

Agenda: 2019 West Coast Regional Conference

March 20-22, 2019 | Reno, Nevada | Renaissance Reno Downtown Hotel

Wednesday, March 20

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

1:30-3 p.m. | West Coast Leadership Meeting

1:30-3:30 p.m. | Reno Field Demonstration: Big Arts Little City!

Reno is the official gateway to Burning Man. It has a vibrant nonprofit arts and culture as well as artist scene for a community of its size. Reno has more than 200 pieces of public art and 90 arts and culture nonprofits in that inject 89 million dollars into its local economy. The city sees that public art and culture as an essential part of helping Reno become a leader of creativity and innovation. Additionally, Reno is experiencing a renaissance. Since the great recession job growth has been rebounding, and recent events in the region, such as Tesla and Switch's recent moves to the Tahoe-Reno Industrial Center have increased corporate recruiting. This, in combination with the pull of Reno's quality of life, have created exciting growth in the region. As part of this growth, Reno has experienced successful revitalization in the Riverwalk and Midtown Districts (shopping and dining districts near downtown) and growth of the University of Nevada-Reno, a Tier 1 University home to over 25,000 students, faculty, and staff.

On this tour of Reno's Riverwalk District you'll get a peek into Reno's startup district, a tour of UNR's Innovation Center, tours of some spaces that make Reno truly unique such as the Basement and the Eddy and a mural and public art tour weaved throughout.

3:15-5:30 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, March 21

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: West Coast Roundtable

This concurrent session is composed of 3 facilitated roundtable discussions on issues of interest to local government in the West Coast Region. Choose among these three roundtable topics:

- *Cal-ICMA's Talent Initiative:* Discuss ways to address the challenges associated with attracting and retaining talent for your organization.
- *Recreational Marijuana Sales:* Discuss the latest developments regarding local governments role in responding to the legalization of marijuana sales.
- *Homeless Strategies:* Participate in a discussion of strategies to deal with challenges including encampments and vehicle dwelling.

Breakout III: Using Artificial Intelligence and Big Data AI to Hear the Silent Majority

Open data policies have become more and more prevalent over the past decade but have also given rise to the challenge for cities of making aggregated data more actionable. This session will unpack how the city of Corona, California, has made resident feedback part of its robust open data policy, and how it is leveraging resident-generated data to communicate and engage with residents more effectively. Through real-use cases ranging from understanding resident feedback on a major infrastructure project to dealing with a city-wide crisis that arose in the context of Safe Surrender, Corona will discuss how Artificial Intelligence has changed the way the city makes decisions.

More than anything, the session will explore how social AI has helped the city hear its silent majority and quantify what the public really wants. *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

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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-Bundox Bocce Bar (Sponsored by Hagerty Consulting)

Friday, March 1

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