



Agenda Item 9d (Action)

TO: Local Agency Formation Commission

PREPARED BY: Brendon Freeman, Executive Officer

MEETING DATE: February 1, 2021

SUBJECT: Strategic Plan and Work Program Progress Report

RECOMMENDATION

The recommended action is for the Commission to provide direction to the Executive Officer with respect to:

- 1) Combining into one report the sphere of influence (SOI) updates for all of the special districts that were included in the *Napa Countywide Water and Wastewater Municipal Service Review* or any other desired changes to current and future work activities; and
- 2) Possible scheduling a future strategic planning session.

BACKGROUND AND SUMMARY

On February 3, 2018, the Commission adopted the *Strategic Plan 2018-2022* (“Strategic Plan”), included as Attachment One. The Strategic Plan includes a set of core guiding principles that underlie Napa LAFCO’s activities, as follows:

- 1) Active, in-depth communication and outreach
- 2) Review and update Commission policies
- 3) Prepare municipal service reviews (MSRs) and sphere of influence (SOI) updates

On June 1, 2020, the Commission adopted the *Work Program 2020-2021* (“Work Program”), which is primarily based on the scheduled activities in the Strategic Plan.

A summary of progress made on Strategic Plan and Work Program activities and a proposed combining of SOI updates follows.

MSRs and SOI Updates

- Napa Countywide Water and Wastewater MSR
This MSR was completed on November 2, 2020.
- City of St. Helena MSR and SOI Update
A preliminary draft MSR and SOI Update for the City of St. Helena was completed in August 2017. The City requested and the Commission granted an indefinite continuation. Staff will resume work on this MSR and SOI Update upon request by the City or direction from the Commission.
- City of Napa MSR and SOI Update
This MSR and SOI Update will be partially based on information contained in the *Napa Countywide Water and Wastewater MSR*. The target completion date for this activity is December 2021.
- Lake Berryessa Resort Improvement District SOI Update
This SOI Update will be based on information contained in the Countywide Water and Wastewater MSR. The target completion date for this activity is currently April 2021. However, staff recommends combining this SOI Update with all other special districts included in the *Napa Countywide Water and Wastewater MSR*. If the Commission is agreeable, the new target completion date would be October 2021.
- Napa Berryessa Resort Improvement District SOI Update
This SOI Update will be based on information contained in the Countywide Water and Wastewater MSR. The target completion date for this activity is currently April 2021. However, staff recommends combining this SOI Update with all other special districts included in the *Napa Countywide Water and Wastewater MSR*. If the Commission is agreeable, the new target completion date would be October 2021.
- Spanish Flat Water District SOI Update
This SOI Update will be based on information contained in the Countywide Water and Wastewater MSR. The target completion date for this activity is currently April 2021. However, staff recommends combining this SOI Update with all other special districts included in the *Napa Countywide Water and Wastewater MSR*. If the Commission is agreeable, the new target completion date would be October 2021.
- Napa Sanitation District SOI Update
This SOI Update will be based on information contained in the Countywide Water and Wastewater MSR. The target completion date for this activity is currently June 2021. However, staff recommends combining this SOI Update with all other special districts included in the *Napa Countywide Water and Wastewater MSR*. If the Commission is agreeable, the new target completion date would be October 2021.

The proposed combining of special district SOI updates would result in efficiencies for the Commission with respect to staff resources and costs associated with duplicative noticing requirements. The combined report would address the Commission's statutory mandate to update SOIs for all nine special districts that were included in the *Napa Countywide Water and Wastewater MSR*. It is anticipated there will be limited need for changes to any of the special districts' SOIs.

Applications: Boundary Changes and Outside Service Agreements

- Annexation Proposals
There are currently three active proposals on file and six anticipated proposals. A report on current and future proposals is included on today's agenda as item 8a.
- Island Annexation Program
Staff has been coordinating with representatives of the City of Napa and the general public with respect to potential annexation of unincorporated islands. Staff recently added a new page with island annexation information to the Commission's website.
- Outside Service Agreements
There is one outside service agreement that was approved on January 26, 2021 by the Executive Officer. The approval is being ratified as item 9e on today's agenda.

