

Gaining Project Support from your team, elected officials, and public

– Free Webinar

Wednesday, November 14, 2018

11:00 a.m. – 12:30 PT (2:00 - 3:30 p.m. ET)

ICMA State Association Coaching Partners:

Alabama, Alaska, California, Colorado, Connecticut, Florida, Georgia, Illinois, Iowa, Kansas, Kentucky, Maine, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Hampshire, North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas, Utah, Virginia, Washington, Wisconsin

*** Advance registration required for this webinar ***

<https://attendee.gotowebinar.com/register/1391547801580349698>

Webinar Topics:

1. What's key to presenting your idea or project effectively?
2. How can everyone play a role in leading and supporting productive change?
3. What can we learn from case studies about how to navigate and serve successfully?

Presenters:

- * **Paul Casey**, City Manager, Santa Barbara, CA
- * **Anthony Lyons**, City Manager, Gainesville, FL
- * **Hannes Zacharias**, NACA President, former CAO Johnson County, KS

Audience: all persons in or interested in local government

Meets Practice 2. Community Engagement, 8. Policy Facilitation and Implementation, 14. Communication and Information Sharing

Post-Webinar Discussion Questions:

Many agencies organize groups to participate in the webinars (live or recorded) and discuss the topics among themselves after the webinars. Some are summarizing their discussions and distributing them to managers throughout their organizations. Here are some discussion starters for this session.

- a. What are some important projects or initiatives that need support?
- b. What strategies and tactics can help us present them and engage others more effectively?
- c. What steps do we want to take?

Biographical Sketches of Presenters

Paul Casey, City Manager, Santa Barbara, CA

Mr. Casey has 21 years of experience with the City of Santa Barbara, serving as City Administrator since September 2014. In this role, he manages a City-wide budget of \$351 million and oversees approximately 1,050 full time and 730 part time employees. He provides leadership and guidance on the development of many citywide projects and a full service city that includes Police, Fire, Public Works, Parks and Recreation, Airport, and Planning services among others.



Mr. Casey served as Assistant City Administrator for four years starting in 2010. Prior to that, he served as Community Development Director for eight years where he was responsible for planning and development services, building and safety, and housing and human services. In an interim capacity in 2008, he also managed the Public Works Department that includes the City's water and wastewater utilities, capital project design and construction, street maintenance, fleet services, downtown parking and maintenance of City facilities.

Prior to joining Santa Barbara, he worked with the City of Santa Monica as the Assistant to the Director of Planning and Community Development, Senior Planner and Transportation Planner. He was also a Senate Fellow and legislative assistant in Sacramento, working in the office of State Senator Gary Hart from 1989 to 1991.

Mr. Casey received a Bachelor's degree in Economics from the University of California at Irvine and a Master's degree in Public Affairs from the University of Texas at Austin.

Anthony Lyons, City Manager, Gainesville, FA

In just two short years, Gainesville, Florida has eclipsed many similar peer cities to become a national icon of the new American city. First as the epicenter of a citizen-centered movement that is radically altering the way that local government provides services to community members. Now as a living city laboratory that is the embodiment of strategic community partnership initiatives. At the nexus of the two you'll find Anthony Lyons, Gainesville's iconoclastic City Manager who is quietly but most assuredly, overturning traditional paradigms of local governance with quixotic, but determined persistence.



[Fast Company Magazine](#), a cutting edge media firm with a focus on innovation and technology says, he "is rethinking the role of local government in community life." Thanks to new strategic community alliance brokered with the state's preeminent and world-class educational institution, the University of Florida (UF), Anthony is imaging new linkages between points of need and professional expertise within the city of Gainesville. An historic agreement between Gainesville, Florida and UF is serving as a catalyst for everything from autonomous bus transportation to re-imagining ways to use existing data and infrastructure to improve broadband access for city residents. Anthony is working to develop a citizen centered problem-solving community culture that keeps asking, why until underlying causal factors are

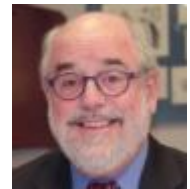
teased out and solved.

He is on a mission to make the City of Gainesville the most citizen- centered city in the world. In a recent article entitled [A Three-Step Guide to Better UX in Government](#) published by Data-Smart City Solutions - an initiative by the Ash Center at Harvard Kennedy School and Bloomberg Philanthropies, Gainesville's efforts to improve user experiences are highlighted. Whether creating game-changing breakthroughs that exponentially improve the citizen experience or innovating to better government responsiveness to the needs, aspirations and desires of the people that it serves, Anthony isn't just jousting with windmills, he's successfully changing the citizen/government landscape with every challenge he encounters.

Anthony was appointed Gainesville City Manager by the City Commission in April 2016. He is responsible for a team of more than 1500 city employees. He has also served as Gainesville's Interim City Manager, Interim Planning and Service Director as well as two tenures as the City's Community Redevelopment Director. He has received nearly 50 awards from international, national, state, and local organizations in recognition of his community building achievements. His penchant for design aesthetics is informed by a Bachelor Arts degree in Art History from Indiana University Bloomington. He is a husband of 23 years and a father of a twelve-year old.

Hannes Zacharias, Professor of Practice, KU, NACA President, former CAO Johnson County, KS

Hannes Zacharias currently serves as the "Bob Kipp, Professor of Practice in Public Administration" at the University of Kansas in Lawrence, KS. He has over 35 years of experience in the field of Public Administration serving in various capacities in Federal, State, County, and City governments. Positions include Assistant Director for the Kansas Department of Travel and Tourism; Program Manager for the Kansas Division of the Ozarks Regional Commission with the U.S. Department of Commerce; Assistant Director for the Kansas Arts Commission; Management Analyst for the City of Lawrence, KS; City Manager for the City of Boonville, MO; City Manager for the City of Hays, KS; and Assistant County Manager, Deputy County Manager, and County Manager for Johnson County, KS.



In his most recent position as County Manager with Johnson County, KS, Hannes oversaw a work force of over 3,900 employees in over 30 departments contained in a budget of over \$1 Billion serving a growing population of 580,000 residents in the southwest part of the Kansas City Metro area. Major projects undertaken during his 17 years of service to Johnson County include voter approval of a \$182 million new County Courthouse, major expansion of the county libraries and Park system, and a \$280 million reconstruction of one the Counties seven wastewater treatment plants. During the 2008 recession, Hannes led the effort to reduce the existing workforce from 4,200 to 3,800 (a 12% reduction) and cut \$47 million in ongoing expenses while maintaining a community satisfaction rating above 90%.

While in Johnson County, Hannes was also instrumental in advancing a "High Performance Organization" culture within all departments of County Government, advancing employee engagement scores and creating an environment where all employees are challenged to work for the community in ways that advance the 'Athenian Oath"...to leave the community not only not worse, but better than they found it.

More Coaching Resources--See <http://icma.org/coaching> for valuable resources to boost your career. Sign up for the complimentary email list at <http://icma.org/coachinglist> to keep informed of the details for future ICMA Coaching Program sessions and other resources.

ICMA Coaching Program Outreach Partners:

Canadian Association of Municipal Administrators (CAMA), Engaging Local Government Leaders (ELGL), International Network of Asian Public Administrators (I-NAPA), International Public Management Association for Human Resources (IPMA-HR), League of Women in Government (LWG), Local Government Hispanic Network (LGHN), National Association of County Administrators (NACA), National Forum for Black Public Administrators (NFBPA), and Women Leading Government (WLG)