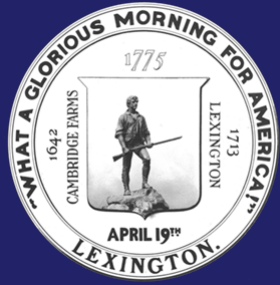


Massachusetts Municipal Association Annual Meeting

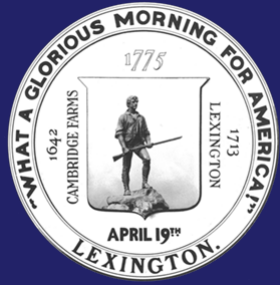
Inspire Engagement with a Citizens' Academy

Town of Lexington



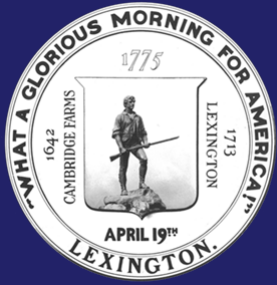
Overview/Goals of Lexington Citizens' Academy

- Annual Program - Began in 2009
- Response to 20/20 Committee Recommendations:
 - Encourage New Volunteers; Previously Unengaged Residents
 - Community Outreach
 - Town Manager's Secret Motivation
- 10 Week Program, Two Hours Long, September - December
- Most Municipal Departments and School Department Participates
- Limit to 30 Participants
- Concludes with 'Graduation' at Selectmen's Meeting



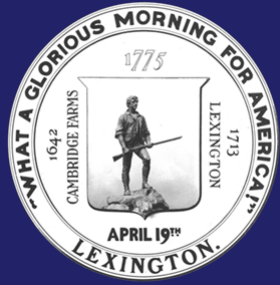
Promoting the Citizens' Academy

- Town Listserv
 - Lexington List/Town Meeting Members List
 - Lexington School System Parent Email List
- Lexington Community Center Digital Display Boards
- Lexington Minuteman Newspaper
- The Boston Globe
- Patch.com
- Flyers at Community Events
- Waitlist from Prior Years ****
- Word of Mouth (*date night*)
- Town Website
- Recreation Brochure
- Community Education Brochure



Program Announcement

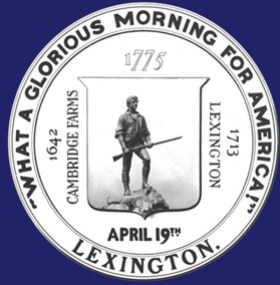
The Lexington Citizens' Academy begins its ninth year in September and runs through early December. The program is designed to expose residents to the various Town departments so they can gain a better understanding of how municipal government works. Through presentations, discussions, and visits to Town departments, participants have the opportunity to hear from various Directors and Managers and learn about the operations of Town programs and services. It is intended as a two-way dialogue between Town staff and residents. Participants discover new opportunities for public involvement and the role they can play in Town government. Topics include Schools, Public Works, Police Services, the Town Budget, Recreation Programming, Library Services, and more. The Academy is an annual project, held once a week in the evenings, and enrolls approximately 30 residents. If you are interested in participating, please contact Rajon Hudson in the Town Manager's Office at rhudson@lexingtonma.gov or 781-698-4543.



Webpage Buzz

Have you ever wondered...

- What the evidence room at the Police Station looks like?
- What gets carried on a fire truck?
- How the Town sets the Fiscal Year budget?
- When you need a building permit?
- How many languages are spoken by students at the public schools?
- Who builds trails on Conservation lands?



Staff Coordinator

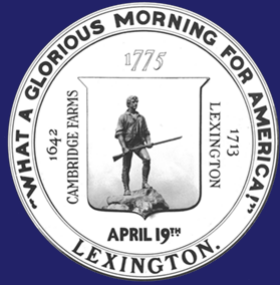
- Assigned to Management Fellow
- Advertising
- Communicating with participants
- Scheduling each session and meeting locations
- Meeting with Department Managers prior to presentations
- Providing materials
- Conducting evaluation
- Evaluation feedback to Department Managers



