

# Empowering Communities Through Resident Academies

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

# THANK YOU FOR JOINING US!



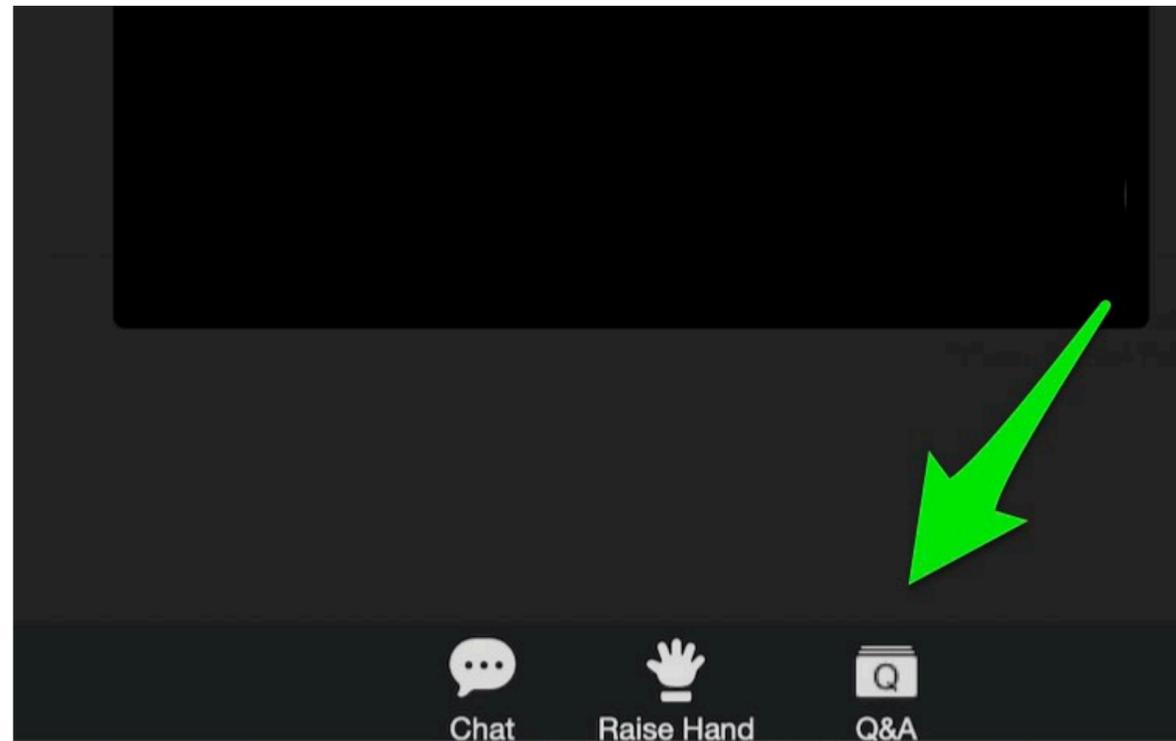
*Moderator*

