

Empowering Communities Through Resident Academies

TUESDAY, SEPTEMBER 24, 2024 | 1:30 - 3:00 PM

THANK YOU FOR JOINING US!



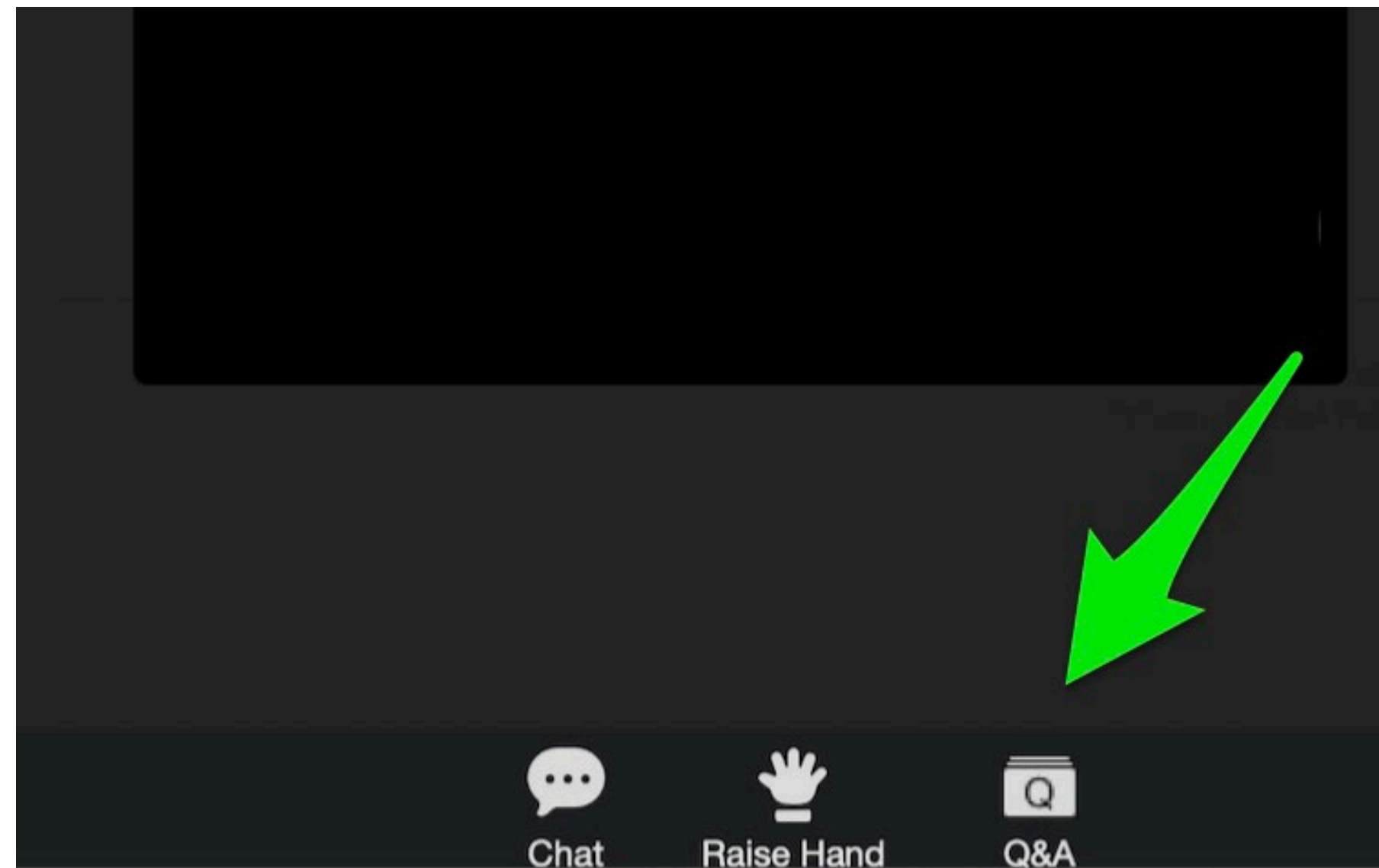
Moderator

Roberto Carlos Torres
Senior Program Manager
Institute for Local Government



TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** for the duration of the event.
- Please type any questions for into the **Q&A** at any time during the session.
- Use the **CHAT** to share thoughts, comment, or show agreement/appreciation/etc.



- A recording of the session will be available shortly after the webinar.

WEBINAR OVERVIEW

Welcome & Introductions

Citizen's Academy | Nevada County

Audience Q&A

Citizens Academy | City of American Canyon

Audience Q&A

Portside Community Academy | Port of San Diego

Audience Q&A

Wrap Up & Adjourn

We welcome your written questions and comments in the Q&A throughout the webinar

DROP IN THE CHAT



Let us know who is in the room...

