

Nantucket Citizens' Academy

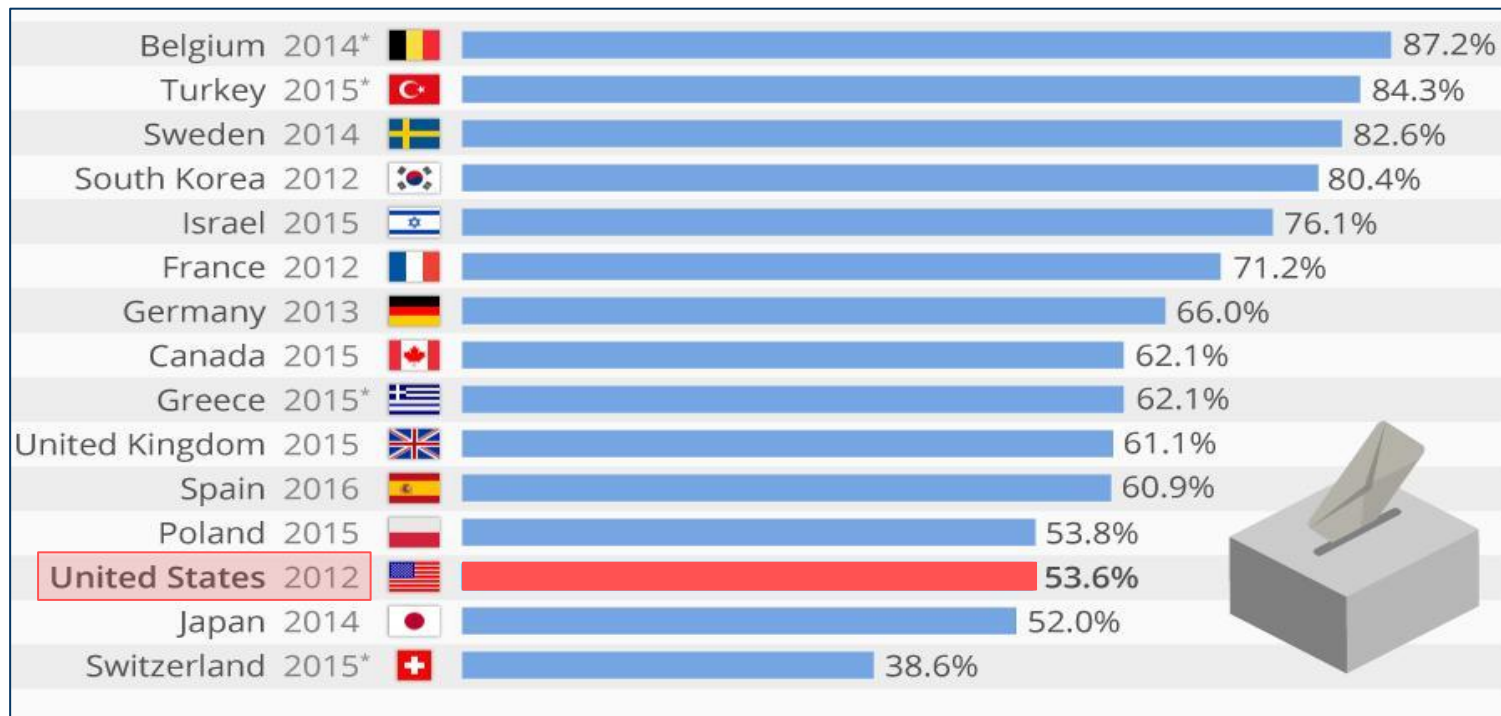
Nantucket Town Manager's Office

Gabriel Buonomano, Lauren Flanagan, Garrett Sheehan, Hannah Shell

Presentation Overview

1. Problem Statement
2. Goals & Objectives
3. Methodology & Findings
4. Recommendations
5. Q & A

U.S. ranks **13th** in voter turnout of developed countries in 2012 federal election. (Statista, 2016)



“Only 9% of [citizens] had attended a public meeting in the preceding two years.” (Morse, 2012)



