



# Memorandum

**Date:** March 18, 2014

**To:** Bruce Glasscock, City Manager  
Jim Parrish, Deputy City Manager

**From:** Mary Vail-Grube, Director of Marketing and Community Engagement

## Summary

The Plano Citizens Government Academy has been a successful program for many years. As we continue to find new ways to engage our citizens and community, and to share the important, interesting and innovative programs and services we offer as a city government, we are proposing a new format and shortened name, Plano Citizens Academy. We believe that this expanded program will be appealing and provide a meaningful community engagement opportunity, while taking advantage of new technology as well as many of the resources we have available throughout the city.

## Proposed Program

### **Plano Citizens Academy - Experience a Year in the Life of Your City of Excellence**

**Mission:** To allow Plano residents to experience a year within the life cycle of the city. This will highlight a variety of programs, decisions, facilities and services at the actual times that they are happening.

**Purpose:** As a Community Engagement program for the City of Plano, "A Year in the Life" will teach the basic roles and functions of municipal government through online lectures with selected departments, as well as educate and engage residents on council responsibilities, and our affiliations with nonprofits and local charities with in-person simulations, tours and activities throughout the year. The twelve month program will be held at a variety of City facilities and functions to further expand the education of what the City has to offer

**Enrollment:** Program size will be set at no more than twenty attendees to ensure a manageable, engaged and select group. Our focus is to create a group that is as diverse and dynamic as our community. The selection process will be mindful of applicants interested in pursuing the Citizens Fire and Police academies also.

**Program Timing:** October 2014 – September 2015 (repeat annually)

## **Sample Topics/Experiences:**

Participate in Love Where You Live, Homeless Count, Simulate Disaster press conference at EOC, Public Safety Training simulation – physical ability testing with turnout gear, Police Training – K- 9 , bomb squad; Library Story times and book groups; Animal Shelter, EEC, community gardens, PET Peeve truck and Waste Collection trucks; Boards and Commissions Reception, Plano TV studios and tape a testimonial, tour 911 center; economic development tabletop scenario; tour parks, Suburbia planning, rec centers.

**Videos:** History of Plano, Plano 101, Council Manager form of government, org chart, departments, facilities; Video ride along on restaurant inspection, building inspection, property standards call, budget process, finance and legal; courts, jail and homeless initiatives with police department.

**Benefits:** Attendees will be informed on and involved in new initiatives where citizens' input is needed through surveys and other research. They will also be regarded as representing the community to provide feedback on city services and programs.

## **Staff Recommendation**

Staff recommends that the City Council approve the new format for the Plano Citizens Academy- Experience a Year in the Life of Your City of Excellence and the program start date of October 2014.

## **Attachment**

Video overview of program

<http://youtu.be/nljKYBJ8iXU>