



TIERSSM Public Engagement LEARNING LAB

*Build More Inclusive, Effective and
Positive Civic Engagement*

San Diego, Thursday & Friday, Sep. 5-6, 2019

TO ENROLL

Contact Hanna Stelmakhovich,
Program Coordinator,
at 916-658-8221 or
hstelmakhovich@ca-ilg.org

“TIERS is the much-needed answer to many of the problems we have encountered in the public engagement process. The TIERS techniques, thought process, and structured approach to stepping back, planning, and learning how to work as a team are exceptionally useful and practical. TIERS provided our entire team with a newfound confidence in handling the public communication process.”

*OTIS GREER, Director of Legislative and
Public Affairs, San Bernardino County
Transportation Authority*

“The TIERS training was incredibly motivating for our team and we were able to immediately put what we learned about the TIERS process to work on our current projects. We left with best practices and a clear process we can follow.”

MAYOR JOSE GURROLA JR., City of Arvin

“Attending TIERS was a great learning experience for the San Joaquin Regional Transit District (RTD) team. The training helped us understand why our traditional methods of public outreach were not as effective as we hoped, and it provided insight into how we could enhance those efforts in the future.”

*DONNA DEMARTINO, Chief Executive
Officer, San Joaquin Regional Transit District*



Now more than ever, the importance of proactive, transparent and two-way communication between government and communities is being championed across the country. The **TIERS Learning Lab Program** offered by the Institute for Local Government (ILG) helps local governments in California master the public engagement process.

TIERS can help you:

- 1 Reframe your public engagement from a necessary burden to a beneficial and productive process
- 2 Learn new tactics and tools to manage and respond to diverse viewpoints and navigate contentious stakeholders
- 3 Learn how to drive higher turnout for your big events
- 4 Gain new ideas and digital strategies to move your public engagement 'Beyond the Usuals' and reach new residents and stakeholders
- 5 Increase your organization's internal buy-in for your public engagement work
- 6 Connect with others in your field to share real-world case studies and provide mutual support for successful public engagement work



TIERS Public Engagement Learning Lab

September 5-6, 2019

San Diego Central Library
330 Park Blvd., San Diego

The **TIERS Public Engagement Learning Lab** is an interactive, results-oriented program led by ILG that provides participants in California local government with individualized consultation, exclusive TIERS public engagement tools, customized support of your public engagement project, follow up private consulting, and peer-to-peer learning.

TIERS Public Engagement Learning Lab Benefits

Preparation

Learning Lab Intake Session

- Private initial kickoff consultation with ILG to discuss your public engagement goals, projects and challenges

Skill Building

Two-Day Public Engagement Training Workshop

- Immersive offsite workshop in West Sacramento to learn the TIERS Framework and apply to your individual public engagement project needs. Hands-on, participatory in-person training with expert coaches and peer learning
- Training workshop materials, online tools & meals
- TIERS Certificate of Participation from the Institute for Local Government

Peer!Peer Learning and Coaching

Post-workshop customized support of your public engagement needs and ILG private consulting

- 3 Monthly 'Open Lab' calls for problem solving, project support, and peer-to-peer sharing and learning
- Up to 2 hours of ILG public engagement consulting (*included with the large team pricing*)

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OPTION 1: Large Team Pricing

\$3,500 per team (*Early bird pricing*)*

- » 3-5 participants
- » Two-day immersive off-site Public Engagement Workshop (w/meals)
- » Private initial kickoff consultation with ILG
- » Monthly 'Open Lab' calls for problem solving, peer-to-peer learning and coaching (*post workshop*)
- » TIERS materials and online tools
- » Up to 2 hours of ILG private public engagement consulting

OPTION 2: Small Team Pricing

\$1,990 per team (*Early bird pricing*)*

- » 2 participants
- » Two-day immersive off-site Public Engagement Workshop (w/meals)
- » Private initial kickoff consultation with ILG
- » Monthly 'Open Lab' calls for problem solving, peer-to-peer learning and coaching (*post workshop*)
- » TIERS materials and online tools

**Price increases by 20% after August 2.*

Participating jurisdictions are encouraged to bring a team of 2 to 5 people including:

- » Those who are responsible for or execute public engagement
- » Leadership
- » Elected officials
- » An up-and-coming 'rising star'

ILG INSTITUTE FOR LOCAL GOVERNMENTSM