Of all registered voters on
Nantucket:

5

11% attended 2021
Annual Town Meeting

(ACK-2, 2021)

17% voted in 2021
municipal elections

(ACK-1, 2021)



Defining a Citizens' Academy

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Purposes

- Knowledge
- Involvement
- Community Relations

Attributes

- Engaging
- Small class size
- Limited duration
- Personal interaction

Goals & Objectives



Creating an Interactive Citizens' Academy Model ⁸

1. Identify Current Practices

- Interview academy facilitators

2. Solicit Public Opinions

- Interview community members
- Survey the public

3. Solicit Department Opinions

- Interview department staff

4. Develop and Refine Model Curriculum

- Academy logistics
- Detail curriculum model
- Department Session Template
- Evaluation of Success

Methodology & Findings



Objective 1: Identify Best Practices

10

- Research existing academies
- Interview academy facilitators



Police Department
NANTUCKET, MA



Town of
Lexington
Massachusetts

Content & Delivery

Implementation

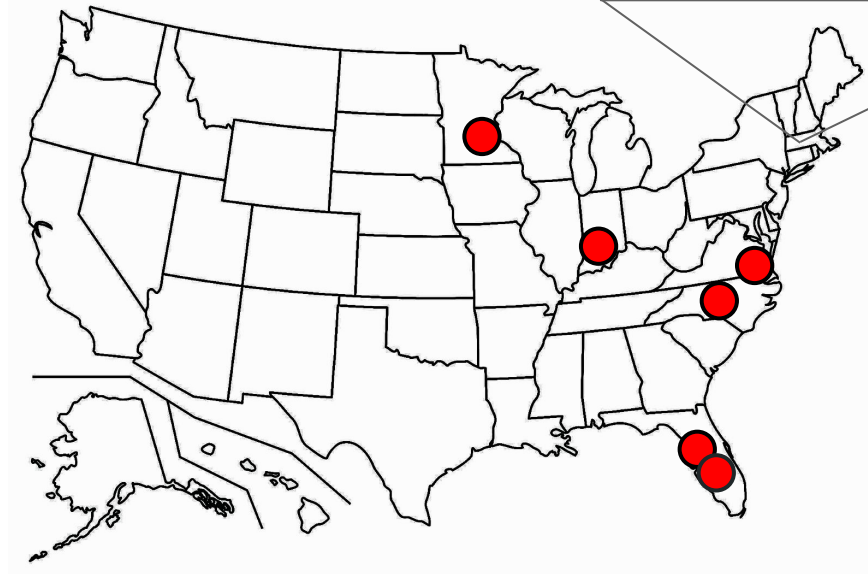
Marketing

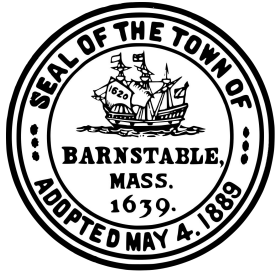
Measuring Success

Common Academy Attributes

11

- 6-12 sessions
- 2-3 hours each
- After work
- Hands-on activities
- 20-25 participants