- Your **name** and **agency**

ABOUT ILG

NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

PUBLIC ENGAGEMENT & EQUITY



- **Helping Local Governments**

- Build Trust
- Foster Partnerships
- Train Staff



ZOOM INSTANT POLLING



CONTEXT SETTING:

BUILDING COMMUNITY TRUST

IAP2 SPECTRUM OF PUBLIC PARTICIPATION

Increasing Level of Public Impact

**Public
participation
goal**

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Source: <https://iap2usa.org/>

ADVANCING EQUITY



Importance

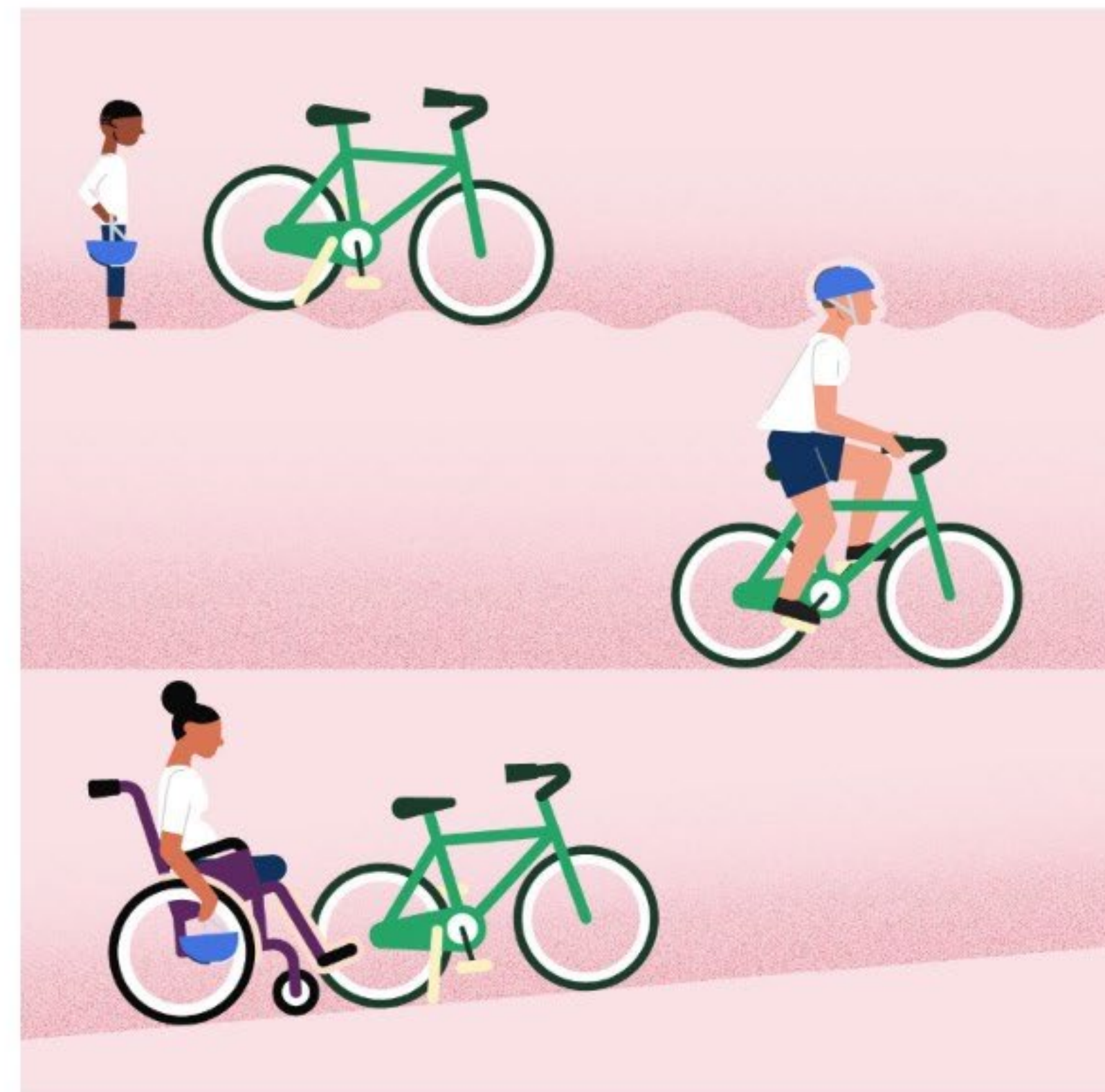
- Historical inequities persist, perpetuating inequities today

Advancing Equity

- Requires intentional actions
- Achieved through authentic engagement

EQUALITY:

Everyone gets the same—regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need—understanding the barriers, circumstances, and conditions.



