

Agenda: 2019 Midwest Regional Conference

May 8-10, 2019 | Evanston, Illinois | Hilton Orrington/Evanston

Wednesday, May 8

12 p.m.-5 p.m. | Registration

1:30-3 p.m. | Midwest Regional Leadership Meeting

1:30-3:30 p.m. | Evanston Field Demonstration: The Garage

The Garage is Northwestern University's hub for student entrepreneurship and innovation. It brings together a cross-disciplinary community of students, faculty, staff and alumni who all share a passion for building new ideas. The 11,000 square foot space, located in the University's North Campus Parking Garage, is currently home to approximately 60 student-founded startups per academic quarter. Twice a year, The Garage runs Wildfire, a pre-accelerator program, to prepare student teams for the next stage of their start-ups—be it an accelerator program, raising capital from angel investors, or bootstrapping their way to success. Over 1,000 students, faculty, and staff visit The Garage each month for classes, office hours, events, and workshops.

Lessons for Municipal Leaders:

- Developing partnerships with universities or private sector.
- Ideas turned into businesses that have potential to launch "off campus" after starting on campus.
- Introducing local business owners to talented workforce pipeline.
- Introducing local businesses owners to innovative ideas.
- Introducing students to "the real world" of private business.
- Innovation driving economic development.
- Creation / or adaptive reuse of spaces for innovation collaboration.
- Observing latest in work space planning / use of space / architecture.

3:15-9 p.m. | Nominating Committee Interviews

3:45-4:45 p.m. | Connection Before Content

Human beings must improve skills of connection essential to creating community that also allow innovation, smart machines and systems to succeed. We are on the leading edge of a societal transformation as challenging as the Industrial Revolution was for our ancestors-but are we ready? There is a human side to innovation. Join your colleagues in a highly interactive session that will jump start your connection capacity and enhance your regional conference experience.

Speaker: Peggy Merriss, Decatur, Georgia

5:30-6:30 p.m. | Reception

Thursday, May 9

7:30-8:30 a.m. | Innovation Showcase/Breakfast

8 a.m.-12 p.m. | Registration

8:45-9:45 a.m. | Keynote: The Innovation Playbook for Local Government

Technological forces are moving at an unprecedented pace, impacting everything from healthcare to mobility. So how can local governments establish effective command and control structures to manage the onslaught in a manner that works best for their constituents?

Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

10-11 a.m. | Breakout Sessions

Breakout I: From Analog to Digital – How to Emerge Victorious in the Smart City Rush

A roll-up your sleeves session that will educate, inspire, identify, and solve some of the most important factors in succeeding in the quest to become the next great smart community.

Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

Breakout II: Midwest Roundtable

Join your colleagues in a series of roundtable conversations on innovation in our Midwest communities. Whether it is cutting edge innovation in the truest sense of the word or simply an innovative approach to traditional service delivery, be part of the conversation and take home some great ideas!

Topics include:

- *Dealing with “Intrusive Technologies” that disrupt our citizens’ ways of life: (drones, bike/scooter shares, driverless cars.)*
- *Local collaborative service delivery: creative approaches that open doors to political and public acceptance.*
- *Medical and recreational marijuana: the “highs” and lows of this new phenomenon on local governments.*
- *Citizen engagement: It’s not new, but it can be innovative!*
- *New approaches in policing that can bring your diverse community together.*

Breakout III: Is the Midwest Ready for Artificial Intelligence? How Cities Can Use AI to Make Data-driven Decisions: Normal, Illinois--a Case Study

What's all the hype around Artificial Intelligence and why should local governments be getting on board? This session will include a brief introduction to AI in the government sector and discuss the power of AI, particularly in performance management and in understanding resident satisfaction in the city. Through the lens of the town of Normal, Illinois, the session will explore what data is available to cities and how cities can leverage this data using AI to make better decisions for their residents.

Normal will discuss, from its experience and based on real use cases in the town, how AI can help the town better understand city-wide resident feedback in real-time and overtime, and how it has used this data to respond to service requests, manage controversial infrastructure projects, and more.

The session will also give participants a new lens for understanding performance management in their city and its value, and a better understanding of the role that technology can play in measuring otherwise hard-to-measure outcomes, like community impact, resident sentiment, and more. *Presented by ICMA Strategic Partner ZenCity.*

11:15 a.m.-12:30 p.m. | Envision ICMA – Expand and Diversify ICMA Membership

Join us on a journey to explore the future. How will we accomplish this strategic plan objective of expanding and diversifying the membership and the ICMA Executive Board? ICMA board members will be on hand to explore new ideas so be prepared to step outside of the box. The ultimate outcome may require changing the ICMA constitution and it's critical that all voices, including your voice, be heard.