2017 Lexington Citizens' Academy

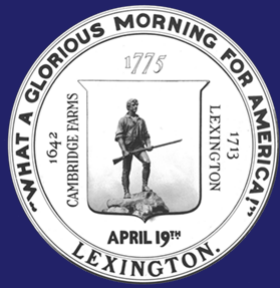


Date	Topic	Location
Thursday, September 14, 7pm-9pm	Introduction & Overview of the Town	Cary Hall, 1605 Mass Ave, Estabrook Hall
Thursday, September 21, 7pm-9pm	Town Financials & Community Center Tour	Lexington Community Center, 39 Marrett Road, Room 242
Thursday, September 28, 7pm-9pm	Land Use, Health, Community and Economic Development	Town Office Building, 1625 Mass Ave, Parker Room
Thursday, October 12, 7pm-9pm	Emergency Services - Fire	Lexington Fire Station, 45 Bedford Street
Thursday, October 19, 7pm-9pm	Schools	School Administration Building, 146 Maple Street, Lower Level Conference Room #2
Thursday, October 26, 7pm-9pm	Town Meeting & Town Clerk	Cary Hall, 1605 Mass Ave, Battin Hall
Thursday, November 2, 7pm-9pm	Cary Memorial Library & Recreation and Com- munity Programs	Cary Memorial Library, 1874 Massachusetts Avenue
Thursday, November 9, 7pm-9pm	Public Works & Public Facilities + Tour	Samuel Hadley Public Service Building, 201 Bedford Street, Cafeteria
Thursday, November 16, 7pm-9pm	Police & Human Services	Lexington Police Station, 1575 Massachusetts Avenue
Monday, December 4, 7pm-9pm	Board of Selectmen Meeting -Graduation!	Cary Hall, 1605 Mass Ave, Estabrook Hall

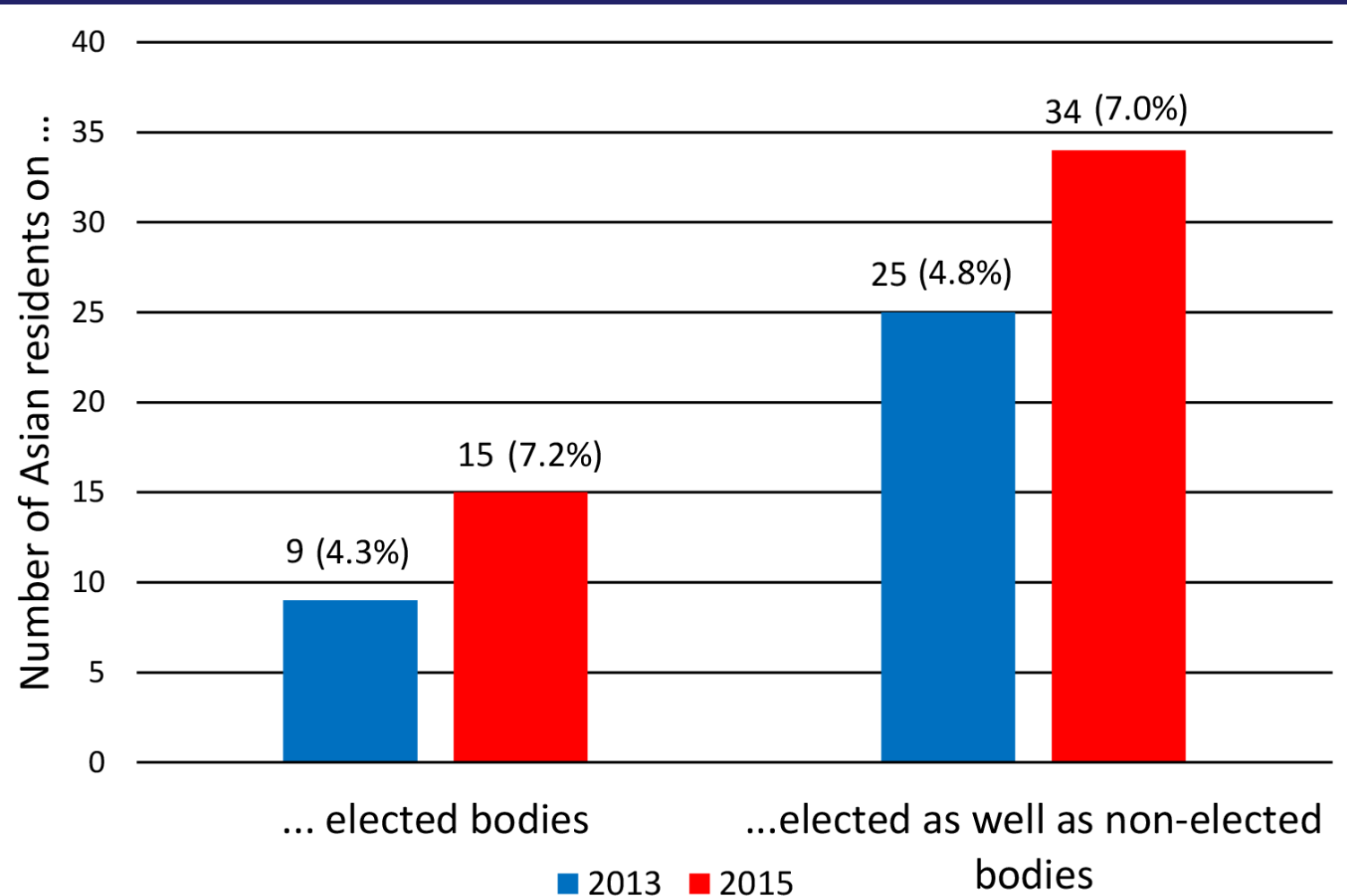


Benefits of the Citizens' Academy

- Generated interest in serving on Boards, Committees, Town Meeting
- Increased diversity of Town boards/committees
- A new 'favorite' activity of staff
- De-mystifies Town government
- Citizens became vocal supporters
- Word-of-mouth interest



Diversity of Town Government



January 19, 2018

Source: List - Town Clerk's office; analysis mostly by surname



Session Evaluation

Your response aids in the planning of future programs. Please feel free to attach a separate sheet for more detailed comments. Evaluation results will be reported in the aggregate and remain confidential.