**Deb Brunelle &
Susan French**

Barnstable, MA Citizen's
Academy Facilitators



Katharine Labrecque

Lexington, MA Citizens' Academy
Facilitator



Keith Mansfield

Nantucket Citizen's Police
Academy Facilitator

Topics

Facilitators

Budget

Small groups

Outreach

Feedback

Objective 2: Input from Public

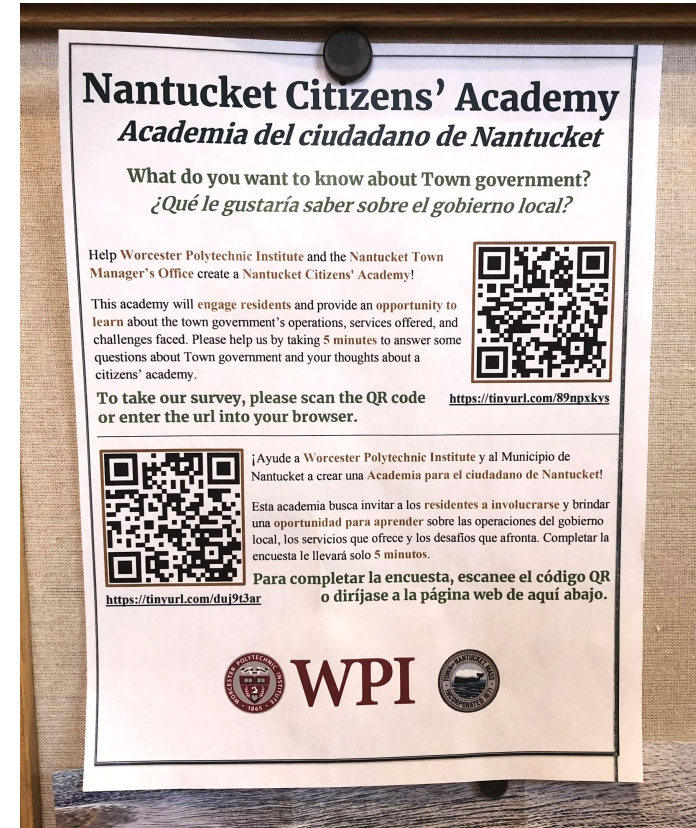
- Interviews of Public Figures
- Public Survey