WHAT IS “AUTHENTIC” PUBLIC ENGAGEMENT?



Inclusive

Ensuring reach is focused to include traditionally marginalized communities

Accessible

Overcoming the unique challenges from the community

Focused on Dialogue

Ensuring two-way communication

Culturally Competent

Relevant materials/ messaging reflective of the community

ZOOM INSTANT POLLING



IN THE CHAT – HELP US UPDATE ILG’S RESOURCE

Please share...

What resident/citizen academies in California are you familiar with?

Please share the **agency** and the **point of contact** for each academy.

TODAY'S PRESENTERS



ALISON LEHMAN

County Executive Officer
Nevada County



ALEXANDRA IKEDA

Parks and Recreation Director
City of American Canyon



MICHAEL G. BROWN

Vice President, Marketing &
Communications
Port of San Diego

Citizen's Academy

Go behind the scenes of your local County government



NEVADA
COUNTY
CALIFORNIA





Citizen's Academy



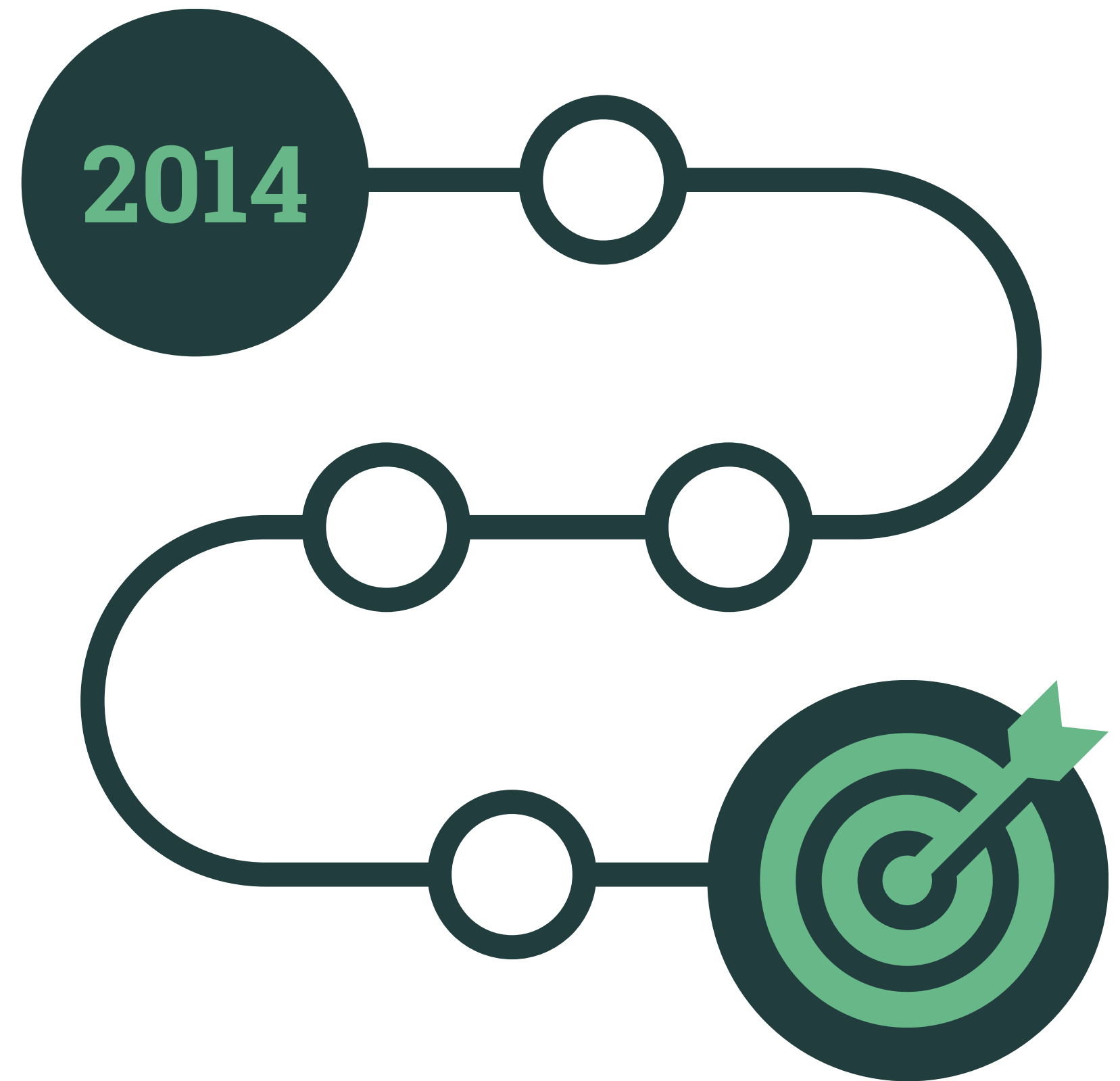
- Participants tour eight County facilities and learn from over twenty departments.
- Free to the public
- 10-week program, consecutive evenings
- Topics covered: public safety, information technology, planning & zoning, and much more!