**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



**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

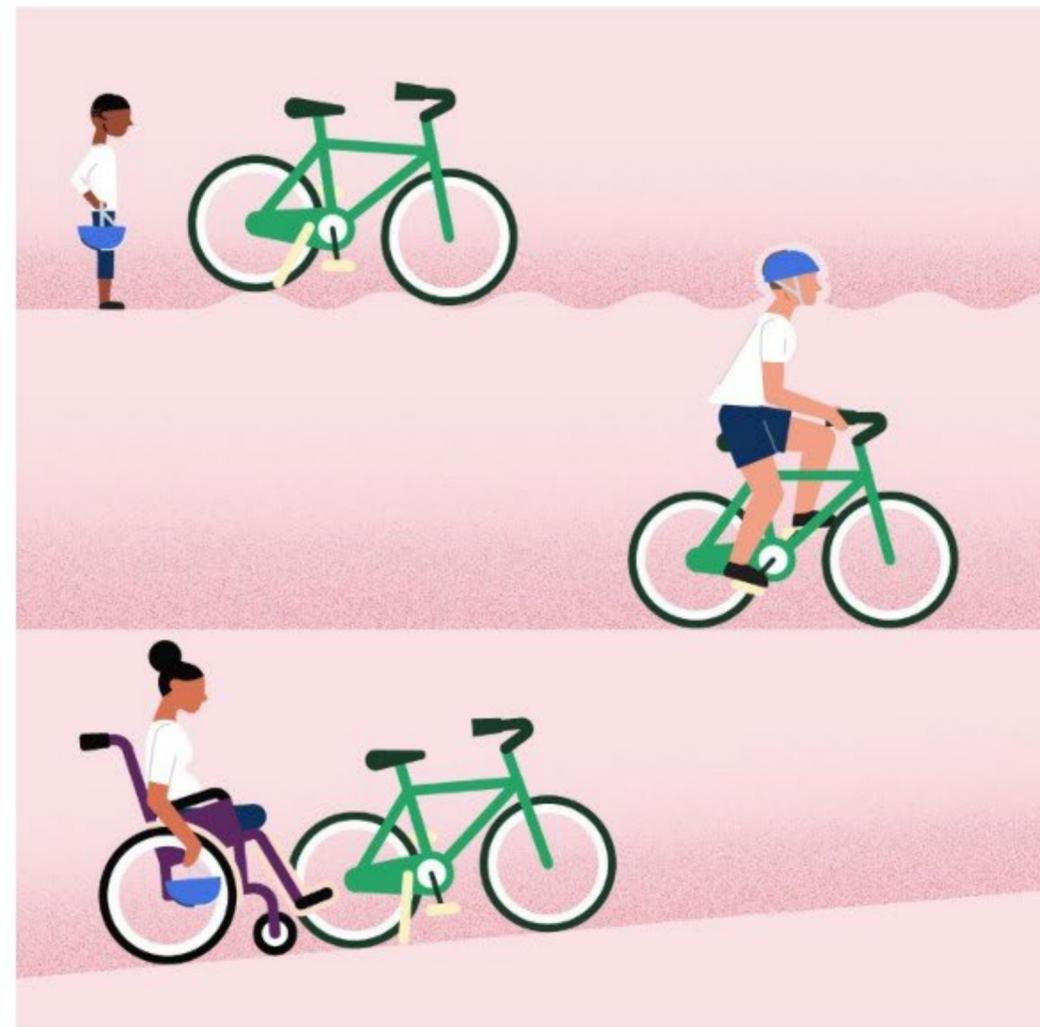
- Historical inequities persist, perpetuating inequities today

