



# TIERS<sup>SM</sup> Public Engagement LEARNING LAB

*Build More Inclusive, Effective and Positive Civic Engagement*

**Danville, April 25-26, 2019**

Early Bird Registration Deadline: March 22nd  
Registration Deadline: April 5th

## TO ENROLL

Contact Hanna Stelmakhovych,  
Program Coordinator,  
at 916-658-8221 or  
hstelmakhovych@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.

### Program Benefits + Takeaways:

- 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 region to share real-world case studies and provide mutual support for successful public engagement work



**April 25-26, 2019**

Oak Hill Park Community Center  
3005 Stone Valley Road, Danville

The **TIERS Public Engagement Learning Lab** is an interactive, results-oriented 6 month 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 Timeline

### MONTH 1

#### Learning Lab Intake Session

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

### MONTH 2

#### 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

### MONTHS 3-6

#### 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 6 hours of ILG public engagement consulting (*included with 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 6 hours of ILG private public engagement consulting (*value \$1350*)

### 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 March 22.*

**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'

 INSTITUTE FOR  
LOCAL GOVERNMENT<sup>SM</sup>