



**Agenda Item A.4
PRESENTATION
Meeting Date: November 6, 2018**

TO: Mayor and Councilmembers
FROM: Carmen Nichols, Deputy City Manager
CONTACT: Valerie Cantella, Community Relations Manager
SUBJECT: LEAD Goleta Program

RECOMMENDATION:

Receive a presentation on the LEAD Goleta program and provide feedback to staff.

BACKGROUND:

The City of Goleta provides various forums in which the community can engage with the City Council, including regular meetings, special workshops and stakeholder meetings on City projects, policy and others matters of public interest. In addition, residents can become informed through social media, newsletters, and other communications the City produces. However, the City Council has made enhancing community engagement a top priority and tasked staff with coming up with new and different approaches to connect with Goleta residents.

In response to Council direction, the 2017-18 Work Plan for the Community Relations Division of the City Manager's Department includes development of an interactive program to teach residents about how local government works and how they can participate in the decision-making process. This program, entitled the LEAD (**L**earn **E**mpower **A**dvocate **D**iscuss) Goleta program, is designed to educate Goleta residents on how the public, City Council, and staff work together to resolve community needs and concerns.

Other cities have used this type of program to cultivate future leaders for commissions, committees and elected office. With the City of Goleta looking toward District Elections in 2022, LEAD Goleta is an opportunity to educate the community overall and potentially develop future candidates.

DISCUSSION:

After reviewing materials from various sources including the Institute for Local Government (ILG), International City/County Management Association (ICMA), and model programs in other cities, the management team developed sessions that include

information and discussion points that cover all services provided by the City. This program will be rolled out in early 2019. LEAD Goleta is intended to:

- Inspire residents to **Learn** about local government and the services provided;
- **Empower** residents to have a voice;
- Encourage residents to **Advocate** for themselves and the community through dialogue with City staff and leaders;
- Enable participants to **Discuss** local and regional issues that affect the community.

The goals of LEAD Goleta are to:

- Raise awareness of the City's current and future policy issues and engage the community in solving these issues.
- Empower Goleta residents with a knowledge of the community and the role that local government plays in the community so that they can effectively share that knowledge with others.
- Encourage Goleta residents to consider a future role in city governance either as an appointed commissioner or committee member, or by running for City Council.

The program is proposed to run for approximately six sessions held every month, from February – July 2019. Following the completion of the six sessions, attendees will be invited to a City Council meeting where they will be recognized for their participation.

Sessions will start at 6:00 p.m. and last for approximately 90 minutes – 2 hours. Each session will focus on a different aspect of City government. The sessions are intended to provide information, but also be interactive and include a dialogue between staff and the attendees.

The proposed curriculum is as follows:

- **FEBRUARY: Get to Know Goleta**
 - Introduction and overview of the City and the City Council, the City's history, the manager/council form of government, the roles of the Council, Boards and Commissions and "general" government responsibilities; information on the Brown Act.
 - Presented by the City Manager, Deputy City Manager and Assistant City Attorney

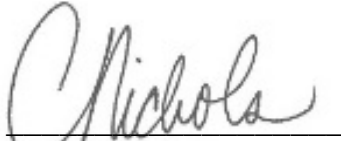
- **MARCH: Managing the Public's Dollars**
 - Overview of the City's budget, investments, revenue sources, expenditure uses and governmental accounting.
 - Presented by the City Manager, Deputy City Manager and Finance Director
- **APRIL: We're Here to Serve**
 - Overview of the services provided to the community, such as public safety and emergency services, economic development, parks and recreation, and library programs
 - Presented by the Neighborhood and Public Safety Director, Police Chief, Library Director, and Recreation Manager
- **MAY: Planning for the Future**
 - Discussion of planning, zoning, building, housing, the City's sustainability efforts, and code enforcement, and how decisions on these issues impact the community.
 - Presented by the Planning & Environmental Review Director
- **JUNE: How It Works: Infrastructure, Maintenance, and Roads**
 - Insight into the City's infrastructure, such as capital projects, traffic management, street maintenance, sidewalks, street lights, and recycling programs.
 - Presented by the Public Works Director
- **JULY: What's Next: Engagement and Elections**
 - Overview of the City's elections process for candidates and ballot measures. This session also includes a discussion of how the City engages residents and how participants can become more involved.
 - Presented by the City Clerk, Deputy City Attorney and the Community Relations Manager

Cohorts are limited to the first 25 Goleta residents who submit completed applications. Five spots will be reserved for applicants between the ages of 15 and 21. Targeted outreach will be done to attract youth candidates, similar to that done for the youth member of the Public Engagement Commission. This includes direct outreach to the schools, locations where youth congregate, and through the two youth members currently serving on City commissions. Youth participants in school may be able to receive community service hours for their participation.