NEVADA
COUNTY
CALIFORNIA

Vision & Goal

- Engage community leaders to learn about local government
- Increase community engagement with County government
- Open doors for collaboration opportunities
- Build community relationships



Outreach & Recruitment



- Diverse group of local leaders for first class
- Promotion through press releases, social media, word-of-mouth
- Selection process is unique
- Recruit local media and reporters to create better understanding of government structure and to connect with staff

Wins

- Better government for us
- County ambassadors
- Humanizes government
- Collaboration & networking opportunities



“

Citizen's Academy was one of the best, most robust, internal look at our county's government. Not only were the directors of each department great public speakers, but I have since established a personal connection with some of them, which has aided in the work we do as a nonprofit. I walked away feeling proud of our local leadership and impressed with the philosophy of our local government.

Nicole McNeely, 2023 Participant

”




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CALIFORNIA



150 graduates to date



**NEVADA
COUNTY**
CALIFORNIA



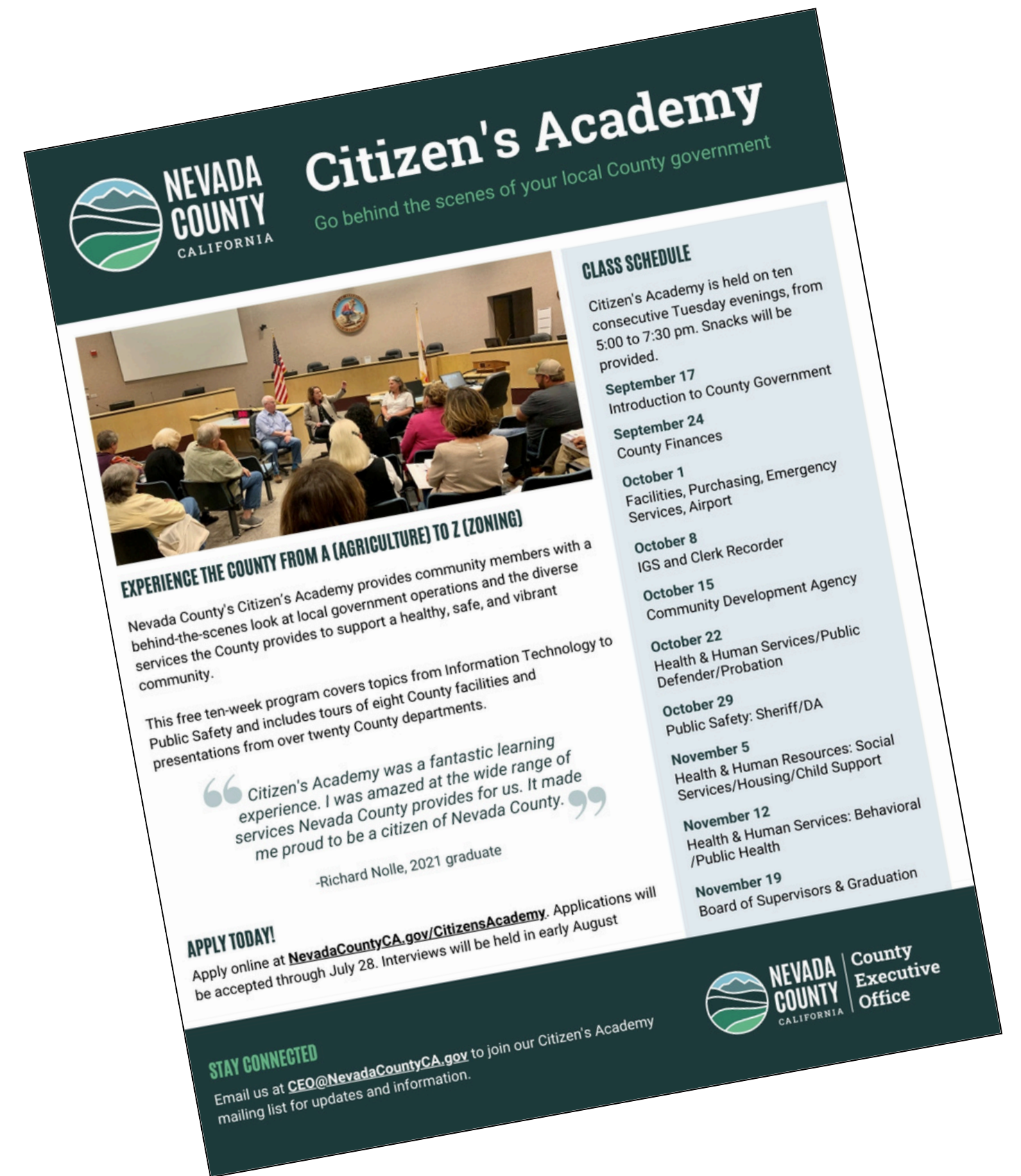
Challenges are: popularity,
capacity, scaled growth, and
scheduling.



