

City of Garden Grove
WEEKLY CITY MANAGER'S MEMO
August 7, 2025

TO: Honorable Mayor and City
Council Members

FROM: Lisa Kim, City Manager

I. DEPARTMENT ITEMS

A. ECONOMIC DEVELOPMENT

A memo to provide a summary of the AI Marketing Workshop to inform local businesses on the benefits of AI-powered marketing tools and strategies to drive revenue growth.

• **OTHER ITEMS**

– SOCIAL MEDIA HIGHLIGHTS AND NEWSPAPER ARTICLES

Copies of the week's social media posts and local newspaper articles are attached for your information.

– MISCELLANEOUS ITEMS

Items of interest are included.



Lisa Kim
City Manager

City of Garden Grove
INTER-DEPARTMENT MEMORANDUM

To:	Lisa L. Kim	From:	Ursula Luna-Reynosa
Dept:	City Manager	Dept:	Economic Development and Housing
Subject:	AI Marketing Workshop - In Partnership with the Orange County Inland Empire Small Business Development Center	Date:	August 7, 2025

OBJECTIVE

To provide a summary of the AI Marketing Workshop, co-hosted by the City of Garden Grove and the Orange County Inland Empire Small Business Development Center (OCIE SBDC), to inform local businesses on the benefits of AI-powered marketing tools and strategies to drive revenue growth.

BACKGROUND

Artificial Intelligence continues to reshape how small businesses approach digital marketing, customer service, and lead generation. This workshop was part of an ongoing series of technology-focused business seminars co-hosted by the City and the OCIE SBDC. The goal of the series is to help local businesses explore practical AI tools that drive innovation, digital growth, and long-term competitiveness. To further support local businesses, the City has also integrated AI-based tools into its own economic development efforts. These include Placer AI, which provides insights on consumer and visitor traffic patterns, and Size Up, a platform that offers competitive benchmarking and market research data. Together, these tools help identify growth opportunities, guide data-informed decision-making, and strengthen business outreach across Garden Grove.

DISCUSSION

On July 31, 2025, the Economic Development and Housing Department partnered with the OCIE SBDC to co-host the Transforming Marketing Strategies into Revenue Growth with Artificial Intelligence workshop at the Garden Grove Community Meeting Center. The purpose of the workshop was to support local businesses in adopting AI-powered tools to enhance customer engagement, strengthen digital outreach efforts, and increase online visibility.

The event included multiple interactive sessions covering topics such as:

- Automated customer support through AI
- AI-driven social media and lead generation
- Voice search optimization and omnichannel SEO strategies
- Hidden analytics tools for more sales

- Fast AI-powered website development

Attendees were provided with hands-on demonstrations and real-world examples showcasing how these tools can increase operational efficiency and generate measurable revenue growth. The workshop drew in approximately 100 registered participants, including local business owners, entrepreneurs, and marketing professionals. Participants left with practical strategies and were encouraged to explore additional consulting opportunities available through the Small Business Development Center network.

CONCLUSION

The City continues to support local businesses through innovation, education, and technology adoptions. By cultivating a stronger, data-driven business community, the City provides valuable tools such as Placer AI and Size Up, which offer insights to help businesses grow and stay competitive.



Ursula Luna-Reynosa
Assistant City Manager
Economic Development and Housing Director

By: Sara Areguini, Administrative Analyst

Attachments:

- Transforming Marketing Strategies into Revenue Growth with AI

TRANSFORMING MARKETING STRATEGIES INTO REVENUE GROWTH WITH AI



Thursday, July 31 | 8:30 – 11:30 a.m.

IN PERSON



Unlock the power of AI to automate, optimize, and elevate your business operations across customer service, marketing, and web development.

Program Breakdown

- Automating Customer Support with AI
- AI-Driven Social Media & Lead Generation
- Voice Search & Omnichannel SEO Strategies
- Hidden Analytics Tools for More Sales
- Fast AI-Powered Website Creation

Garden Grove Community Meeting Center
11300 Stanford Avenue,
Garden Grove, CA 92840



REGISTER TODAY

TransformingMarketingStrategies.eventbrite.com

IN PARTNERSHIP WITH:



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Funding is not an endorsement of any product, opinion, or service. All programs are extended to the public on a nondiscriminatory basis. Funded in part through a Grant with the Governor's Office of Business and Economic Development. All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the Governor's Office of Business and Economic Development.