## 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.



Copyright 2022 Robert Wood Johnson Foundation



# 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



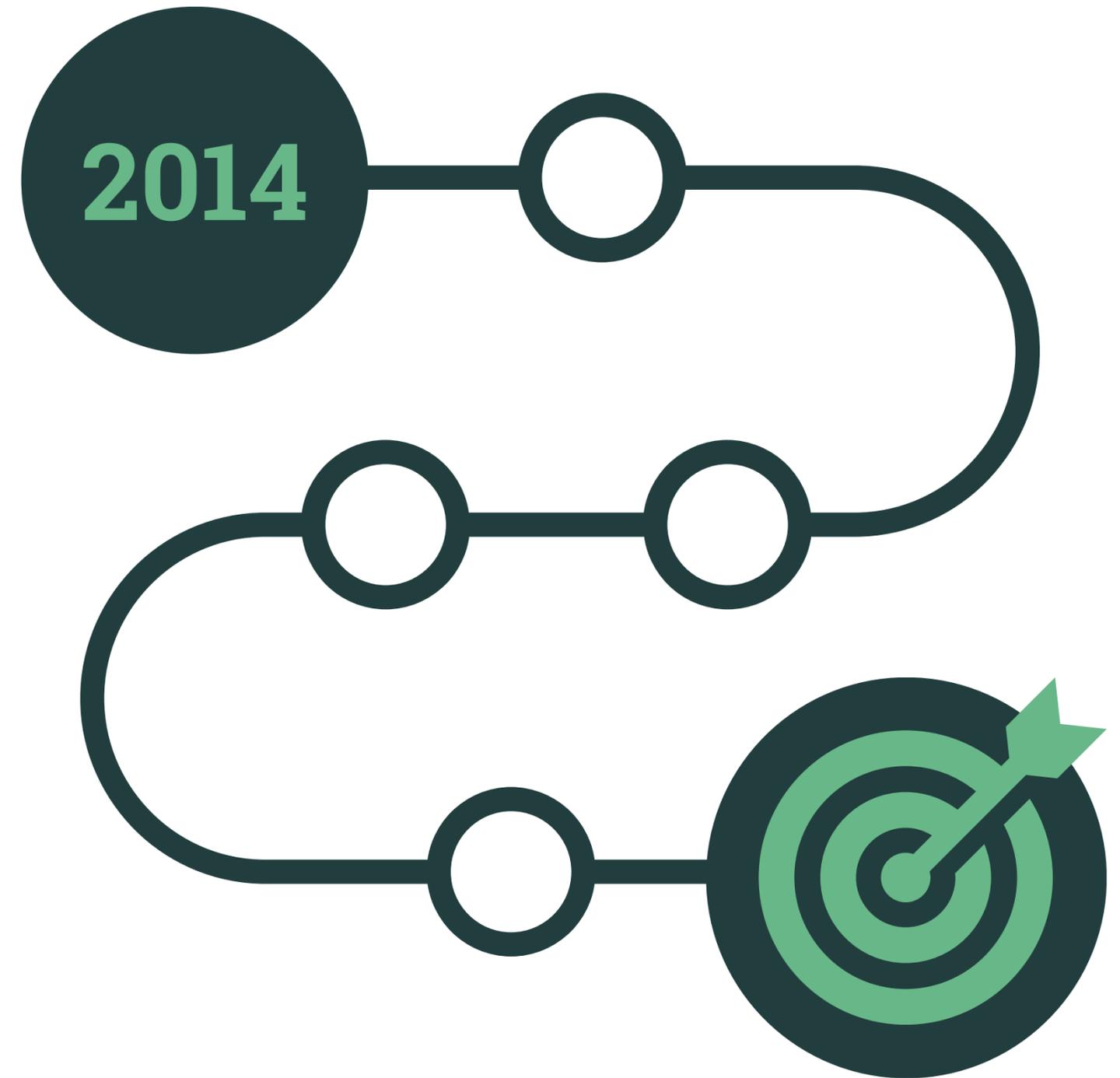
- Participants tour eight County facilities and learn from over twenty departments.
- Free to the public
- 10-week program, consecutive evenings
- Topics covered: public safety, information technology, planning & zoning, and much more!



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

”