NEVADA
COUNTY
CALIFORNIA

Resources & Budget

- Facilitator contractor cost = \$5,500
- Staffing costs = two staff members totaling 90 hours of project time
- Catering and beverages = \$3,150
- Website, application, and marketing support



NEVADA COUNTY CALIFORNIA

Citizen's Academy

Go behind the scenes of your local County government

CLASS SCHEDULE

Citizen's Academy is held on ten consecutive Tuesday evenings, from 5:00 to 7:30 pm. Snacks will be provided.

- September 17**
Introduction to County Government
- September 24**
County Finances
- October 1**
Facilities, Purchasing, Emergency Services, Airport
- October 8**
IGS and Clerk Recorder
- October 15**
Community Development Agency
- October 22**
Health & Human Services/Public Defender/Probation
- October 29**
Public Safety: Sheriff/DA
- November 5**
Health & Human Resources: Social Services/Housing/Child Support
- November 12**
Health & Human Services: Behavioral /Public Health
- November 19**
Board of Supervisors & Graduation

EXPERIENCE THE COUNTY FROM A (AGRICULTURE) TO Z (ZONING)

Nevada County's Citizen's Academy provides community members with a behind-the-scenes look at local government operations and the diverse services the County provides to support a healthy, safe, and vibrant community.

This free ten-week program covers topics from Information Technology to Public Safety and includes tours of eight County facilities and presentations from over twenty County departments.

“Citizen's Academy was a fantastic learning experience. I was amazed at the wide range of services Nevada County provides for us. It made me proud to be a citizen of Nevada County.”

-Richard Nolle, 2021 graduate

APPLY TODAY!

Apply online at NevadaCountyCA.gov/CitizensAcademy. Applications will be accepted through July 28. Interviews will be held in early August

STAY CONNECTED

Email us at CEO@NevadaCountyCA.gov to join our Citizen's Academy mailing list for updates and information.

NEVADA COUNTY CALIFORNIA | **County Executive Office**

Class Schedule

September 17

Introduction to County Government

September 24

County Finances

October 1

Facilities, Purchasing, Emergency Services, Airport

October 8

Information & General Services and Clerk Recorder

October 15

Community Development Agency

October 22

Health & Human Services: Public Defender, Probation

October 29

Public Safety: Sheriff, District Attorney

November 5

Health & Human Human Services:
Social Services, Housing, Child Support

November 12

Health & Human Services:
Behavioral & Public Health

November 19

Board of Supervisors and Graduation





“
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Richard Nolle, 2021 Participant





2023 GRADUATES



NEVADA
COUNTY
CALIFORNIA

Thank You

NevadaCountyCA.gov/CitizensAcademy



AUDIENCE Q&A

What questions do you have for
Alison?



The best place to Live. Work. Play



22K people



37 languages spoken
in American Canyon



25% of population
is <18 yrs.

Our Academies



CITIZENS ACADEMY

- 11 week program
- 8 class session
- 1 facility tour of Water Reclamation Facility & Water Treatment Plant (Partnership with NVTA)
- 1 volunteer project



HIGH SCHOOL ACADEMY

- Partner with Social Studies Department
- High School students
- 6 classes
- 1 class per month
- Tie into State of the City Roadshow



EMPLOYEE ACADEMY

- City employees
- Paid time
- 8 week program
- 1 class per week

Our Intentions



Leverage cross-department presentations within an Employee Citizens Academy to enhance collaboration, encourage interdisciplinary approaches, and contribute to the overall quality of life in the community.