WEEKLY MEMO 08-07-2025

SOCIAL MEDIA HIGHLIGHTS



Post Performance

July 10, 2025 – July 16, 2025

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

X @CityGardenGrove

f Garden Grove City Hall

ig gardengrovecityhall




gardengrovecityhall

Wed 7/16/2025 5:16 pm PDT

Are you passionate about storytelling, content creation, and making a difference through public service? 🌟 The City of...



Views

2,006

Reach

1,501

Engagements

64

Engagement Rate (per View)

3.2%




Garden Grove City Hall

Wed 7/16/2025 5:16 pm PDT

Are you passionate about storytelling, content creation, and making a difference through public service? 🌟 The City of...



Impressions

2,121

Reach

2,055

Engagements

89

Engagement Rate (per Impression)

4.2%




@CityGardenGrove

Wed 7/16/2025 5:13 pm PDT

The City of Garden Grove’s Community Relations Division is now accepting applications for Public Affairs Specialist an...



Impressions

80

Potential Reach


4,752

Engagements

6

Engagement Rate (per Impression)


7.5%



X


@CityGardenGrove

Wed 7/16/2025 2:13 pm PDT



Ultum Care Pharmacy

ggcity.org/bigg/ultum-car... If you're a new or existing business and would like to...



Impressions

46

Potential Reach


4,752

Engagements

1

Engagement Rate (per Impression)


2.2%



X


@CityGardenGrove

Wed 7/16/2025 2:13 pm PDT



CM Hurt Piercing & Jewelry

ggcity.org/bigg/cm-hurt-p...



Impressions

45

Potential Reach


4,752

Engagements

1

Engagement Rate (per Impression)


2.2%




X

@CityGardenGrove

Wed 7/16/2025 2:13 pm PDT



Garden Grove's business community is thriving! Let's give a warm welcome to the latest businesses to join the shop local program, Buy in Garden Grove (BiGG)! We invite you to support these local businesses and enjoy the special discounts and incentives they offer through BiGG.



Impressions

67

Potential Reach

4,752

Engagements

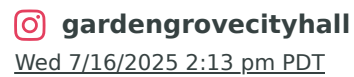
1

Engagement Rate (per Impression)

1.5%



Impressions	6
Potential Reach	4,752
Engagements	1
Engagement Rate (per Impression)	16.7%



Views	1,420
Reach	1,024
Engagements	32
Engagement Rate (per View)	2.3%



Impressions	602
Reach	602
Engagements	38
Engagement Rate (per Impression)	6.3%



@CityGardenGrove

Tue 7/15/2025 3:00 pm PDT

Để biết thêm thông tin, vui lòng truy cập trang ggcity.org/pw/trash-recyc... hoặc gọi (714) 238-3300. [#GG1956](#)

Post Link Clicks	0
Impressions	49
Potential Reach	4,753
Engagements	0
Engagement Rate (per Impression)	0%




@CityGardenGrove

Tue 7/15/2025 3:00 pm PDT

Para obtener más información, visite ggcity.org/pw/trash-recyc... o llame al (714) 238-3300. [#GG1956](#)


Post Link Clicks	0
Impressions	11
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	9.1%




@CityGardenGrove

Tue 7/15/2025 3:00 pm PDT

Chào [#GardenGrove](#)! Republic Services hoạt động trở lại bình thường đối với việc thu gom rác ở khu thương mại và dân cư...



Impressions	79
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	1.3%




X

@CityGardenGrove

Tue 7/15/2025 3:00 pm PDT

Hey [#GardenGrove](#), as Republic Services resumes normal commercial and residential waste collection, trash pick-up will be...

MODIFIED WASTE COLLECTION SERVICE SCHEDULE



Impressions

49

Potential Reach

4,753

Engagements

4

Engagement Rate (per Impression)

8.2%



X

@CityGardenGrove

Tue 7/15/2025 3:00 pm PDT

Hola [#GardenGrove](#), a medida que Republic Services reanuda la recolección normal de desechos comerciales y...

