

# 2019 ICMA MOUNTAIN PLAINS REGIONAL CONFERENCE

INCUBATORS OF INNOVATION

March 27–March 29, 2019  
Omaha, Nebraska



**ICMA** | #ICMAReady



# WELCOME TO THE ICMA 2019 MOUNTAIN PLAINS REGIONAL CONFERENCE

## WEDNESDAY, MARCH 27

Noon–5 p.m.

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### **Registration**

*Foyer, 2nd Level*

1:30–3:30 p.m.

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### **Field Demonstration: Back to the Future: Reclaiming Central Omaha**

*This tour required preregistration.*

*Buses load at the corner of 10th and Davenport (left out of the hotel's front door).*

This field demonstration includes a historical and analytical view of major development initiatives in and around Downtown and Midtown Omaha, including some neighborhoods adjacent to Downtown. Focuses will include:

- The development of the downtown core from the 1980s to the present, with a special focus on the relationship between public and private sectors and the use of public investments and actions to encourage private investment. Of special interest will be an aggressive long-term program to develop downtown housing, including an innovative approach to the use of tax increment financing.
- The Old Market district, once the center of the city's wholesale food markets, transformed largely by the private vision of a multi-generational family over nearly a half-century into an iconic arts and entertainment neighborhood that is one of Nebraska's most popular tourist destinations.

- The Downtown Riverfront, including two major phases of development that redeveloped a heavy industrial riverfront and will be the site of a new public space initiative. The riverfront also includes a visit to the Bob Kerrey Pedestrian Bridge, a unique span that connects two states and their developing riverfronts.
- North Downtown, once the site of railyards and light industrial and trades businesses, combining a private initiative to reuse largely vacant industrial buildings for new entrepreneurial space, expansion of Creighton University, a permanent home for the College World series, the arts, urban housing, and new corporate development into a vital mixed-use district.
- North Omaha, highlighting neighborhood and affordable housing re-development on vacant infill lots and former sites of large public housing projects.
- Adjacent neighborhoods including Midtown, where the influences, investment, and growing urban sensitivity of a major national medical center (University of Nebraska) and a famous national corporation (Mutual of Omaha) has created one of the city's most popular urban neighborhoods and destinations.

Because these areas are adjacent to each other, the tour will explore how they affect and relate to each other.

3:30–3:45 p.m.

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## **Break**

*Foyer, 2nd Level*

3:45–4:45 p.m.

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## Connection before Content

*Douglas, 2nd Level*

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:** *Felicia Logan*, Director, Leadership Development, Professional Development, ICMA, Washington, D.C.

4:45–6 p.m.

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## Welcome Reception

*Dodge, 2nd Level*

Sponsored by  ICMARC

Enjoy food and drink while you reconnect with friends and meet new ones at this evening's Welcome Reception.

# THURSDAY, MARCH 28

7:30 a.m.–5 p.m.

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## **Registration**

*Foyer, 2nd Level*

8–9 a.m.

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## **Innovation Showcase/Breakfast**

*Capitol 3–4, 2nd Level*

Enjoy your breakfast while some of this year's exhibitors showcase their company's success in local government innovation with case study examples.

9–10 a.m.

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## **Keynote: The Innovation Playbook for Local Government**

*Capitol 3–4, 2nd Level*



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.

10:15–11:15 a.m.

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## **Breakout Session: Establishing an Effective Innovation State in Local Government**

*Dodge, 2nd Level*

We will discuss multiple approaches to implementing a successful innovative state within your organization, in a cost effective and data-driven manner.

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

### **Breakout Session: Mountain Plains Roundtable**


*Douglas, 2nd Level*

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

- *When Process Improvement Meets Innovation: The Fort Collins Experience:* Fort Collins has demonstrated leadership in creating an organizational culture with FCLean. Learn how they are transforming their organization and discuss your own experiences on this topic.
- *Affordable Housing:* Discuss issues with ensuring that there is adequate housing for your workforce as well as innovative zoning and approaches to alternative housing.
- *Opportunity Zones:* Learn how to successfully implement an Opportunity Zone in your community and discuss ways you've done this in your community.

### **Breakout Session: Artificial Intelligence as a Tool for Building Community**

*Capitol 1, 2nd Level*

Is your community ready for Artificial Intelligence (AI)? The answer is yes, and in this session, we'll show you why. The city of Corinth, Texas, and ZenCity will provide a brief introduction to AI in the local government sector and discuss the power of AI in helping a city better understand resident satisfaction and communicate with residents more effectively. With real use cases from Corinth, the session will explore not just how cities can leverage big data, but also what kind of organizational work it takes to integrate big data and AI analytics into daily and weekly city management. The session will be practical and will illustrate the way in which AI is currently being used with real city examples. **Presented by**  ZENCITY.

**Speakers:** *Bob Hart*, City Manager, Corinth, Texas; *Rachel Rembrandt*, Director of Customer Success, ZenCity, Tel Aviv, Israel

11:15–11:30 a.m.

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### **Break**

*Foyer, 2nd Level*

11:30 a.m.–12:30 p.m.

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### **Envision ICMA: Expand and Diversify ICMA Membership**

*Capitol 3–4, 2nd Level*

Join us on a journey to explore the future. How will we accomplish the 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 yours, be heard.

12:30–1:45 p.m.

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### **Innovation Showcase/Lunch**

*Capitol 3–4, 2nd Level*

Enjoy your lunch while some of this year's exhibitors showcase their company's success in local government innovation with case study examples.

2–3 p.m.

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3–3:15 p.m.

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### **Break**

*Foyer, 2nd Level*

3:15–4:45 p.m.