Demystifying local government for residents to foster an expanding cohort of informed citizens. Building effective communication and strong engagement to build trust and goodwill within our organization and community.



Arms students with knowledge of the community, fosters a sense of civic responsibility, and interest in local government, and prepares for future leaders. Engages youth to contribute ideas and gain hands on experience.



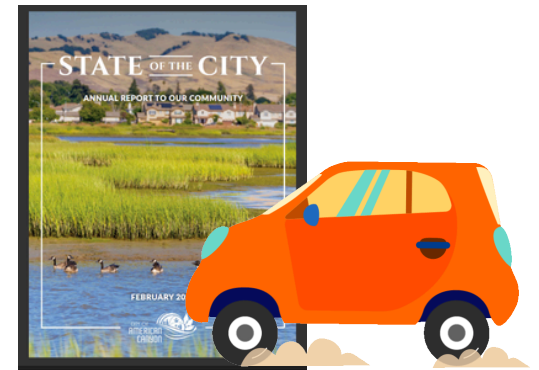
CITY COMMISSIONS



YOUTH COMMISSIONERS



CM UPDATE



STATE OF CITY ROAD SHOW

Program Snap Shot



Schedule

Class 1: City Manager Overview

Class 2: Finance/HR/IT

Class 3: Community Development

Class 4: Parks and Recreation

Class 5: Public Works

Class 6: Maintenance and Utilities

Class 7: Police

Class 8: Fire

Facility Tour: Water Reclamation & Treatment Plan

Volunteer Project: Project & Graduation

Budget

- 26 Hours of program time.
- Department Heads and Department Managers providing class content.
- Website, application, and marketing around program handled by internal staff – Communications Team.
- Transportation partnership with NVRTA for facility tour.
- Volunteer project: staff time and in-kind help from the community.



Our Citizens Academy





Thank You

americancanyon.gov/Work/Local-Government/Citizens-Academy



AUDIENCE Q&A

What questions do you have for Alexandra?





PORTSIDE COMMUNITY ACADEMY



**PORT of
SAN DIEGO**
Waterfront of Opportunity

Impacts and Outcomes



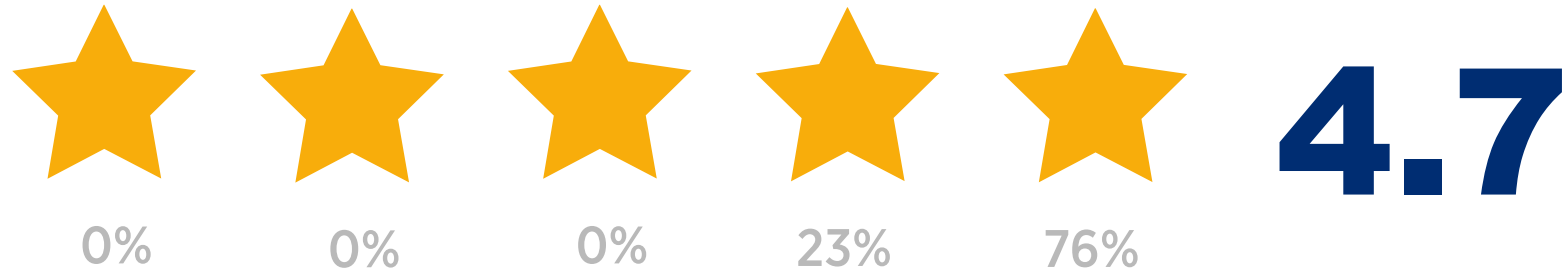
Michael Brown

Vice President of Marketing & Communications
Port of San Diego



MEASURING SUCCESS

Overall, how interesting was the content?



Overall, how well did you understand the material?