HORARIO MODIFICADO DEL SERVICIO DE RECOLECCIÓN DE BASURA



Impressions

73

Potential Reach


4,753

Engagements

1

Engagement Rate (per Impression)

1.4%




gardengrovecityhall

Tue 7/15/2025 3:00 pm PDT


📢 Heads up, [#GardenGrove](#)! As Republic Services resumes normal commercial and residential waste collection, trash pick-up...

CITY OF GARDEN GROVE


MODIFIED WASTE COLLECTION SERVICE SCHEDULE



HORARIO MODIFICADO DEL SERVICIO DE RECOLECCIÓN DE BASURA



LỊCH THU GOM RÁC CÓ SỰ THAY ĐỔI



Views

1,787

Reach


1,014

Engagements

44

Engagement Rate (per View)

2.5%






Garden Grove City Hall


Tue 7/15/2025 3:00 pm PDT

📢 Heads up, #GardenGrove! As Republic Services resumes normal commercial and residential waste collection, trash pick-up...



Impressions	1,015
Reach	1,015
Engagements	98
Engagement Rate (per Impression)	9.7%







gardengrovecityhall


Tue 7/15/2025 12:00 pm PDT

Ready to make this summer one to remember? 🌞☀️ The Summer 2025 Garden Grove Parks and Recreation Guide is pack...



Views	665
Reach	328
Engagements	12
Engagement Rate (per View)	1.8%

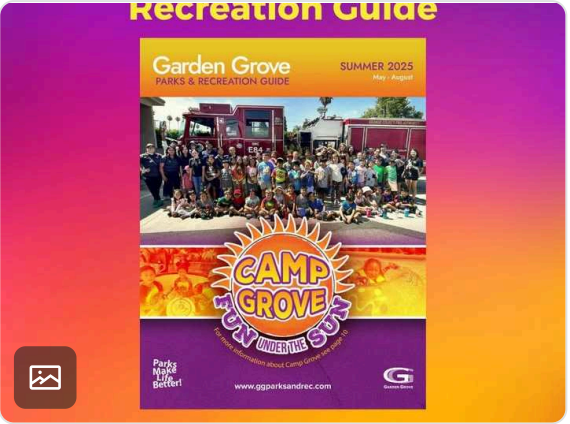





Garden Grove City Hall

Tue 7/15/2025 12:00 pm PDT

Ready to make this summer one to remember? 🌞☀️ The Summer 2025 Garden Grove Parks and Recreation Guide is pack...




Impressions	770
Reach	770
Engagements	47
Engagement Rate (per Impression)	6.1%



@CityGardenGrove

Mon 7/14/2025 5:11 pm PDT

Save the date for National Night Out! 🚒🚒🚒
Join the Garden Grove Police Department on 8/5, from 5P.M. - 8P.M., at the Garden Grov...



Impressions	110
Potential Reach	4,767
Engagements	3
Engagement Rate (per Impression)	2.7%



gardengrovecityhall

Mon 7/14/2025 5:11 pm PDT

Save the date for National Night Out, #GardenGrove! 🚒🚒🚒 Join the @gardengrovepd on Tuesday, August 5,...



Views	1,703
Reach	1,398
Engagements	35
Engagement Rate (per View)	2.1%



Garden Grove City Hall

Mon 7/14/2025 5:11 pm PDT

Save the date for National Night Out, #GardenGrove! 🚒🚒🚒 Join the Garden Grove Police Department on Tuesday, August 5,...



Impressions	1,499
Reach	1,458
Engagements	42
Engagement Rate (per Impression)	2.8%






Garden Grove City Hall


Mon 7/14/2025 4:28 pm PDT

Please save-the-date of Tuesday, August 5, 2025 for #NationalNightOut2025 and stay tuned for more details. [i](#)...