Policy Review

- Anticipated Policy Amendments
A proposed *Policy on Spheres of Influence* is included on today's agenda as item 9c. It is also anticipated the Policy Committee (Commissioners Mohler and Wagenknecht) will present amendments to the following policies by June 7, 2021:
 - 1) *CEQA Policy*
 - 2) *Policy on Executive Officer Performance Review*
 - 3) *Policy on Records Retention and Destruction*
 - 4) *Policy on Social Media Use*

Communications and Outreach

The Commission previously established an ad hoc Outreach Committee for purposes of determining options and resources needed to develop a communications and outreach strategy. The Outreach Committee will terminate after its strategy has been implemented. The Outreach Committee developed a draft Outreach Plan, included as Attachment Three, which was presented to the Commission on August 3, 2020. Alternate Commissioner Kahn currently serves on the Outreach Committee. The other seat on the Outreach Committee is vacant. It is anticipated the Commission will fill the vacant seat following the appointment of a new Public Member, which is a position that is also currently vacant.

Housing and General Plan Updates

This activity was previously requested by the Commission to assist in its decision making as it relates to best serving the diverse needs of all local municipalities. A countywide report on housing and general plan activities was presented to the Commission on August 3, 2020. It is anticipated the next countywide report on housing and general plan activities will be presented on June 7, 2021.

Future Strategic Planning

Staff recommends the Commission discuss the merits of scheduling a future strategic planning session to guide its activities into the foreseeable future after the current Strategic Plan is no longer relevant. If the Commission is interested, staff recommends consideration be given to a desired date and time for a special meeting, location (physical or virtual), costs (if any) associated with hiring a facilitator, desired topics and outcomes, and possibility of combining strategic planning efforts with other LAFCOs. The Commission may want to consider establishing an ad hoc subcommittee for purposes of developing a strategy and identifying a facilitator.

ATTACHMENTS

- 1) Strategic Plan 2018-2022
- 2) Work Program 2020-2021 Progress Chart
- 3) Outreach Plan: *Napa LAFCO at a Glance*



LOCAL AGENCY FORMATION COMMISSION OF NAPA COUNTY

Strategic Plan 2018-2022
(Adopted: February 5, 2018)

Mission Statement

The Local Agency Formation Commission (LAFCO) of Napa County is committed to serving the citizens and government agencies of its jurisdiction by encouraging the preservation of agricultural lands and open-space and coordinating the efficient delivery of municipal services.

Focus of Napa LAFCO

The following core guiding principles underlie Napa LAFCO's activities. Each of these principles is centered on Napa LAFCO having in-depth, active communication with respect to all relevant constituents.

- Municipal Service Reviews based on local agency, Napa County, & LAFCO needs
 - Study Schedule for 2018-2022 included as Exhibit A
- Re-writing policies (on a schedule) to be comprehensive, effective, and transparent
 - Policy Review Schedule for 2018-2020 included as Exhibit B
- Forecasting issues relating to local services and boundaries, as well as State legislation
- Active involvement of agency constituents in problem-solving local agency sustainability
- Engagement with local city/town general plan updates
- Active with local agencies in managing housing growth and related issues including transportation



LOCAL AGENCY FORMATION COMMISSION OF NAPA COUNTY

STUDY SCHEDULE (2018-2022)

Municipal Service Reviews (Government Code §56430)
Sphere of Influence Updates (Government Code §56425)
Major Boundary Change Projects

Adopted: February 5, 2018

2018

South County Region MSR and SOIs

Municipal Service Review will examine the governmental services provided by the City of American Canyon, American Canyon Fire Protection District, and County Service Area No. 3. The Municipal Service Review will inform Sphere Of Influence Updates for all three local agencies.

City of St. Helena MSR and SOI

Municipal Service Review will examine the governmental services provided by the City of St. Helena. The Municipal Service Review will inform a Sphere Of Influence Update.

Napa County Regional Park and Open Space District MSR and SOI

Municipal Service Review will examine the governmental services provided by the Napa County Regional Park and Open Space District and inform a Sphere Of Influence Update.

Island Annexation Program

The Commission will seek to partner with the City of Napa and the County of Napa to develop an island annexation program.

2019

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The Commission will seek to partner with the City of Napa and the County of Napa to develop an island annexation program.

Countywide Water and Wastewater Services MSR

Municipal Service Review will examine all municipal water and wastewater services provided throughout Napa County and will inform Sphere Of Influence Updates for each agency under review.