PARTICIPANT FEEDBACK

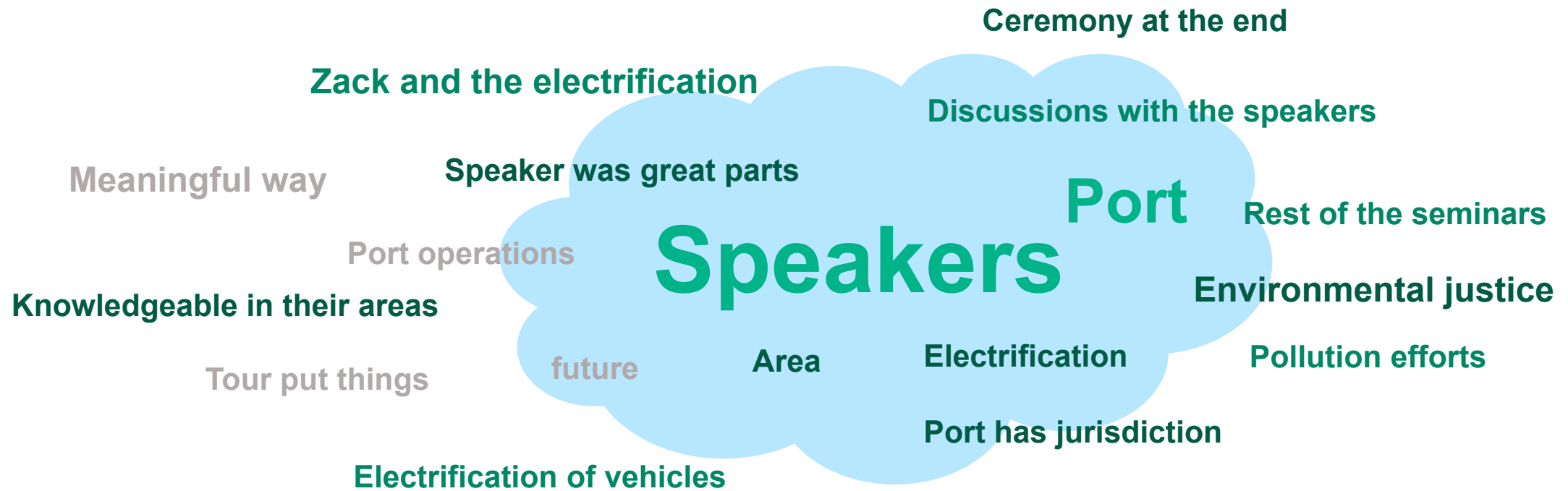
Did the Academy meet your expectations? Why/why not.





PARTICIPANT FEEDBACK

What was the most memorable part of the Academy?



Component of the Academy



PROGRAM OUTCOMES



55
graduates



300+
on waiting list



4
cohorts
planned for
2024-2025



LESSONS LEARNED AND BEST PRACTICES



**Engage Subject
Matter Experts
Early**



**Be Open
To Feedback**



**Survey,
Survey,
Survey**



**Take Group
Photos**



**Create A Formal
Ceremony Of
Graduation**



For more information:

Michael Brown

mgbrown@portofsandiego.org

[linkedin.com/in/michaelgbrown](https://www.linkedin.com/in/michaelgbrown)

AUDIENCE Q&A

What questions do you have for Michael?



ZOOM INSTANT POLLING



AUDIENCE Q&A

What questions or comments do you have for us?



FREE PUBLIC ENGAGEMENT RESOURCES FOR LOCAL GOVERNMENTS

TIERS Framework



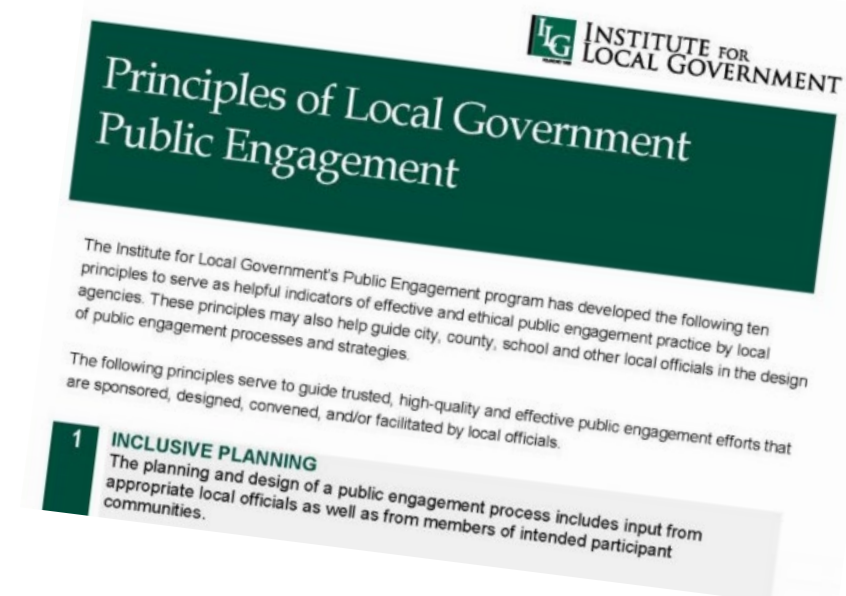
TIERS is a step-by-step approach to public engagement at any level. Stay tuned for **October TIERS Training** dates

Interpretation Equipment



Free interpretation equipment can be loaned out and used for simultaneous and consecutive translation with a live translator.