Impressions	723
Reach	699
Engagements	21
Engagement Rate (per Impression)	2.9%






gardengrovecityhall

Mon 7/14/2025 2:10 pm PDT




Views	586
Reach	585
Comments	0
Story Taps Back	49







gardengrovecityhall

Mon 7/14/2025 2:09 pm PDT




Views	630
Reach	630
Comments	2
Story Taps Back	92




gardengrovecityhall

Mon 7/14/2025 2:08 pm PDT



Views	741
Reach	727
Comments	3
Story Taps Back	15






@CityGardenGrove

Mon 7/14/2025 2:05 pm PDT

Để biết thêm thông tin, xin vui lòng truy cập vào trang [ggcity.org/pw/trash-recyc...](#) hoặc gọi số điện thoại (714) 238-3300. [#GG1956](#) [#GardenGrove](#)


Post Link Clicks	0
Impressions	72
Potential Reach	4,753
Engagements	0
Engagement Rate (per Impression)	0%




@CityGardenGrove

Mon 7/14/2025 2:05 pm PDT

Thành phố Garden Grove đã nhận được thông báo từ Republic Services về việc thu gom rác sẽ bắt đầu quay lại hoạt động bìn...



Impressions	116
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	0.9%



X


@CityGardenGrove

Mon 7/14/2025 2:05 pm PDT

Republic Services ha notificado a la Ciudad de Garden Grove que los servicios de recolección de desechos volverán a...



Impressions	51
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	2%




X


@CityGardenGrove

Mon 7/14/2025 2:05 pm PDT

The City of Garden Grove has been notified by Republic Services that waste collection services will begin to resume normal...






Impressions	155
Potential Reach	4,753
Engagements	3
Engagement Rate (per Impression)	1.9%




gardengrovecityhall


Mon 7/14/2025 2:05 pm PDT

The City of Garden Grove has been notified by Republic Services that waste collection services will begin to resume normal...



Views	4,906
Reach	2,057
Engagements	104
Engagement Rate (per View)	2.1%






Garden Grove City Hall

Mon 7/14/2025 2:05 pm PDT

The City of Garden Grove has been notified by Republic Services that waste collection services will begin to resume normal...



WASTE COLLECTION SERVICE RESUMES

Impressions	1,216
Reach	1,209
Engagements	119
Engagement Rate (per Impression)	9.8%





Garden Grove City Hall

Sat 7/12/2025 10:37 am PDT

In partnership with the Garden Grove Unified School District, the Garden Grove Sanitary District will provide additional...



WASTE COLLECTION SITES

Impressions	3,484
Reach	3,370
Engagements	540
Engagement Rate (per Impression)	15.5%







gardengrovecityhall

Sat 7/12/2025 10:25 am PDT

In partnership with the Garden Grove Unified School District, the Garden Grove Sanitary District will provide additional...



WASTE COLLECTION SITES





SitiOS de recolección de basura




Các địa điểm thu gom rác

Views	3,350
Reach	1,655
Engagements	86
Engagement Rate (per View)	2.6%





**gardengrovecityhall**
Fri 7/11/2025 3:01 pm PDT

#FlashbackFriday to the 38th Annual Call to Duty Police Memorial, where the community came together in remembrance of the six...




Views	2,692
Reach	1,661
Engagements	125
Engagement Rate (per View)	4.6%





**Garden Grove City Hall**
Fri 7/11/2025 3:00 pm PDT

#FlashbackFriday to the 38th Annual Call to Duty Police Memorial, where the community came together in remembrance of the six...




Video Views	365
Impressions	725
Reach	681
Engagements	55
Engagement Rate (per Impression)	7.6%




**@CityGardenGrove**
Fri 7/11/2025 3:00 pm PDT

[#FlashbackFriday](#) to the 38th Annual Call to Duty Memorial, where the community came together in remembrance of the six...



Video Views	39
Impressions	108
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	0.9%




X


@CityGardenGrove

Fri 7/11/2025 11:15 am PDT

Los servicios de recolección de basura siguen retrasados. A partir del viernes, 11 de julio, Republic Services proporcionará...



Impressions	91
Potential Reach	4,753
Engagements	2
Engagement Rate (per Impression)	2.2%




X


@CityGardenGrove

Fri 7/11/2025 11:15 am PDT

Waste collection services continue to be delayed. Starting Friday, July 11, Republic Services will provide free, temporary trash...



Impressions	188
Potential Reach	9,673
Engagements	20
Engagement Rate (per Impression)	10.6%




X


@CityGardenGrove


Fri 7/11/2025 11:15 am PDT

Việc thu gom rác tiếp tục bị trì hoãn. Bắt đầu từ Thứ Sáu, 11 Tháng Bảy, Republic Services sẽ cung cấp các điểm thu gom rá...