Knowledge of
Government

Municipal
Involvement

Academy
Interest

Academy
Preferences





Jason Graziadei

N. Magazine Senior Writer,
Nantucket Current Editor



Shantaw Bloise-Murphy

Nantucket Chamber of Commerce
Business Manager



Peter Morrison

Nantucket Civic League
Co-President



Brooke Mohr

Nantucket Affordable
Housing Trust Vice-Chair

Topics

Public Outreach

Content & Delivery

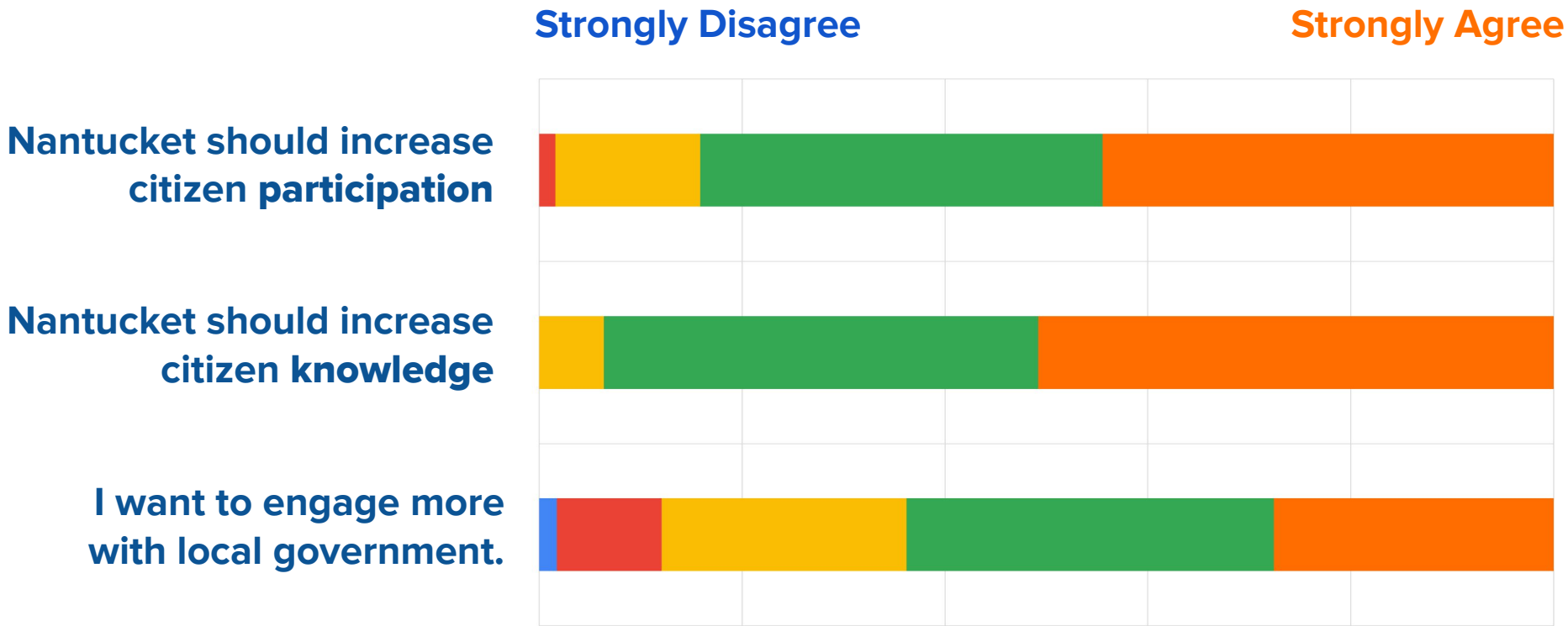
Facilitation

Translation

Diversity & Inclusion

The public agrees that **citizen knowledge & engagement** of Town Government **needs to be improved.**

15



Participation in municipal events drastically varies between the general public and municipally involved citizens. 16

Never

Regularly

Town Boards,
Commissions, Councils,
and/or Work Groups

P

M

Town Voting Polls

P

M

Weekly Select
Board Meetings

P

M

Town Meetings

P

M

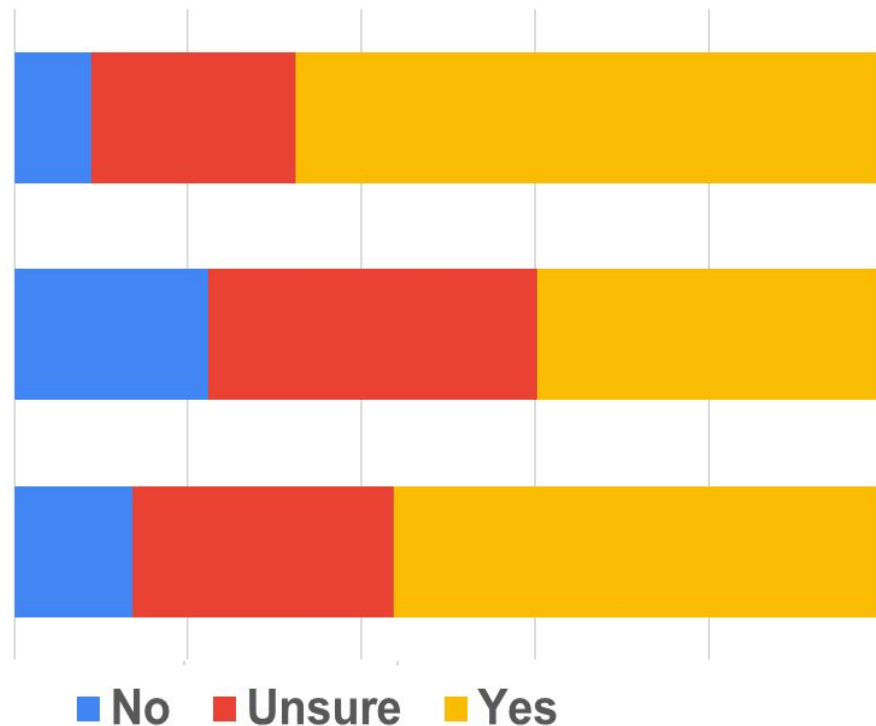
P = General Public Respondents M = Municipally Involved Respondents

There is a **demand for a citizens' academy**. An academy with **both in-person and online** components is preferred.

A citizens' academy is an efficient method of improving civic engagement.

Attend in-person?

Attend online?