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### **ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization**

*Capitol 3–4, 2nd Level*

Join this hands-on workshop to have fun while experiencing iterative, flexible, and collaborative design thinking using the five 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:** *Felicia Logan*, Director, Leadership Development, Professional Development, ICMA, Washington, D.C.

5–6 p.m.

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### **Ethics Conversation on Tenets 5 and 6**

*Capitol 3–4, 2nd Level*

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.

6–8 p.m.

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**Reception: Trivia and Taps**

*The Old Mattress Factory Bar & Grill, 501 North 13th Street*

*Turn left outside the Marriott's front door. Turn left onto Cass Street. Walk approximately 3 blocks. The Old Mattress Factory will be on the right at the corner of 13th and Cass.*

You'll enjoy a fabulous buffet dinner at a fan-favorite College World Series bar while competing in our first-ever America's Pub Quiz trivia night! Grab a table with friends new and old and be ready to answer general trivia questions as well as questions specific to ICMA. There are prizes for the winning team!

# FRIDAY, MARCH 1

8–9 a.m.

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## **Innovation Showcase/Breakfast**

*Capitol 3–4, 2nd Level*

Enjoy your breakfast while some of this year's exhibitors showcase their company's success in local government innovation with case study examples.

9:15–10:15 a.m.

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## **Innovation in Fire and Rescue Services**

*Harney, 2nd Level*

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.

9:15–11:15 a.m.

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## **ICMA University Workshop: Implicit Bias: A Barrier to Creativity, Innovation, & Inclusion**

*Capitol 3–4, 2nd Level*

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:

*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.

*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.

*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

## SPEAKERS

### RON CARLEE



Dr. Carlee is the Director of the Center for Regional Excellence, Strome College of Business, and Visiting Assistant Professor, School of Public Service, Old Dominion University

He joined ODU after a career in local government executive positions. Beginning at age 21, he served as assistant to the Mayor of Birmingham, Alabama. Over the course of his practitioner career, Dr. Carlee was City Manager of Charlotte, NC, Chief Operating Officer of ICMA (International City/County Management Association), County Manager of Arlington, VA, Director of Health and Human Services for Arlington, VA, and he held other positions in budgeting, purchasing, information technology, and parks and recreation.

His policy and research interests include leadership, regional excellence, economic development, ethics, social equity, race relations, public safety, emergency management, public budgeting, and interorganizational relations. Dr. Carlee's work explores the inter-relationships of public policies and their impacts on local governments, the role they play in community building, and their implications for city leaders.

Dr. Carlee is a Fellow in the National Academy of Public Administration and holds a Doctorate in Public Administration, George Mason University; Master's in Urban Studies, University of Alabama-Birmingham; and Bachelor's Degree, University of Montevallo, Alabama.

### BOB HART



Bob was appointed City Manager of Corinth in January 2017. He has served as City Manager in six other Texas cities spanning a career that covers 43 years. Bob also served as President of the Innovation Groups, leading the organization to its transformation to the Alliance for Innovation.

Bob is an active member of the Texas City Management Association (TCMA) and the International City/County Management

Association (ICMA) through which he is a credentialed manager. He also serves as an adjunct faculty member in the MPA program at the University of Texas at Arlington teaching the Capstone Class.

Bob serves on the Accreditation Council of the American Public Works Association (APWA), the Upper Trinity Regional Water Authority District Board of Directors, the North Texas Commission Board of Directors, and the Public Administration Advisory Board of the University of North Texas. He earned his Bachelor's degree from Baylor University and his Master of Public Administration (MPA) from the University of North Texas.

Bob and his wife, Lois, have five children.

### **XAVIER HUGHES**



Xavier Hughes specializes in large scale innovation, market growth, smart cities, big data, product development, conceptual design, and service innovation and automation.

Xavier Hughes is the first Chief Technology and Innovation Officer in ICMA's history, where he helps create and support thriving communities throughout the world, including 12,000+ ICMA members.

From 2010 to 2016, Xavier served as the 1st Chief Innovation Officer in the history of the U.S. Government and Department of Labor, where he led the development of innovative business practices, performance and technology applications to improve outcomes and simplify operations.

### **FELICIA LOGAN**



Felicia's primary work is with the International City/County Management Association located in Washington, D.C., where she serves as the Director of Leadership Development. She also serves as adjunct faculty to the University of Virginia Senior Executive Institute and LEAD programs 9 weeks per year, is an executive coach, and has expertise in strengths-based leadership development for individuals, organizations and teams.

## **RAN AGASSI**



Ran is ZenCity's Vice President of Sales and Customer Success. He is a seasoned business executive with over 15 years of experience working with complex enterprise software solutions and building, cultivating and growing relationships with globally-recognized clients like Adidas, Sony and CitiBank.



# SPONSORS

(as of 2/25/19)

ICMA gratefully acknowledge supporting contributions for  
ICMA's 2019 Mountain Plains Regional Conference





# NOTES

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# About ICMA

ICMA advances professional local government worldwide. Its mission is to create excellence in local governance by developing and advancing professional management of local government. ICMA, the City/ County Management Association, provides member support; publications, data, and information; peer and results-oriented assistance; and training and professional development to more than 12,000 city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect 185 million individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

The logo for the International City/County Management Association (ICMA). It features the letters 'ICMA' in a bold, white, sans-serif font. The letter 'I' is a vertical bar, 'C' is a circle, 'M' is a vertical bar with a horizontal bar, and 'A' is a vertical bar with a horizontal bar. The background of the entire page is a dark blue gradient with a pattern of faint, semi-transparent numbers and squares.

**INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION**

777 N Capitol St. NE, Ste. 500 | Washington, DC 20002-4290  
202.962.3680 | 202.962.3500 (f) | [icma.org](http://icma.org)