NEVADA  
COUNTY  
CALIFORNIA



# 150 graduates to date



**NEVADA  
COUNTY**  
CALIFORNIA



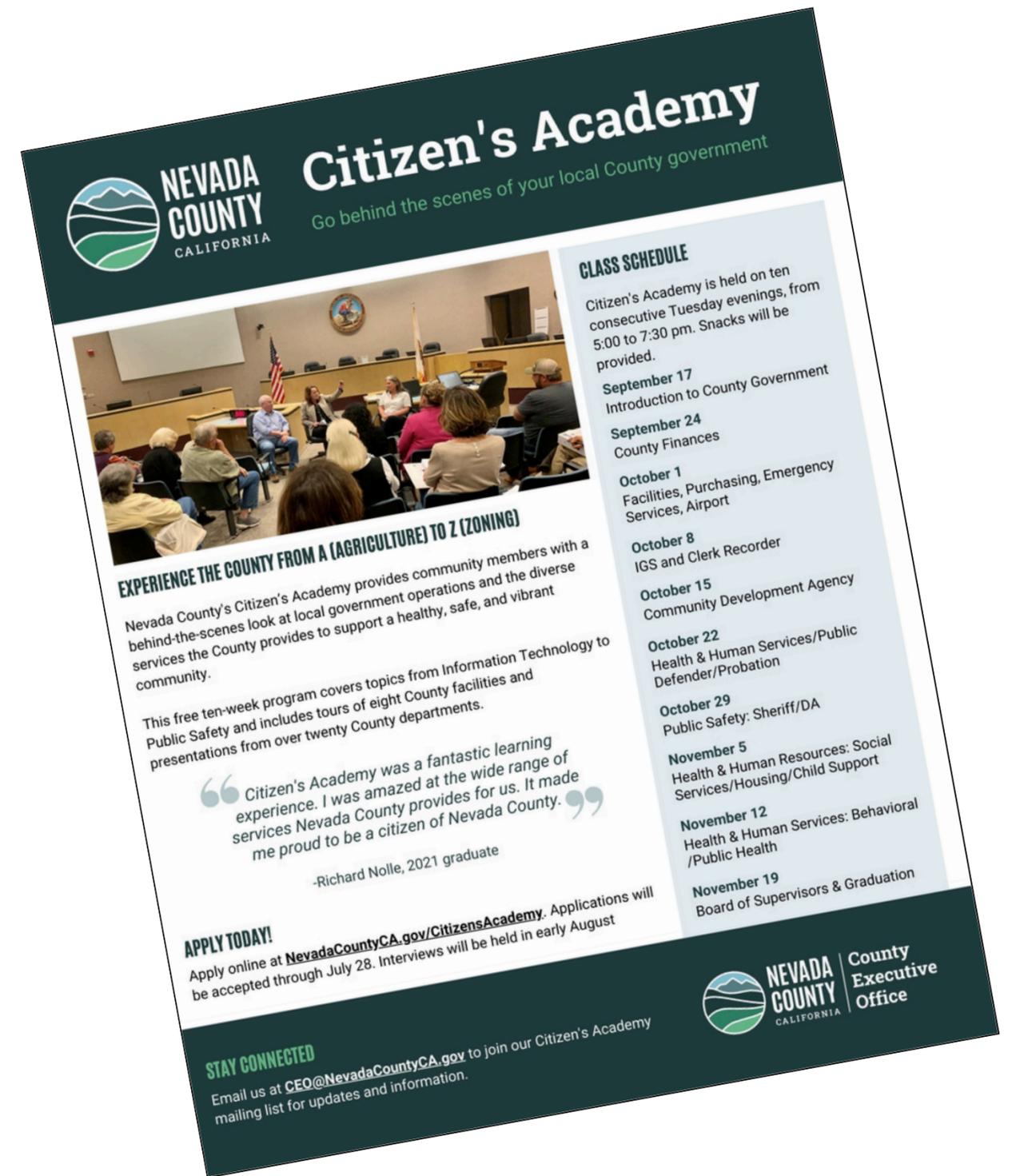
Challenges are: popularity,  
capacity, scaled growth, and  
scheduling.



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](https://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](mailto: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





“

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 Participant

”



NEVADA  
COUNTY  
CALIFORNIA



 2023 GRADUATES



# Thank You

[NevadaCountyCA.gov/CitizensAcademy](https://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

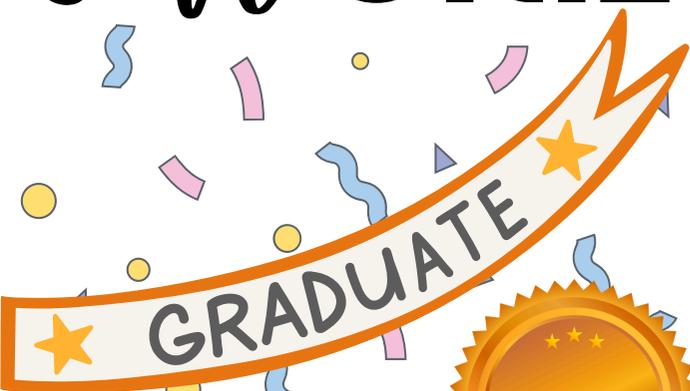
**Volunteer Project:** Project & Graduation

## 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 NVTA for facility tour.
- Volunteer project: staff time and in-kind help from the community.



# Our Citizens Academy



2000



# Thank You

[americancanyon.gov/Work/Local-Government/Citizens-Academy](http://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