Objective 3: Input from Town Officials

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Interviewees

- Elizabeth Gibson & Gregg Tivnan
- Florencia Rullo
- Katie Cabral
- Graeme Durovich
- David Gray & Sean Mooney
- Brian Turbitt & Rick Sears
- Jason Bridges
- Kristie Ferrantella
- Kimal McCarthy
- Janet Schulte

Topics

Department Info

Common Questions

Academy Suggestions

Measuring Success



Town & County of
NANTUCKET, MA

Objective 4: Project Deliverables

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Academy Session Template

Department of Public Works Model Session

Evaluation of Success: Feedback Questionnaires

Academy Session Template

1. Key questions
2. Case study
3. Interactive activity

Department Name & Mission

Key Members and Structure

Functions and Services

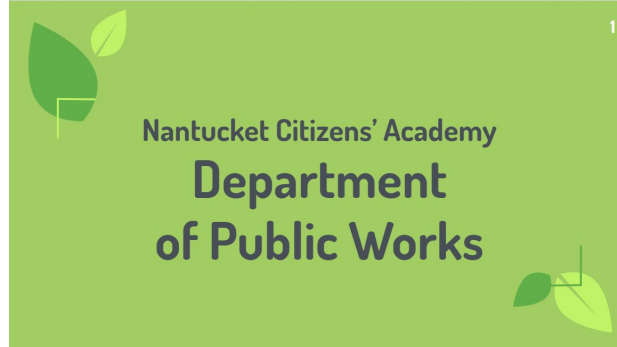
Budget

Challenges

How to Learn More & Get Involved

DPW Academy Session Model

21



**Powerpoint
Presentation**

**Informational
Pamphlet**









Case Study

**Facilities
Photo Tour**



- **Feedback Questionnaires**
 - Post-session & Post-academy
- **Pre/Post-Academy Assessment**

How much do you know about Nantucket Town Government?

	Before	After
Q1		
Q2		
Q3		

Recommendations



Develop an Academy Budget and Hire Facilitators

24

Facilitators

Presenter Compensation

Childcare

Food & Venue

Transportation

Materials

Months	Jan/Feb/Mar
Day	Mon/Tues
Time	6-9PM
Duration (per session)	2 hrs
Duration (entire academy)	5 sessions (weekly)

Town Government Overview

Specific Department Sessions

Graduation Ceremony

Conduct survey again to obtain more residents' feedback

Create short informational videos

Expand academy target audience

- Seasonal residents
- Businesses
- Students

Involve HS students in academy

Acknowledgements

- Elizabeth Gibson
- Gregg Tivnan
- Dominic Golding
- Fred Looft
- Florencia Rullo

- All of our interviewees and survey distributors
- All survey participants
- Nantucket Yacht Club
- Nantucket Land Council
- Nantucket Atheneum
- Young's Bicycle Shop
- ReMain Nantucket

Thank You

Questions?

To contact Team Citizens' Academy, please email gr-ack21-tmo@wpi.edu

Slide Image Citations (1/3)

29

Slide 1:

Town and County of Nantucket (ACK). (2021). *Bridge overlooking marsh*. Nantucket, Ma—Official website.
Retrieved September 1, 2021, from <https://www.nantucket-ma.gov/>

Slide 3:

Statista. (2016). *The U.S. trails other nations in voter turnout*. Statista.
Retrieved December 6, 2021, from <https://www.statista.com/chart/6615/the-us-trails-other-nations-in-voter-turnout/>

Slide 4:

Town of Dedham, Massachusetts. (n.d.). *Town Meeting*.
Retrieved December 6, 2021, from <https://www.dedham-ma.gov/government/town-meeting>

Slide 5:

Bailing, J. (2020). *Just under 150 voters attended Thursday's Annual Town Meeting at Nantucket High School*. The Inquirer and Mirror. Retrieved October 6, 2021, from <https://www.ack.net/stories/nantucket-town-meeting-approves-municipal-budget-32-million-in-sewer-spending.1524>

Slide 7:

Insider's Guide to Nantucket Staff. (2021, May 20). *Nantucket lighthouses*.
Retrieved October 4, 2021, from <https://nantucket.net/nantucket-lighthouses/>

Slide 9:

Town and County of Nantucket (ACK). (2021). *Houses along shore with red boat*. Nantucket, Ma—Official website.
Retrieved September 1, 2021, from <https://www.nantucket-ma.gov/>

Slide Image Citations (2/3)

30

Slide 10:

Town of Lexington, Massachusetts. (2020). *Town of Lexington Seal*.

