



## LAFCO PUBLIC COMMUNICATIONS WORKSHOP AGENDA SPECIAL MEETING

Tuesday, March 27, 2018, 10:00 AM to 1:00 PM

San Jose City Hall, 17<sup>th</sup> Floor, Conference Room #1734  
200 East Santa Clara St., San Jose, CA

**CHAIRPERSON:** Ken Yeager • **VICE-CHAIRPERSON:** Susan Vicklund Wilson

**COMMISSIONERS:** Sequoia Hall, Sergio Jimenez, Rob Rennie, John L. Varela, Mike Wasserman

**ALTERNATES:** Sylvia Arenas, Cindy Chavez, Yoriko Kishimoto, Russ Melton, Terry Trumbull

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### NOTICE TO THE PUBLIC

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1. Pursuant to Government Code §84308, no LAFCO commissioner shall accept, solicit, or direct a contribution of more than \$250 from any party, or his/her agent; or any participant or his /or her agent, while a LAFCO proceeding is pending, and for three months following the date a final decision is rendered by LAFCO. Prior to rendering a decision on a LAFCO proceeding, any LAFCO commissioner who received a contribution of more than \$250 within the preceding 12 months from a party or participant shall disclose that fact on the record of the proceeding. If a commissioner receives a contribution which would otherwise require disqualification returns the contribution within 30 days of knowing about the contribution and the proceeding, the commissioner shall be permitted to participate in the proceeding. A party to a LAFCO proceeding shall disclose on the record of the proceeding any contribution of more than \$250 within the preceding 12 months by the party, or his or her agent, to a LAFCO commissioner. For forms, visit the LAFCO website at [www.santaclaralafco.org](http://www.santaclaralafco.org). No party, or his or her agent and no participant, or his or her agent, shall make a contribution of more than \$250 to any LAFCO commissioner during the proceeding or for 3 months following the date a final decision is rendered by LAFCO.
2. Pursuant to Government Code Sections 56100.1, 56300, 56700.1, 57009 and 81000 et seq., any person or combination of persons who directly or indirectly contribute(s) a total of \$1,000 or more or expend(s) a total of \$1,000 or more in support of or in opposition to specified LAFCO proposals or proceedings, which generally include proposed reorganizations or changes of organization, may be required to comply with the disclosure requirements of the Political Reform Act (See also, Section 84250 et seq.). These requirements contain provisions for making disclosures of contributions and expenditures at specified intervals. More information on the scope of the required disclosures is available at the web site of the FPPC: [www.fppc.ca.gov](http://www.fppc.ca.gov). Questions regarding FPPC material, including FPPC forms, should be directed to the FPPC's advice line at 1-866-ASK-FPPC (1-866-275-3772).
3. Pursuant to Government Code §56300(c), LAFCO adopted lobbying disclosure requirements which require that any person or entity lobbying the Commission or Executive Officer in regard to an application before LAFCO must file a declaration prior to the hearing on the LAFCO application or at the time of the hearing if that is the initial contact. In addition to submitting a declaration, any lobbyist speaking at the LAFCO hearing must so identify themselves as lobbyists and identify on the record the name of the person or entity making payment to them. Additionally every applicant shall file a declaration under penalty of perjury listing all lobbyists that they have hired to influence the action taken by LAFCO on their application. For forms, visit the LAFCO website at [www.santaclaralafco.org](http://www.santaclaralafco.org).
4. Any disclosable public records related to an open session item on the agenda and distributed to all or a majority of the Commissioners less than 72 hours prior to that meeting are available for public inspection at the LAFCO Office, 70 W. Hedding Street, 11th Floor, San Jose, California, during normal business hours. (Government Code §54957.5.)
5. In compliance with the Americans with Disabilities Act, those requiring accommodation for this meeting should notify the LAFCO Clerk 24 hours prior to the meeting at (408) 993-4704.

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777 North First Street, Suite 410 ▪ San Jose, CA 95112 ▪ (408) 993-4713 ▪ [www.santaclaralafco.org](http://www.santaclaralafco.org)

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ALTERNATE COMMISSIONERS: Sylvia Arenas, Cindy Chavez, Yoriko Kishimoto, Russ Melton, Terry Trumbull

EXECUTIVE OFFICER: Neelima Palacherla

1. WELCOME	Chair Yeager
<b>2. PUBLIC COMMENTS</b> This portion of the meeting is reserved for persons desiring to address the Commission on any matter not on the agenda. Speakers are limited to THREE minutes. All statements that require a response will be referred to staff for reply in writing.	
<b>3. WORKSHOP OVERVIEW</b> No action will be taken at this workshop, instead feedback will be obtained and a draft public communications and outreach plan will be presented at a future regular LAFCO meeting.	Staff
4. PRESENTATION: LAFCO – PAST, PRESENT, & FUTURE	Don Weden
<b>5. COMMUNICATIONS ISSUES &amp; OPPORTUNITIES</b> <ul style="list-style-type: none"> <li>• Themes from commissioner surveys and stakeholder interviews</li> </ul>	Consultants
<b>6. SANTA CLARA COUNTY IN 2050</b> <ul style="list-style-type: none"> <li>• What do you hope Santa Clara County will look like in 2050?</li> <li>• How might LAFCO facilitate your vision for that future?</li> </ul>	Commissioners
7. BREAK & LUNCH	10 minutes
<b>8. COMMUNICATION STRATEGIES TO REACH DIFFERENT AUDIENCES</b> <ul style="list-style-type: none"> <li>• How might we assist present and future Commissioners in serving the mission of LAFCO?</li> <li>• How might we foster greater alignment between LAFCO &amp; Cities in terms of efforts to curb sprawl, preserve agricultural lands and open space, and encourage efficient delivery of services?</li> <li>• How might we engage a public audience, to better understand the importance of LAFCO’s role in improving the quality of life in Santa Clara County?</li> </ul>	Consultants/ Commissioners
9. NEXT STEPS	Consultants
10. ADJOURN	Chair Yeager