12:30-1:45 p.m. | Innovation Showcase/Lunch

2-3 p.m. | Breakout Sessions

Breakout I: From Analog to Digital – How to Emerge Victorious in the Smart City Rush

A roll-up your sleeves session that will educate, inspire, identify, and solve some of the most important factors in succeeding in the quest to become the next great smart community.

Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

Breakout II: Midwest Roundtable

Join your colleagues in a series of roundtable conversations on innovation in our Midwest communities. Whether it is cutting edge innovation in the truest sense of the word or simply an innovative approach to traditional service delivery, be part of the conversation and take home some great ideas!

Topics include:

- *Dealing with “Intrusive Technologies” that disrupt our citizens’ ways of life:* (drones, bike/scooter shares, driverless cars.)
- *Local collaborative service delivery:* creative approaches that open doors to political and public acceptance.
- *Medical and recreational marijuana:* the “highs” and lows of this new phenomenon on local governments.
- *Citizen engagement:* It’s not new, but it can be innovative!
- *New approaches in policing* that can bring your diverse community together.

Breakout III: Is the Midwest Ready for Artificial Intelligence? How Cities Can Use AI to Make Data-driven Decisions: Normal, Illinois--a Case Study

What's all the hype around Artificial Intelligence and why should local governments be getting on board? This session will include a brief introduction to AI in the government sector and discuss the power of AI, particularly in performance management and in understanding resident satisfaction in the city. Through the lens of the town of Normal, Illinois, the session will explore what data is available to cities and how cities can leverage this data using AI to make better decisions for their residents.

Normal will discuss, from its experience and based on real use cases in the town, how AI can help the town better understand city-wide resident feedback in real-time and overtime, and how it has used this data to respond to service requests, manage controversial infrastructure projects, and more.

The session will also give participants a new lens for understanding performance management in their city and its value, and a better understanding of the role that technology can play in measuring otherwise hard-to-measure outcomes, like community impact, resident sentiment, and more. *Presented by ICMA Strategic Partner ZenCity.*

3:15-4:45 p.m. | ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization

Join this hands-on workshop to have fun while experiencing iterative, flexible, and collaborative design thinking using the 5 key questions:

1. How do we get the human impact?
2. Why is “naming” key to success?
3. How are “best ideas” generated?
4. Why are prototypes so thrilling?
5. How can we make it better?

Speaker: Peggy Merriss, Decatur, Georgia

4:45-5:45 p.m. | Ethics Conversation on Tenets 5 and 6

The Code of Ethics turns 95 in 2019! Although the principles first outlined in the 1924 version of the Code of Ethics are timeless, the Executive Board has embarked on an effort to ensure it remains relevant to the profession today. Dialogue and feedback are critical ways for ICMA to engage with members on this important conversation on ethics. The focus in 2019 is on Tenets 5 and 6 that together provide clear guidance to members on their scope of involvement in a governing body’s policy making process and setting community goals as well as addressing when a member may have conflicting roles within the organization. This session is an opportunity to be part of the conversation by providing insight into any needed revisions to Tenets 5 and 6.

6-9 p.m. | Reception

Friday, May 10

8-9 a.m. | Innovation Showcase/Breakfast

9-10 a.m. | Innovation in the Fire and Rescue Services

ICMA and the Center for Public Safety Excellence (CPSE) are developing a white paper on the future of local fire and rescue services. Join this session to provide your thoughts about innovation and the sustainability of this important function of local governance.

9-11 a.m. | ICMA University Workshop: Implicit Bias: A Barrier to Creativity, Innovation, & Inclusion

Innovation and creativity require the ability to work effectively in teams, in an environment that is honest and respectful. Teams are essential for generating diverse ideas that can rise above individual cognitive biases that distort thinking and constrain innovation. Cognitive biases can also distort thinking about people. Implicit biases and stereotypes can be based on race, gender, culture, and other factors. Implicit biases can be conveyed through language and other behaviors that are inconsistent with one's values. These behaviors can cause feelings in others of exclusion, hurt, anger, and resentment.

This workshop has three learning objectives:

1. *Critical Thinking* – Learn how intentional and unintentional biases effect the way one views, interprets, and acts on information. Learn how to recognize and reduce bias.
2. *Awareness* – Explore one's view of the world and how one's background and experiences lay the foundation for bias. Explore how biases and stereotypes are experienced by others whether in unintended microaggressions or intended discrimination.
3. *Action* – Learn tools and approaches people can use individually to act to promote inclusion and respect; explore how public administrators can provide leadership to make local governments more inclusive and just.

Speaker: Ron Carlee, DPA, Professor, Old Dominion University, Norfolk, Virginia