2019 ICMA
WEST COAST
REGIONAL
CONFERENCE

INCUBATORS OF INNOVATION

March 20–March 22, 2019
Reno, Nevada

ICMA | **#ICMAReady**

WELCOME TO THE ICMA
2019 WEST COAST REGIONAL CONFERENCE

WEDNESDAY, MARCH 20

Noon–5 p.m.

Registration
Gallery, 2nd Floor

1:30–3:30 p.m.

Field Demonstration: Big Arts, Little City
This tour required preregistration.
Depart from the Renaissance front entrance.

Reno is the official gateway to Burning Man and 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 Reno that inject 89 million dollars in our 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. 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, has created exciting growth in the region. As a part of this growth Reno has experienced some 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 and home to over 25,000 students, faculty, and staff.

On this tour of Reno's Riverwalk District you'll get a peak into Reno's

startup district, a tour of UNR's Innevation Center, tours of some spaces that make Reno truly unique like the Basement and the Eddy and a mural and public art tour weaved throughout.

3:30–3:45 p.m.

Break

Gallery, 2nd Floor

3:45–4:45 p.m.

Connection before Content

Sage, 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

Hideaway, Basement Level

Sponsored by ICMA RC

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

THURSDAY, MARCH 21

7:30 a.m.–5 p.m.

Registration
Gallery, 2nd Floor

8–9 a.m.

Innovation Showcase/Breakfast
Topaz 2, 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
Topaz 2, 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
Pyramid, 2nd Floor

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: West Coast Roundtable

Sage, 2nd Floor

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 Session: Using Artificial Intelligence (AI) and Big Data to Hear the Silent Majority

Topaz 1, 2nd Floor

Open data policies have become more and more prevalent over the past decade and have 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's 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 (AI) 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** ZC ZENCITY.

Speakers: *Chris McMasters,* Chief Information Officer, Corona, California; *Inbal Naveh Safir,* Director of Strategy and Communications, ZenCity, Tel Aviv, Israel

11:15–11:30 a.m.

Break
Gallery, 2nd Floor

11:30 a.m.–12:30 p.m.

Envision ICMA: Expand and Diversify ICMA Membership
Topaz 2, 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
Topaz 2, 2nd Floor
Sponsored by **Laserfiche**®

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.

Breakout Session: Establishing an Effective Innovation State in Local Government
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3–3:15 p.m.

Break
Gallery, 2nd Floor

3:15–4:45 p.m.

ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization
Topaz 2, 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
Topaz 2, 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: Bocce in the Bar
Bundox, Lobby Level
Sponsored by HAGERTY

Join us in our private party room at Bundox for appetizers, drinks, and fun on the bocce ball courts! Don't know how to play? Come anyway, someone will teach you or you are welcome to simply enjoy the food and comradery.

One complimentary drink ticket provided. Cash bar available throughout the reception.

FRIDAY, MARCH 22

8–9 a.m.

Innovation Showcase/Breakfast

Topaz 2, 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

Pyramid, 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

Topaz 2, 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 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.

CHRIS McMASTERS

Chris McMasters has spent over two decades in IT leadership. As a CIO in the private sector, he helped transform the organization by driving highly complex projects, keeping a lean footprint while increasing sales revenue. The department created new sources of revenue and led automation initiatives throughout the organization increasing ROI and efficiency. With a people first methodology to technology, he garnered a 2015 Computerworld's Premier 100 IT Leaders award. He transitioned to the public sector just two years ago

with the city of Corona to lead IT operations as their first CIO and bring IT from the back office to the front as they develop a data driven smart city adding private sector efficiency to the public domain. Writing the script for digital government transformation at the local level he has led a host of innovation initiatives to break the paradigm of how government can leverage technology.

PEGGY MERRISS

Peggy Merriss started working for the city of Decatur, Georgia, in 1983. She was the city manager of Decatur from 1993 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."

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 first 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.

INBAL NAVEH SAFIR

Inbal is the Director of Strategy & Communications at ZenCity. Before joining ZenCity, Inbal was the Head of Business Development at Magma Venture Partners, an Israeli tech VC, and prior to that, the Head of Business Development at Tel Aviv Global, an initiative of the Mayor's Office of Tel Aviv-Yafo. Originally from the San Francisco Bay Area, Inbal holds a J.D. from Stanford Law School and a B.A. in political science from UCLA. Prior to moving to Israel, Inbal was a commercial litigator at an A-list law firm in the Bay Area. Since settling down in Tel Aviv, Inbal has also worked at the Peres Center for Peace and provided strategic consulting for numerous Israeli non-profits, including non-profits that address minority rights, civil marriage, and women-owned SMEs.

SPONSORS

(as of 3/7/19)

ICMA gratefully acknowledge supporting contributions for
ICMA's 2019 West Coast 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