

# PUBLIC ENGAGEMENT

## The Vital Leadership Skill in Difficult Times



Municipal Management Association  
of Northern California

opportunity | networking | growth

*"The gap between service expectations by the public and the public sector's inability to deliver those services needs to be bridged. Organized and informed civic engagement is one of the best if not only vehicle to energize a grass roots movement to demand change...and understand what the challenges are from the government side to meet expectations."*

– Dennis Donohue, Mayor of Salinas



As California's cities, regions, and school districts face unprecedented decisions on issues ranging from budgets to land use, a growing number of public leaders are finding new ways at arriving at policy solutions—more participatory and transparent. Previously, these conclusions were reached through bargaining at the “stakeholder” level, but the size and scope of today's budget deficits and longstanding planning battles, are pushing some leaders to “look out” to their residents rather than “look in” to their own capabilities. This can be a nervous undertaking, but managed effectively, public involvement on important decisions can lead to more creative, acceptable solutions.



### In this practical and participatory half-day seminar, you will learn:

- ✓ The “Civic Engagement Spectrum”: From “informing” to “involving” your residents
- ✓ When your city, region, or school district is ready to engage the public
- ✓ The five main criteria for judging an effective civic engagement process

### Who Should Attend?

City staff (City Managers, Planners, etc.), elected officials (Mayors, Council Members), school district leaders (Supes, School Board Members), county/regional officials and staff

**DATE:** Tuesday, May 25

**TIME:** 8:30AM – 12:30PM

**PLACE:** Fairfield Center  
for Creative Arts  
1035 Texas Street, Fairfield

**COST:** \$50 MMANC members  
\$75 non-members

**Register Online:** <https://www.commonseca.org/about/training.php>

### Facilitators: Ed Everett:



Ed Everett is co-Chair of CSC's City/Regional Task Force. He is the recently-retired city manager of Redwood City, where he held the position since 1992. Prior to that, he served as city manager of Belmont, assistant county manager for Washoe County, Nevada, and program analyst/fire chief for the City of Palo Alto. After obtaining a degree in economics from U.C. Davis and a graduate degree in urban affairs from Princeton University's Woodrow Wilson School, Ed gained valuable experience during several years as a VISTA volunteer. While overseeing what some call the renaissance of Redwood City, he focused a great deal of research and study on the concept of “community building”—what makes a real community.

### Pete Peterson:



Pete Peterson is Executive Director of Common Sense California—an organization that promotes and supports citizen engagement throughout the state. Pete manages the organization's annual Citizen Engagement Grant Program, which has offered over \$200,000 in grants to over two dozen municipalities, school districts, and civic organizations across the state, supporting their efforts to involve citizens in important policy decisions. He consults on several of these campaigns. Pete is also a Lecturer at Pepperdine's School of Public Policy, teaching a local governance course on citizen engagement. Pete earned his Masters in Public Policy from Pepperdine. He was also a Public Affairs Fellow at The Hoover Institution in 2006.