Tip Sheets & Resources



Dozens of tip sheets about effective, inclusive and ethical public engagement, describing successful public engagement processes and strategies.

www.ca-ilg.org/engagement

ILG SERVICES & TRAININGS

CUSTOMIZED TRAININGS & TECHNICAL ASSISTANCE AVAILABLE
for California Local Governments

Need help with strategic planning and goal setting?

Looking to increase civility in your meetings?

Struggling to engage hard-to-reach residents?

ILG IS HERE TO HELP!

SCHEDULE A FREE CONSULTATION TODAY

www.ca-ilg.org



ILG INSTITUTE FOR
LOCAL GOVERNMENTSM

MEETING MASTERY

Meeting facilitation and design training
for local governments

- ✓ Create positive participatory experiences for attendees
- ✓ Learn creative ways to educate the public about complex topics
- ✓ Design and facilitate engaging, productive public meetings

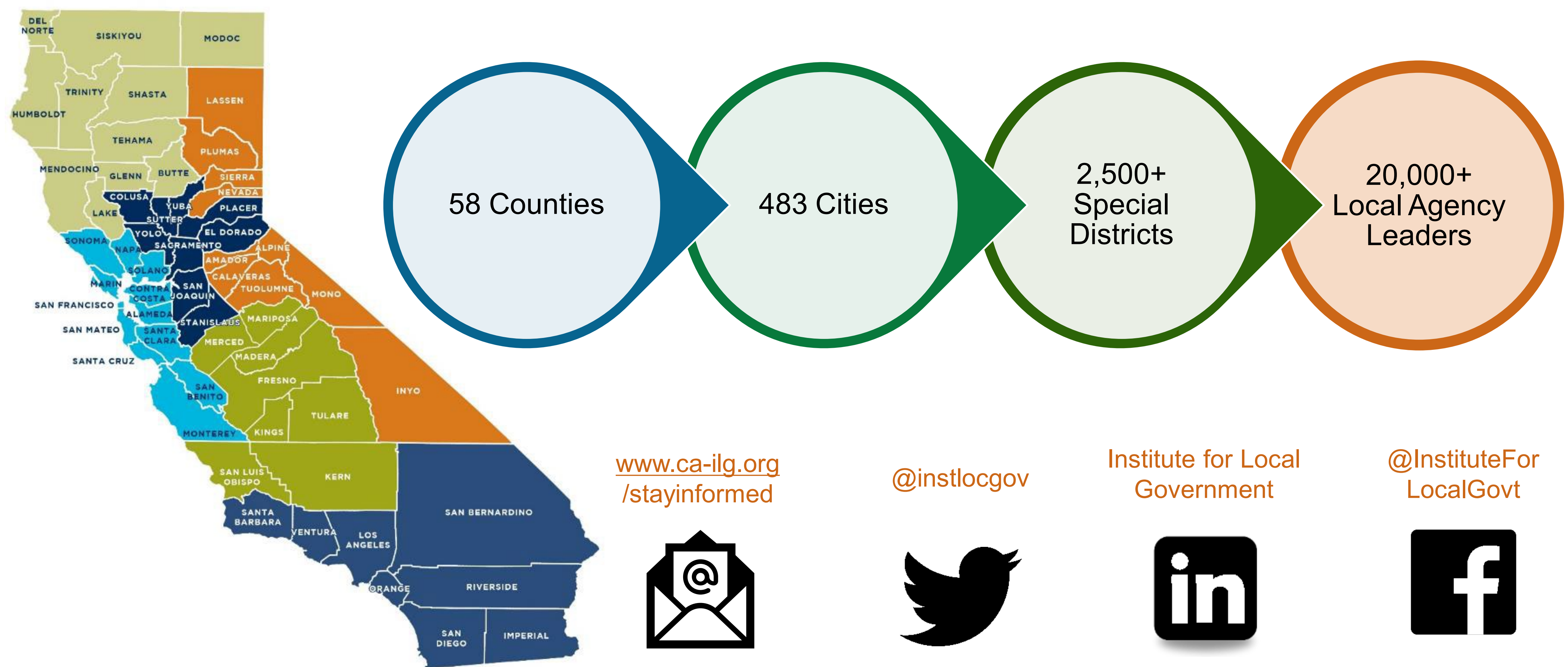
**Wednesday, October 23 - Thursday,
October 24 - 10am - 3pm**

REGISTER TODAY!

www.ca-ilg.org/meetingmastery



JOIN OUR WIDESPREAD NETWORK OF LOCAL GOV'T LEADERS



RECORDING AVAILABLE SOON



The recorded presentation and materials will be shared electronically with all attendees a few days after the webinar.

THANK YOU!



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