FISCAL IMPACT:

Costs for this program will be absorbed in the Community Outreach budget (5-1500-111). Costs are expected to range from \$300-\$500 for refreshments for the meetings.


Reviewed By:


Carmen Nichols
Deputy City Manager

Legal Review By:


Michael Jenkins
City Attorney

Approved By:


Michelle Greene
City Manager

ATTACHMENT:

- 1: Draft Program Flyer
- 2: Draft Application

Attachment 1

Draft Program Flyer

LEARN EMPOWER ADVOCATE DISCUSS application

Thank you for your interest in LEAD Goleta. This is a wonderful opportunity for City residents to learn more about City government and how it works.

WHEN & WHERE: The program consists of six classes held on the first Monday of every month from 6-8 p.m. at Goleta City Council Chambers, 130 Cremona Drive, Suite B. Class dates are: February 4, March 4, April 1, May 6, June 3, July 1. You must be able to attend all six classes to participate.

WHO: The first 20 residents to submit complete applications will be accepted into the program. Five additional spaces are reserved for people between the ages of 15-21.

CONTACT: Valerie at pio@cityofgoleta.org or 961-7507.

APPLY ONLINE HERE: [xxx \(or complete the application below\)](#):

First and Last Name:

Street Address:

Email Address:

Phone Number:

Please list your previous and current community involvement if applicable (i.e. civic, nonprofit, religious or other involvements):

How would you describe your familiarity with City Hall operations:

Want to learn Somewhat Familiar Avid Follower

What do you hope to learn by participating?

We are looking to have a group of youth participants between 15-21 years of age in the program. Please check here if you fall into that age group. ____

How did you learn about the LEAD Goleta?

City Communication (email/text/website/City social media)

Other News Source/Social Media

Word of mouth

Other:

Please return this form to: City Clerk, City of Goleta, 130 Cremona Drive, Suite B, Goleta, CA 93117 or email it to cityclerk@cityofgoleta.org.

Attachment 2

Draft application

LEARN EMPOWER ADVOCATE DISCUSS

Be part of the City of Goleta's first academy designed to help residents better understand the role that local government plays in the community so that they can effectively participate and share that knowledge with others. Learn more and consider a future role in city governance either as an elected Councilmember. Board member or Commissioner.

- WHO:** First 25 Goleta residents who submit a completed application. Of the 25 spots, 5 spots are reserved for those ages 15-21.
- WHEN:** First DAY of each month starting on Feb. X, 2019, 6-8 p.m.
- HOW:** Goleta City Council Chambers, 130 Cremona Drive, Suite B
Complete the application online (XXX) or download it and return to the City Clerk, 130 Cremona Drive, Suite B, Goleta, CA 93117 or email to cityclerk@cityofgoleta.org
- CONTACT:** Valerie at pio@cityofgoleta.org or by calling 805-961-7507.

GET TO KNOW GOLETA

Overview of the City and the City Council, our history, the manager/council form of government, the roles of the Council, Boards and Commissions, and "general" government functions; Also learn about the Brown Act.

february

MANAGING THE PUBLIC'S DOLLARS

Learn more about the City's budget, revenue sources, investments, expenditures and governmental accounting.



march

WE'RE HERE TO SERVE

Hear more about services such as public safety and emergency services, economic development, parks and recreation, and the Goleta Valley Library.



april

PLANNING FOR THE FUTURE

Discussion of planning, zoning, building, housing, the City's sustainability efforts, and code enforcement, and how decisions on these issues impact the community.



may

HOW IT WORKS: INFRASTRUCTURE, & MAINTENANCE



Follow the path of a capital project from start to finish. Gain insight into services, such as traffic management, sidewalks, maintenance, street lights, and recycling programs.

june

WHAT'S NEXT: ENGAGEMENT AND ELECTIONS

Overview of the City's elections process for candidates and ballot measures. This session also includes a discussion of how the City engages residents and how participants can become more involved.



july

APPLY TODAY!