SESSION EVALUATION

Session #1: *Introduction & Overview of the Town*

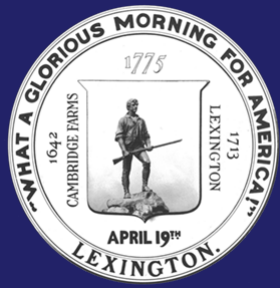
☐ I did not attend this session

	Poor	Fair	Good	Excellent
Overall rating				
Number of topics covered				
Depth of coverage of topics				

Do you feel you have a better understanding of Town Government after having attended this session?

☐ Yes ☐ No ☐ Not sure

Additional comments:



General Feedback Question

GENERAL FEEDBACK

1. What was your favorite session and why? _____
2. How long have you lived in Lexington? _____
3. How did you hear about the Citizens' Academy? Please check all that apply.

<input type="checkbox"/> Notice with tax bill	<input type="checkbox"/> Colonial Times	<input type="checkbox"/> Minuteman	<input type="checkbox"/> Lexington Community Education
<input type="checkbox"/> Farmer's Market	<input type="checkbox"/> TMMMA e-mail list	<input type="checkbox"/> Lexington List	<input type="checkbox"/> Word of mouth
<input type="checkbox"/> Other: _____			
4. Did the Academy meet your expectations?
5. How would you rate your overall experience with the Citizens' Academy?

<input type="checkbox"/> 1 (poor)	<input type="checkbox"/> 2 (fair)	<input type="checkbox"/> 3 (good)	<input type="checkbox"/> 4 (very good)	<input type="checkbox"/> 5 (excellent)
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6. How would you rate the number of sessions held?

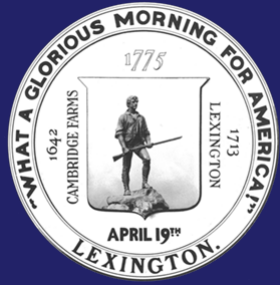
<input type="checkbox"/> 1 (too few)	<input type="checkbox"/> 2	<input type="checkbox"/> 3 (about right)	<input type="checkbox"/> 4	<input type="checkbox"/> 5 (too many)
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7. How would you rate the length of the sessions?

<input type="checkbox"/> 1 (too short)	<input type="checkbox"/> 2	<input type="checkbox"/> 3 (about right)	<input type="checkbox"/> 4	<input type="checkbox"/> 5 (too long)
---	----------------------------	---	----------------------------	--
8. Before the Academy, how would you rate your level of involvement with the Town?

<input type="checkbox"/> 1 (not involved)	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 (very involved)
--	----------------------------	----------------------------	----------------------------	---
9. After participating in the Academy, how do you think your level of involvement with the Town will change?

<input type="checkbox"/> 1 (decrease)	<input type="checkbox"/> 2 (no change)	<input type="checkbox"/> 3 (increase)	<input type="checkbox"/> 4 (don't know)
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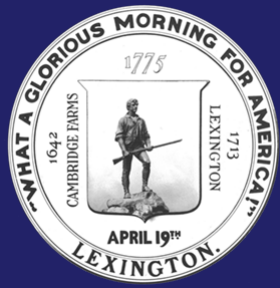
January 19, 2018



Sample of Evaluation Comments

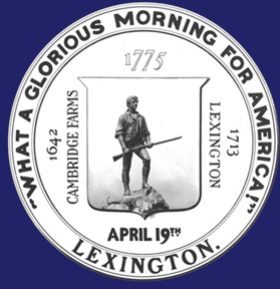
Session 3: Land Use, Health, Community and Economic Development

- This was one of the best organized sessions! Terrific to have so many key people share their expertise, all well directed and controlled (including excellent use of the) by the Assistant Town Manager for Development – she was great!
- Perhaps least exciting presentation, but still very worthy
- Very interesting and provocative
- Great range of topics and helpful to see how all these departments interact
- Should have been broken up into two sessions, lots of excellent info that was kind of rushed through in one session



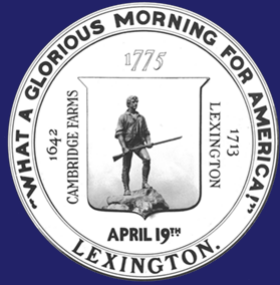
Graduation !!





Planned for 2018-2019

‘Employee Academy’



Thank You!

Carl F. Valente
Town Manager
Town of Lexington

Rajon Hudson
Management Fellow
Town of Lexington

cvalente@lexingtonma.gov

rhudson@lexingtonma.gov

www.lexingtonma.gov/town-manager/citizens-academy