Impressions	99
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	1%





Garden Grove City Hall


Fri 7/11/2025 11:15 am PDT

As a result of ongoing labor-related demonstrations, commercial and residential waste collection services continue to be...



Impressions	2,755
Reach	2,577
Engagements	463
Engagement Rate (per Impression)	16.8%




gardengrovecityhall

Thu 7/10/2025 11:47 am PDT



Views	572
Reach	560
Comments	0
Story Taps Back	61




gardengrovecityhall

Thu 7/10/2025 11:47 am PDT



Views	613
Reach	597
Comments	0
Story Taps Back	95



gardengrovecityhall
Thu 7/10/2025 11:46 am PDT



Views	703
Reach	671
Comments	0
Story Taps Back	8



@CityGardenGrove
Thu 7/10/2025 11:37 am PDT




Post Link Clicks	0
Impressions	95
Potential Reach	4,753
Engagements	0
Engagement Rate (per Impression)	0%



@CityGardenGrove
Thu 7/10/2025 11:37 am PDT



Impressions	54
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	1.9%




X


@CityGardenGrove

Thu 7/10/2025 11:37 am PDT

Do các cuộc biểu tình liên quan đến vấn đề lao động đang tiếp diễn, dịch vụ thu gom rác tại Garden Grove có thể sẽ gặp phải s...



Impressions	126
Potential Reach	4,753
Engagements	1
Engagement Rate (per Impression)	0.8%




X


@CityGardenGrove

Thu 7/10/2025 11:37 am PDT

Due to continued labor-related demonstrations, waste collection customers in Garden Grove may experience a...




Impressions	178
Potential Reach	4,753
Engagements	27
Engagement Rate (per Impression)	15.2%




gardengrovecityhall


Thu 7/10/2025 11:37 am PDT

Due to continued labor-related demonstrations, waste collection customers in Garden Grove may experience a...



Views	5,380
Reach	1,956
Engagements	123
Engagement Rate (per View)	2.3%






Garden Grove City Hall

Thu 7/10/2025 11:37 am PDT

Due to continued labor-related demonstrations, waste collection customers in Garden Grove may experience a...



Impressions	1,633
Reach	1,593
Engagements	124
Engagement Rate (per Impression)	7.6%





Post Performance

July 10, 2025 – July 16, 2025

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 Garden Grove Police Department



Garden Grove Police Depart...
Tue 7/15/2025 7:06 pm PDT

Join #ggpdk9unit and Paws4Students on Tuesday, August 5, 2025 from 5:00PM - 8:00PM for an unforgettable evening of...

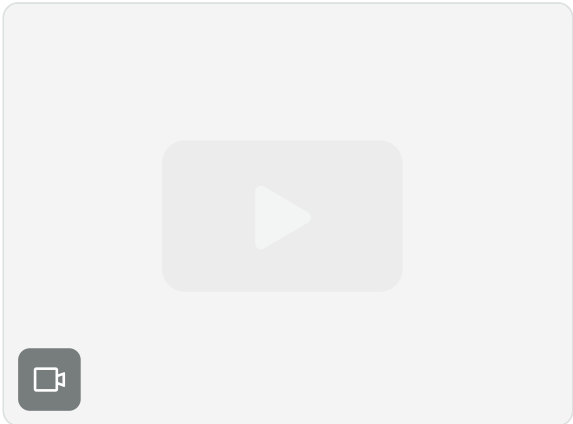


Video Views	886
Impressions	1,980
Reach	1,910
Engagements	178
Engagement Rate (per Impression)	9%



Garden Grove Police Depart...
Tue 7/15/2025 7:04 pm PDT

Join #GGPDK9Unit and Paws4Students on Tuesday, August 5, 2025 from 5:00PM - 8:00PM for an unforgettable evening of...



Video Views	—
Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



Garden Grove Police Depart...
Tue 7/15/2025 4:27 pm PDT

SUBJECT: Homicide Arrest LOCATION OF OCCURRENCE: 13100 Block of Yockey St., Garden Grove DATE/TIME OF OCCURENC...



