2019 ICMA
MIDWEST
REGIONAL
CONFERENCE
INCUBATORS OF INNOVATION

May 8–10, 2019
Evanston, Illinois

ICMA | #ICMAReady

WELCOME TO THE ICMA
2019 MIDWEST
REGIONAL CONFERENCE

WEDNESDAY, MAY 8

Noon–5 p.m.

Registration
Grand Ballroom Landing, 2nd Floor

1:30–3:30 p.m.

Field Demonstration: The Garage
This tour required registration.
Depart from the Hilton's lobby entrance.

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 local government leaders during this field demonstration include how to develop partnerships with universities or private sector; how to introduce local business owners to innovative ideas and a talented workforce pipeline; and how innovation drives economic development. Join this field demo to learn how your community can create or adapt spaces for innovation, collaboration and observe the latest in work space planning, use of space, and architecture.

3:30–3:45 p.m.

Break
2nd Floor Foyer

3:45–4:45 p.m.

Connection before Content
Northshore, 2nd Floor

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,* former ICMA President and former City Manager, Decatur, Georgia

4:45–6 p.m.

Welcome Reception
Heritage, 2nd Floor
Sponsored by

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

THURSDAY, MAY 9

7:30 a.m.–5 p.m.

Registration
Grand Ballroom Landing, 2nd Floor

8–9 a.m.

Innovation Showcase/Breakfast
Grand Parlor AD, 2nd Floor

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.

Keynote: The Innovation Playbook for Local Government
Grand Parlor BC, 2nd Floor

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.

Breakout Session: Establishing an Effective Innovation State in Local Government
Bonbright, 9th Floor

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: Midwest Roundtable

Heritage, 2nd Floor

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

Rogers, 9th Floor

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 understand-

ing of the role that technology can play in measuring otherwise hard-to-measure outcomes, like community impact, resident sentiment, and more. **Presented by** ZC ZENCITY.

Speakers: *Eric Hanson*, Assistant City Manager, Normal, Illinois; *Noa Zeldin*, Director of Business Development, ZenCity, Tel Aviv, Israel

11:15–11:30 a.m.

Break
2nd Floor Foyer

11:30 a.m.–12:30 p.m.

Envision ICMA: Expand and Diversify ICMA Membership
Grand Parlor BC, 2nd Floor

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.

Innovation Showcase/Lunch
Grand Parlor AD, 2nd Floor

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

2–3 p.m.

Breakout Session: Establishing an Effective Innovation State in Local Government

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3–3:15 p.m.

Break
2nd Floor Foyer

3:15–4:45 p.m.

ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization
Grand Parlor BC, 2nd Floor

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: *Peggy Merriss*, former ICMA President and former City Manager, Decatur, Georgia

5–6 p.m.

Ethics Conversation on Tenets 5 and 6

Grand Parlor BC, 2nd Floor

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.

Reception: Compete While You Eat

Heritage, 2nd Floor

Join us and your friends new and old to compete in a trivia night brought to you by Geeks Who Drink. Be prepared to answer general trivia questions as well questions specific to ICMA. There are prizes for the winning team! Don't forget to enjoy the buffet and drinks that will be available throughout the evening.

FRIDAY, MAY 10

8–9 a.m.

Innovation Showcase/Breakfast

Grand Parlor AD, 2nd Floor

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.

Innovation in Fire and Rescue Services

Grand Parlor B, 2nd Floor

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.

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

Grand Parlor AD, 2nd Floor

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 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.

ERIC HANSON

Eric Hanson serves as the Assistant City Manager in the Town of Normal, a position he has held since January 2019. A native of west central Illinois, Eric graduated Magna Cum Laude in Political Science from Monmouth College with a concentration in Economics and holds an MPA in Public Administration from the University of Illinois-Springfield. Prior to serving in Normal, Eric served as the City Manager in Ballwin, Missouri; Indianola, Iowa; and Monmouth, Illinois. During his tenure in city administration, Eric has worked on over

$200 million in economic development projects and over $50 million in Capital Improvement initiatives for the four cities he has served. In addition to his city management experience, Eric served as Mayor of the Village of Cambridge, Illinois. He was elected the youngest Mayor (Age 24) in village history in 2001. Eric received the prestigious Paul Harris Fellow Award from the Monmouth Rotary Club in 2012, was awarded the Distinguished Young Alumnus by his alma mater Monmouth College in 2009, was an adjunct faculty member in the Monmouth College Political Science Department from 2009–2011 and was recognized as a Quad Cities Leader Under 40 recipient in 2004.

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 1st Chief Technology and Innovation Officer in ICMA's history, where he helps create and support thriving communities throughout the world, including over 13,000+ member, 3,000+ City Managers, 1,000+ Assistant City Managers, 380+ County Managers and 190+ Assistant City Managers.

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.

PEGGY MERRISS

Peggy Merriss served as the City Manager of the city of Decatur, Georgia, since May, 1993 and has worked for the city since August, 1983 until she retired in 2019. She has an MPA from UNC Chapel Hill and a BA in Politics from Converse College where she has been recognized with the "Career Achievement Award." She has also completed the SEI program at the UVA and received her ICMA Credential Manager designation in May 2003. Peggy previously served as the President of ICMA, the first woman and youngest

person to ever hold the office. She is a member of the Board of Directors of ICMA-RC and has served on the Board of the Alliance for Innovation. The Georgia City/County Management Association awarded her with the Pillar of Professional Excellence Award in 2008 and in 2003 she was awarded the "Georgia Excellence in Public Service Award."

NOA ZELDIN

An experienced Business Executive, Noa has generated, driven and maintained high-level client relationships throughout private and public industry, including local government, banks, airlines and pharmaceuticals. Noa leads the charge in building ZenCity's early adopters community by assisting cities across the globe in making data-driven decisions through artificial intelligence (AI). Prior to working at ZenCity, Noa has been a key member of multiple, highly successful startups in Israel, helping each team grow by leveraging diverse applications of AI technologies.

Noa is a Political Science and Communications graduate (M.A.), with honors, from the Hebrew University of Jerusalem. She is also an alumnus of the university's accelerated MBA program for exceptional students and is a veteran of the Israel Defense Forces elite 8200 Intelligence unit.

SPONSORS

(as of 4/18/19)

ICMA gratefully acknowledge supporting contributions for
ICMA's 2019 Midwest Regional Conference

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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.

ICMA