2020

Island Annexation Program

The Commission will seek to partner with the City of Napa and the County of Napa to develop an island annexation program.

City of Napa MSR and SOI

Municipal Service Review will examine the governmental services provided by the City of Napa and inform a Sphere Of Influence Update.

Lake Berryessa Resort Improvement District SOI

Sphere Of Influence Update for the Lake Berryessa Resort Improvement District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Napa Berryessa Resort Improvement District SOI

Sphere Of Influence Update for the Napa Berryessa Resort Improvement District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Spanish Flat Water District SOI

Sphere Of Influence Update for the Spanish Flat Water District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Napa Sanitation District SOI

Sphere Of Influence Update for the Napa Sanitation District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

2021

Napa County Resource Conservation District MSR and SOI

Municipal Service Review will examine the governmental services provided by the Napa County Resource Conservation District and inform a Sphere Of Influence Update.

Napa County Flood Control and Water Conservation District SOI

Sphere Of Influence Update for the Napa County Flood Control and Water Conservation District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Silverado Community Services District MSR and SOI

Municipal Service Review will examine the governmental services provided by the Silverado Community Services District and inform a Sphere Of Influence Update.

Public Cemetery Districts MSR and SOIs

Municipal Service Review will examine the governmental services provided by the Monticello Public Cemetery District and Pope Valley Cemetery District and inform Sphere Of Influence Updates for both agencies.

Los Carneros Water District SOI

Sphere Of Influence Update for the Los Carneros Water District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Napa River Reclamation District No. 2109 SOI

Sphere Of Influence Update for the Napa River Reclamation District No. 2109 will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

City of Calistoga MSR and SOI

Municipal Service Review will examine the governmental services provided by the City of Calistoga and inform a Sphere Of Influence Update.

2022

Congress Valley Water District SOI

Sphere Of Influence Update for the Congress Valley Water District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

Circle Oaks County Water District SOI

Sphere Of Influence Update for the Circle Oaks County Water District will be informed by the Countywide Water and Wastewater Services Municipal Service Review.

County Service Area No. 4 MSR and SOI

Municipal Service Review will examine the governmental services provided by County Service Area No. 4 and inform a Sphere Of Influence Update.

Napa County Mosquito Abatement District MSR and SOI

Municipal Service Review will examine the governmental services provided by the Napa County Mosquito Abatement District and inform a Sphere Of Influence Update.

Town of Yountville MSR and SOI

Municipal Service Review will examine the governmental services provided by the Town of Yountville and inform a Sphere Of Influence Update.

Recent MSRs and SOI Updates / Study Schedule 2018-2022				
Local Agencies	Last MSR	Next MSR	Last SOI Update	Next SOI Update
CITIES/TOWN				
American Canyon	June 2009	April 2018	June 2010	April 2018
Calistoga	December 2016	December 2021	December 2016	December 2021
Napa	December 2013	April 2020	February 2014	December 2020
St. Helena	May 2008	October 2018	August 2008	December 2018
Yountville	April 2017	October 2022	April 2017	October 2022
SPECIAL DISTRICTS				
American Canyon Fire Protection District (ACFPD)	June 2009	April 2018	August 2010	April 2018
Circle Oaks County Water District (COCWD)	August 2016	December 2019	August 2016	April 2022
Congress Valley Water District (CVWD)	December 2017	December 2019	December 2017	February 2022
County Service Area No. 3 (CSA 3)	June 2009	April 2018	October 2012	April 2018
County Service Area No. 4 (CSA 4)	December 2017	June 2022	December 2017	June 2022
Lake Berryessa Resort Improvement District (LBRID)	April 2011	December 2019	December 2012	August 2020
Los Carneros Water District (LCWD)	August 2016	December 2019	August 2016	August 2021
Monticello Public Cemetery District (MPCD)	July 2016	June 2021	July 2016	June 2021
Napa Berryessa Resort Improvement District (NBRID)	April 2011	December 2019	April 2013	August 2020
Napa County Flood Control & Water Conservation District (NCFCWCD)	June 2016	December 2019	June 2016	April 2021
Napa County Mosquito Abatement District (NCMAD)	June 2017	June 2022	June 2017	June 2022
Napa County Regional Park and Open Space District (NCRPOSD)	December 2010	December 2018	December 2010	December 2018
Napa County Resource Conservation District (NCRCD)	April 2016	February 2021	April 2016	February 2021
Napa River Reclamation District No. 2109 (NRRD)	December 2016	December 2019	December 2016	October 2021
Napa Sanitation District (NSD)	April 2014	December 2019	October 2015	December 2020
Pope Valley Cemetery District (PVCD)	July 2016	June 2021	July 2016	June 2021
Silverado Community Services District (SCSD)	April 2014	April 2021	October 2015	April 2021
Spanish Flat Water District (SFWD)	April 2011	December 2019	August 2013	August 2020