Impressions	6,171
Reach	6,056
Engagements	861
Engagement Rate (per Impression)	14%

WEEKLY MEMO 08-07-2025

NEWS ARTICLES



CITY OF GARDEN GROVE NEWS

CONTACT: Shawn Park
Assistant to City Manager
(714) 741-5371 / shawnp@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Tuesday, August 5, 2025



JOIN GARDEN GROVE CITY COUNCIL MEMBER ARESTEGUI FOR A "WALK & TALK" AROUND DISTRICT 6

The City of Garden Grove and Garden Grove City Council Member Ariana Arestegui will host a "Walk & Talk" in District 6 on Saturday, August 9, 2025, from 8:00 a.m. to 9:30 a.m. Community members are invited to join the walk and connect with Council Member Arestegui, Mayor Stephanie Klopfenstein, and City Manager Lisa Kim.

Participants can join at any stop along the District 6 route, below:

1. **Sabroso! Mexican Grill** – Starting location, 13129 Harbor Blvd.
2. **Garden Grove Kia** – 13731 Harbor Blvd.
3. **Tribute Coffee House** – 13960 Harbor Blvd.
4. **Sabroso! Mexican Grill** – Returning location, 13129 Harbor Blvd.

The Garden Grove City Council would like to thank everyone who has participated in the 2025 "Walk & Talk" event series so far. Once the series concludes, residents and community members will have walked a combined total of 12 miles across the City's six districts. Along the way, attendees have built meaningful connections with City leaders, discussed key community topics, and strengthened neighborhood ties.

For more information, visit www.ggcity.org/walk-talk or contact Shawn Park, Assistant to City Manager at (714) 741-5371 or shawnp@ggcity.org.

###

Walk & Talk

with your District 6 Councilmember Ariana Arestegui

Join your **District 6 Councilmember, Ariana Arestegui**, and fellow residents and community members for a walk around your block! Get to know your neighborhood better, meet Mayor Stephanie Klopfenstein and City Manager Lisa Kim, make some new friends, and get your steps in! Feel free to join us at any stop along the way!

When:

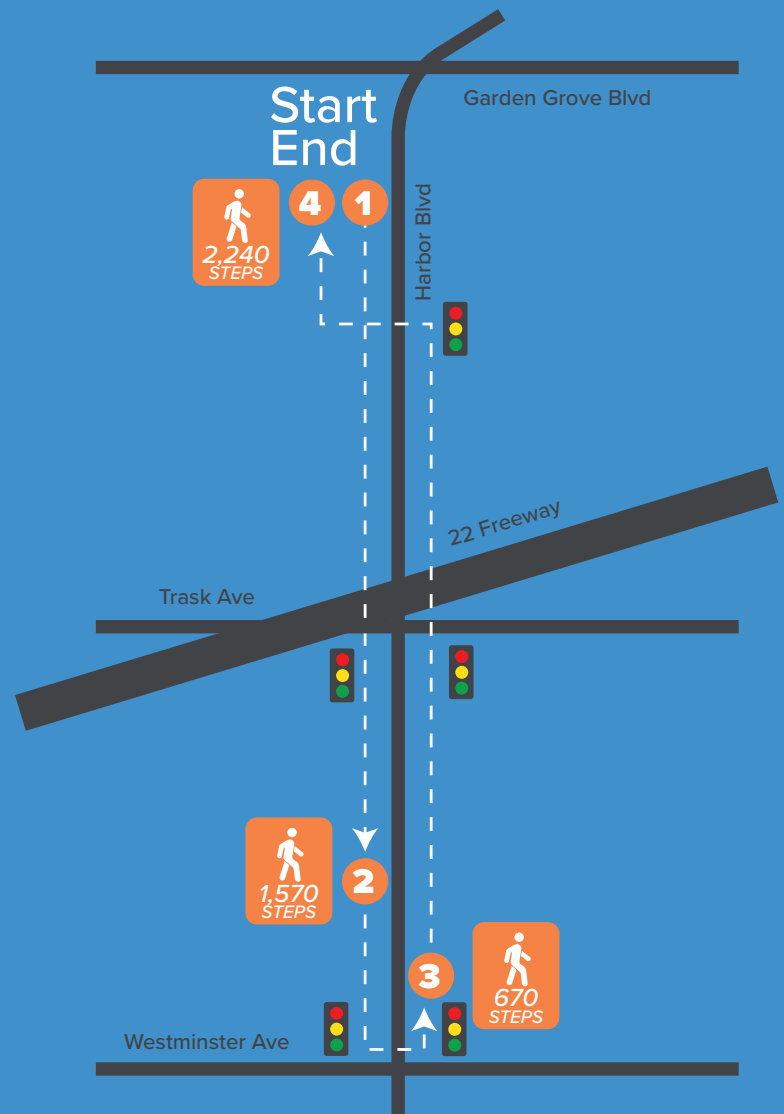
Saturday, August 9, 2025

Time:

8:00am to 9:30am

Start

- 1** Sabroso! Mexican Grill
13129 Harbor Blvd
- 2** Garden Grove Kia
13731 Harbor Blvd
- 3** Tribute Coffee House
13960 Harbor Blvd
- 4** Return to Sabroso! Mexican Grill
13129 Harbor Blvd



MISCELLANEOUS ITEMS
August 7, 2025

1. Calendar of Events
2. Notice of Cancellation of the August 14, 2025 Garden Grove Zoning Administrator meeting.
3. League of California Cities articles from August 1, 2025 to August 7, 2025.



CALENDAR OF EVENTS

August 7, 2025 – September 1, 2025

Thursday	August 7	7:00 p.m.	Planning Commission Meeting, CMC CANCELLED
Friday	August 8		City Hall Closed – Regular Friday Closure
Friday	August 8	8:30 p.m.	Outdoor Movie Series – Wicked Historic Main Street
Saturday	August 9	8:00 a.m. – 9:30 a.m.	Walk & Talk, District 6 Starts at 13129 Harbor Blvd.
Tuesday	August 12	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Wednesday	August 13	4:00 p.m. 6:38 p.m.	Pre-Game Tailgate Party Battle of SoCal – Angel vs. Dodgers Game Angels Stadium, Anaheim
Thursday	August 14	9:00 a.m.	Zoning Administrator Meeting, CMC
Thursday	August 21		\$2 Coaches Casual Dress Day
Thursday	August 21	7:00 p.m.	Planning Commission Meeting, CMC
Friday	August 22		City Hall Closed – Regular Friday Closure
Monday	August 25	9:00 a.m. – 11:00 a.m.	Clerk-Recorder on Wheels (By Appointment) Cottage Industries 12932 8 th Street
Tuesday	August 26	5:30 p.m. 6:30 p.m.	Closed Session, CMC Housing Authority Meeting, CMC Sanitary District Board Meeting, CMC Successor Agency Meeting, CMC City Council Meeting, CMC
Thursday	August 28	9:00 a.m.	Zoning Administrator Meeting, CMC
Monday	September 1		City Hall Closed – Labor Day Holiday



NOTICE OF CANCELLATION

OF THE

GARDEN GROVE

ZONING ADMINISTRATOR

REGULAR MEETING

AUGUST 14, 2025

NOTICE IS HEREBY GIVEN that the Regular Meeting of the Garden Grove Zoning Administrator scheduled for Thursday, August 14, 2025, at 9:00 a.m. at the Garden Grove Community Meeting Center, 11300 Stanford Avenue, Garden Grove, is hereby cancelled.

DATED: August 7, 2025

A handwritten signature in blue ink, consisting of a large, stylized 'D' followed by a horizontal line.

DAVID DENT
ZONING ADMINISTRATOR



Do you have questions about the recent CEQA reform? We have answers

Aug 6, 2025

By Melissa Sparks-Kranz, legislative advocate (environmental quality)

Cal Cities has [released a primer](#) on what the legislative authors are calling the most ambitious changes to the state's environmental protection law. Signed by Gov. Gavin Newsom as part of the [2025 budget package](#), [AB 130 \(Wicks\)](#) and [SB 131 \(Wiener\)](#) took effect immediately on June 30. So, how big are these changes? And how could they impact your city?

[What do these new laws do?](#)

AB 130 created a new exemption to the California Environmental Quality Act (CEQA) for specific housing developments that meet site and project criteria, targeting existing urban areas. The bill also made changes to tribal consultation processes, hazardous substances assessments, air quality standards, and project labor requirements.

