Studies
- ✓ Key agency health indicators
- ✓ LAFCo actions: Annexations, activation powers, reorganizations, applications, etc.



Local Agency Formation Commission of Napa County

TOP STORIES

Work completed:

- Completed the [Napa Countywide Water and Wastewater Municipal Service Review \(MSR\)](#).
- Adopted a new [Policy on Spheres of Influence \(SOIs\)](#). SOIs are at the heart of what we do at LAFCO.
- Completed [SOI reviews for Lake Berryessa Resort Improvement District, Napa Berryessa Resort Improvement District, and Spanish Flat Water District](#).
- Office relocated! Find us at 1754 Second Street, Suite C in Napa.

On the horizon:

- Review the SOIs for Circle Oaks County Water District, Congress Valley Water District, Los Carneros Water District, Napa County Flood Control and Water Conservation District, and Napa River Reclamation District No. 2109.
- Provide support to our local districts and jurisdictions. For example, lend support to the City of Napa to evaluate the process to annex unincorporated islands.
- Nominated Margie Mohler and Kenneth Leary to the CALAFCO Board of Directors.
- Nominated the Napa Pipe development project for a CALAFCO achievement award.
- Next Meeting Monday, December 6, 2021 at 2:00 PM.

Napa LAFCO meetings are held in the Board of Supervisors Chambers
Third Floor, County Administration Building
1195 Third Street, Napa, CA 94559



October 2021
Volume 1, Issue 1

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