South County Region MSR and SOI Updates

Public Cemetery Districts MSR and SOI Updates

Countywide Water and Wastewater Services MSR

Policy	Priority	Adopted or Last Amended	Complete Review
Legislation	1	N/A	December 2017
Unincorporated Islands *	1	October 2011	February 2018
Outside Service Agreements	1	April 2016	April 2018
Conflict of Interest Code	1	October 2016	August 2018
Spheres of Influence *	1	October 2011	October 2018
Municipal Service Reviews	1	October 2015	December 2018
Annexations *	2	October 2011	February 2019
Disadvantaged Unincorporated Communities	2	N/A	April 2019
Definitions *	2	October 2011	June 2019
CEQA	3	December 2006	August 2019
Appointment of Public Members	3	April 2008	October 2019
Appointment of Chair and Vice-Chair	3	June 2015	October 2019
Budget	3	June 2016	December 2019
Budget Contributions and Collection of Funds	3	April 2001	December 2019
Establishing Officers of the Commission	3	August 2004	February 2020
Executive Officer Performance Review	3	October 2014	February 2020
Executive Officer Purchasing Authority	3	October 2014	February 2020
Records Retention and Destruction	3	December 2015	April 2020
Social Media	3	October 2011	April 2020
Conducting Meetings and Business	3	December 2015	June 2020
Scheduling of Meetings	3	June 2016	June 2020
Indemnification	3	October 2014	August 2020
Conducting Authority Proceedings	3	December 2008	August 2020
Appointment of Commission Counsel	3	April 2001	October 2020
Work Schedule	3	June 2002	October 2020
Telecommuting	3	July 1997	December 2020
Travel Policy	3	November 2009	December 2020