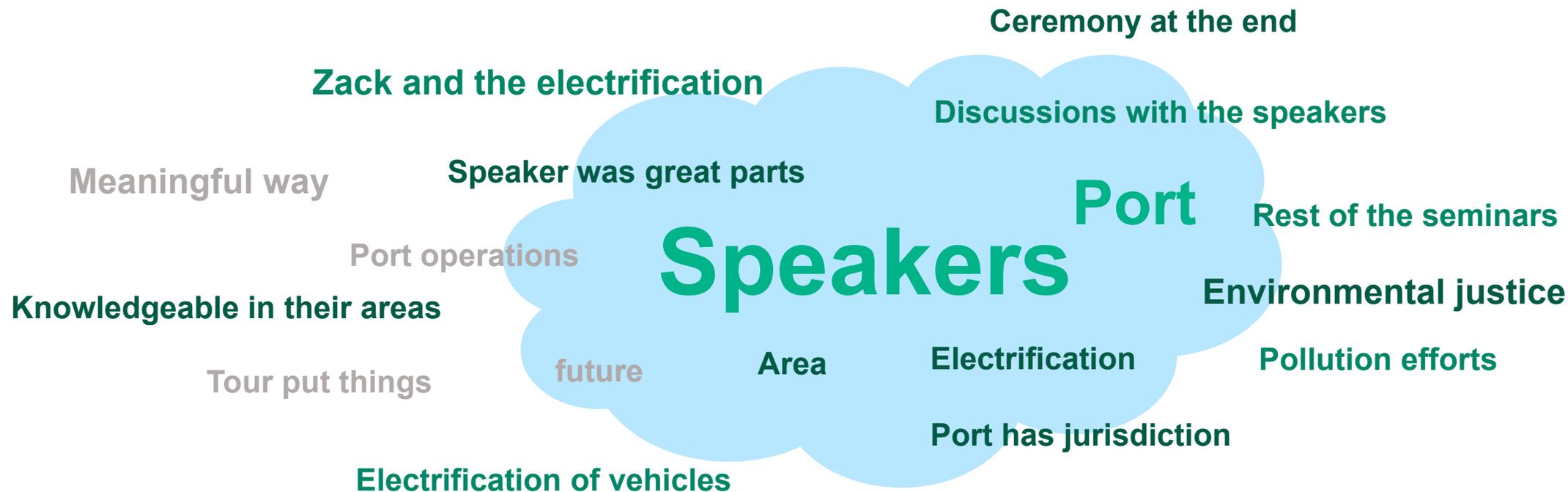
Did the Academy meet your expectations? Why/why not.





# PARTICIPANT FEEDBACK

## What was the most memorable part of the Academy?



Component of the Academy



# PROGRAM OUTCOMES



**55**  
graduates



**4**  
cohorts  
planned for  
2024-2025



**300+**  
on waiting list



# 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](mailto: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



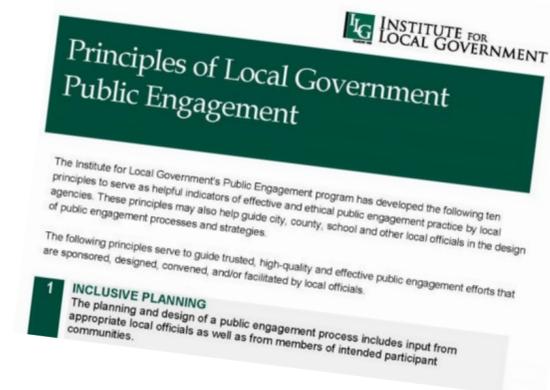
TIERS is a step-by-step approach to public engagement at any level. Stay tuned for **October TIERS Training** dates

## 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](http://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](http://www.ca-ilg.org)

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

## 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](http://www.ca-ilg.org/meetingmastery)



# JOIN OUR WIDESPREAD NETWORK OF LOCAL GOV'T LEADERS



58 Counties

483 Cities

2,500+ Special Districts

20,000+ Local Agency Leaders

[www.ca-ilg.org/stayinformed](http://www.ca-ilg.org/stayinformed)

@instlocgov

Institute for Local Government

@InstituteForLocalGovt



# RECORDING AVAILABLE SOON



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

# THANK YOU!



**ALISON LEHMAN**

[alison.lehman@nevadacountyca.gov](mailto:alison.lehman@nevadacountyca.gov)



**ALEXANDRA IKEDA**

[aikeda@cityofamericancanyon.org](mailto:aikeda@cityofamericancanyon.org)



**MICHAEL G. BROWN**

[mgbrown@portofsandiego.org](mailto:mgbrown@portofsandiego.org)



**ROBERTO CARLOS  
TORRES**

[rtorres@ca-ilg.org](mailto:rtorres@ca-ilg.org)