SB 131 changed the scope of the administrative record for litigation and the ability to focus environmental analyses on single conditions for what would otherwise be exempted housing projects. Under the new law, a variety of projects now qualify for CEQA exemptions, including:

- Rezoning actions that implement an approved housing element
- Farmworker housing
- Drinking water and onsite sewage treatment projects benefiting disadvantaged communities
- Broadband deployment in a right-of-way
- Public parks or non-motorized recreational trail facilities
- Wildfire risk reduction activities
- Daycare centers and rural health clinics
- Nonprofit food bank or food pantry projects
- Advanced manufacturing facilities
- High-speed rail and passenger rail stations

[How could these changes impact my city?](#)

Cities are encouraged to [use the primer](#) to identify and review the statute. Next, determine how these laws might impact projects in their community. The details really do come down to the specifics.

For questions about specific projects in your communities, please consult with your city attorney. For questions about the primer, please [contact Cal Cities Legislative Advocate Melissa Sparks-Kranz](#). For more resources, including a guide to the 2024 climate bond, visit Cal Cities' [environmental quality webpage](#).



City Clerks New Law and Elections Seminar

registration open; conference now held in November

Aug 6, 2025

By Cal Cities Education Staff

Registration is now open for the City Clerks New Law and Elections Seminar. By popular demand, the seminar has been moved to Nov. 12-14 in Los Angeles to better accommodate city clerks' demanding schedules.

The seminar equips city clerks with the tools needed to respond to emerging challenges and conduct routine business. City clerks will have numerous opportunities to learn from other colleagues and policy experts, as well as form invaluable support networks.

Attendees can explore a range of topics, including election security, legal publication requirements, prohibited campaign activity, the California Public Records Act's "catch-all" exemption, and administrative records. The seminar will also include the popular new law and elections update and a fireside chat with California Secretary of State Shirley N. Weber, Ph.D.

More information is available in the "schedule at a glance" section of the [seminar webpage](#).

[Registration and hotel information](#)

Registration for the full seminar starts at \$600 for city officials from any Cal Cities [member city](#). Seminar registration includes admission to all educational sessions, Wednesday lunch and evening reception, Thursday breakfast and lunch, and Friday breakfast.

The deadline to register is Nov. 5. Afterward, officials must register on-site if space is available.

This year, the City Clerks New Law and Elections Seminar will be at the Westin Bonaventure in Los Angeles. A limited number of hotel rooms are available at a reduced rate for seminar attendees. The deadline to reserve a discounted hotel room is Oct. 21. Discounted rooms often sell out before the deadline, so register early!

For more information, visit the City Clerks New Law and Elections Seminar [webpage](#). For registration questions, contact Event Registration Specialist [Megan Dunn](#). To sponsor the conference, please contact Exposition Sales and Event Sponsorship Manager [Amy Wade](#). For all other questions, please contact Event Program Manager [Kayla Boutros](#).



Governor signs solicitation and trafficking bill into law

Jul 30, 2025

*By Jolena Voorhis, legislative advocate (public safety), and Arthur Goncalves 2025
Ronald O. Loveridge Summer Fellow*

Gov. Gavin Newsom today signed a bill backed by Cal Cities that will make it easier for law enforcement to address prostitution and human trafficking.

The measure, [AB 379 \(Schultz\)](#), became the [center of controversy](#) earlier this year over whether people who solicit 16- and 17-year-olds for prostitution should face increased punishments. Ultimately, lawmakers reached a compromise and amended the measure to add additional protections and enforcement. The bill passed through the rest of the legislative process with strong bipartisan support.

How it works

[AB 379 \(Schultz\)](#) creates a new offense for loitering with the intent to purchase commercial sex, increases penalties for purchasing commercial sex from minors, and requires certain businesses to display information on human trafficking.

Cal Cities has asked for similar changes since the enactment of [SB 357 \(Wiener, 2022\)](#), which repealed the state's anti-loitering law. Since the repeal, many cities have reported [increased levels of prostitution](#).

Specifically, AB 379 makes it a misdemeanor for any person to loiter in any public place with the intent to purchase commercial sex. The bill increases punishment for those who solicit 16- and 17-year-olds for prostitution, regardless of trafficking status, if the buyer is more than three years older than the victim.

AB 379 also increases fines for businesses that facilitate prostitution and human trafficking, creates a new fund for victim support services, and tasks the Office of Emergency Services to allocate funds to district attorney offices to target human trafficking rings.