* Currently Part of General Policy Determinations

NAPA LAFCO WORK PROGRAM FY 2020-2021				
		Timeline	Lead	Comments
STUDIES	Countywide Water and Wastewater MSR (Comprehensive)	12/18 - 12/20	Consultant	Completed on 11/2/20
	City of St. Helena MSR/SOI (Comprehensive)	TBD	Staff	Will resume at request of City or Commission
	Lake Berryessa Resort Improvement District SOI	12/20 - 4/21	Staff	Staff recommends combining with other districts
	Napa Berryessa Resort Improvement District SOI	12/20 - 4/21	Staff	Staff recommends combining with other districts
	Spanish Flat Water District SOI	12/20 - 4/21	Staff	Staff recommends combining with other districts
	Napa Sanitation District SOI	12/20 - 6/21	Staff	Staff recommends combining with other districts
	City of Napa MSR/SOI (Comprehensive)	12/20 - 12/21	Staff	Staff anticipates presenting a draft report on 10/4/21
APPLICATIONS	Change of Organization/Reorganization Proposals (3-6/yr)	Ongoing	Staff	3 active and 6 anticipated proposals; see item 8a
	Island Annexation Program	7/20 - 12/21	Staff	Staff is partnering with City of Napa and Napa County to align timing and process for island annexations
	Outside Service Agreement Requests (1-2/yr)	Ongoing	EO & Chair	One outside service agreement was approved and needs to be ratified at today's meeting; see item 9e
	Completion Proceedings for Approved Annexations (3-6/yr)	Ongoing	Staff	Staff continues processing annexations previously approved by Commission: terms and conditions, Certificates of Completion, GIS mapping, TRA determinations, Board of Equalization filings
PUBLIC OUTREACH	Conduct LAFCO Outreach; Agencies & Community Groups (6-10/mo)	Ongoing	Staff	Outreach Committee working on the strategies presented on 8/3/20
	Comments on Local Agency Projects (1-2/yr)	Ongoing	Staff	General Plan Updates, EIRs, Strategic Plans, etc.; none at this time
	Respond to Grand Jury Reports (0-1/yr)	Ongoing	Staff & Commission	No recommendations for LAFCO at this time
	Annual Countywide Update on Housing and General Plans	June 2021	Staff	2020 report presented to Commission on 8/3/20
	Conduct Informational Workshops & Meetings	Ongoing	Staff	Virtual public workshop on Countywide Water & Wastewater MSR held on 7/13/20
	Public Records Requests (0-1/yr)	Ongoing	Staff	Requests from the public for specific LAFCO records; one recent request involving island annexation communication
	Website Maintenance and Updates	Ongoing	Staff	Meeting info, financial info, policies, public notices, maps, staff and Commissioner info, etc.; new page added for island annexation info
	Social Media: Meetings Notices and Announcements (10-15/yr)	Ongoing	Staff	Meeting info, public notices, press releases, etc.
COMMISSION	Expiring Commissioner Terms in 2021	May 2021	Staff	Terms for Commissioners Mohler and Gregory expire on 5/3/21; appointing authorities have been notified
	2021 Chair and Vice Chair Designation	May 2021	Staff	Commissioners Mohler and Dillon are the Commission Chair and Vice Chair, respectively, until 5/2/21
	Statement of Economic Interest (Form 700)	April 2021	Secretary	Required for all Commissioners & EO upon entering office, leaving office, and annually by April 1
	Ethics Training	Ongoing	Secretary	Required for all Commissioners & EO every two years
	Develop 2021-2022 Budget	June 2021	Budget Committee	Commissioners Mohler and Gregory serve on FY21-22 Budget Committee; a proposed budget will be presented on 4/5/21
	State Legislation Monitoring and Position Letters (2-4/yr)	Ongoing	Legislative Committee	Commissioners Dillon and Painter serve on Legislative Committee and will meet in February or March
	Policy Review and Revisions (2-4/yr)	Ongoing	Policy Committee	Commissioners Mohler and Wagenknecht serve on Policy Committee; proposed Policy on SOIs is on today's agenda as item 9c
ADMINISTRATION	2019-2020 Audit	December 2020	Staff	Completed on 12/7/20
	Fiscal Year-End Contracts Close-Out	June 2021	Secretary	Close out and re-encumber contracts at end of FY
	Quarterly Budget Reports (4/yr)	Ongoing	Staff	Analysis of year-to-date and projected year-end revenues and expenses; see item 8b
	Provide Strategic Plan Updates (2/yr)	Ongoing	Staff	Progress reports presented to Commission twice per year (typically February and August meetings)
	Verify Median Household Income Data to Identify DUCs	June 2021	Staff	Staff will review Census Bureau American Community Survey data (currently no known DUCs in Napa County)
	Develop Work Program	June 2021	Staff	Review with Budget Committee in conjunction with budget, present in June for adoption, present progress report at each regular meeting
	Electronic Document Management System Maintenance	Ongoing	Staff	Digitalization of historical and current agency records
	Geographic Information System Mapping Updates (3-6/yr)	Ongoing	Staff	GIS boundary layer edits for completed annexations
OTHER	2020 CALAFCO Annual Conference (Virtual)	TBD	Staff & Commission	Originally scheduled for 10/21/20 - 10/23/20 in Monterey; in-person Conference canceled and replaced with virtual sessions
	2021 CALAFCO Staff Workshop (Newport Beach)	3/17/21 - 3/19/21	Staff	Location: Hyatt Regency John Wayne Airport unless canceled; no staff plans to attend
	Bay Area LAFCO EO Meetings (1-2/yr)	Ongoing	EO & Analyst	Sharing information with other Bay Area LAFCOs; replaced with monthly statewide LAFCO EO teleconference meetings
	Monthly Statewide LAFCO EO Teleconference Meetings (26/yr)	Ongoing	EO & Analyst	Sharing information with other LAFCOs statewide
	CALAFCO Coastal Region Clerks Meetings (1-2/yr)	Ongoing	Secretary	Sharing information with the Coastal Region LAFCOs; replaced with monthly statewide LAFCO Clerks teleconference meetings
	Monthly Statewide LAFCO Clerks Teleconference Meetings (12/yr)	Ongoing	Secretary	Sharing information with other LAFCOs statewide



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

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

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 information and facts

Target Audience:

1. Elected officials (especially newly elected)
2. Local agencies
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.

- 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.

- 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)