Retrieved September 27, 2021, from <https://www.lexingtonma.gov/town-manager/citizens-academy>

Town and County of Nantucket (ACK). (n.d.). *Nantucket Police Department Seal*.

Retrieved December 6, 2021, from <https://www.nantucket-ma.gov/262/Citizens-Police-Academy>

Slide 11:

Conversation Prints Staff. (n.d.). *ConversationPrints Blank United States MAP Glossy Poster Picture Photo America USA Cool*. Amazon.

Retrieved December 5, 2021, from <https://www.amazon.com/UNITED-STATES-GLOSSY-PICTURE-america/dp/B01H7TNZGW>

Yellow Maps Staff. (n.d.). *Blank county Map of Massachusetts*. Yellow Maps.

Retrieved December 5, 2021, from <https://www.yellowmaps.com/map/massachusetts-blank-map-107.htm>

Slide 12:

Simtropolitan. (2019). *Seal of Barnstable, Massachusetts*. Wikimedia Commons.

Retrieved December 5, 2021, from https://commons.wikimedia.org/wiki/File:Seal_of_Barnstable_Massachusetts.svg

Simtropolitan. (2019). *Seal of Nantucket town and county, Massachusetts*. Wikimedia Commons.

Retrieved December 5, 2021, from https://commons.wikimedia.org/wiki/File:Seal_of_Nantucket_town_and_county_Massachusetts.svg

Town of Lexington, MA. (2020). *Lexington Ranks Second on WalletHub's List of America's Best Small Cities for 2020*. Town of Lexington, MA.

Retrieved December 5, 2021, from <https://www.lexingtonma.gov/home/news/lexington-ranks-second-wallethubs-list-americas-best-small-cities-2020>

Slide 13:

Survey poster photograph taken by Hannah Shell

Slide Image Citations (3/3)

31

Slide 14:

N Magazine. (n.d.). *N Magazine Logo*. N Magazine.

Retrieved December 6, 2021, from <https://n-magazine.com/>

Nantucket Chamber of Commerce. (n.d.). *Nantucket Chamber of Commerce Seal*. Nantucket Chamber of Commerce.

Retrieved December 6, 2021, from <https://www.nantucketchamber.org/>

Nantucket Civic League. (n.d.). *Nantucket Civic League Logo*. Nantucket Civic League.

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Nantucket Affordable Housing Trust. (n.d.). *Nantucket Affordable Housing Trust Seal*. Nantucket Affordable Housing Trust.

Retrieved December 6, 2021, from <https://www.nantucket-ma.gov/184/Affordable-Housing-Trust>

Slide 18:

Town and County of Nantucket (ACK). (2021). *Town of Nantucket Seal*. Nantucket, Ma—Official website.

Retrieved September 1, 2021, from <https://www.nantucket-ma.gov/>

Slide 21:

Facilities tour photograph taken by Hannah Shell with permission from the Nantucket Department of Public Works

Slide 23:

Sunset photograph taken by Lauren Flanagan

Morse, R. S. (2012). Citizens academies: Local governments building capacity for citizen engagement. *Public Performance & Management Review*, 36(1), 79–101.
<https://doi.org/10.2753/pmr1530-9576360104>.

Statista. (2016). The U.S. trails other nations in voter turnout. Statista.
<https://www.statista.com/chart/6615/the-us-trails-other-nations-in-voter-turnout/>.

Town and County of Nantucket (ACK-1). (2021). 2021 annual town election. *Nantucket, Ma—Official website*. Retrieved September 12, 2021, from <https://www.nantucket-ma.gov/1924/2021-Annual-Town-Election>.

Town and County of Nantucket (ACK-2). (2021). 2021 annual town meeting. *Nantucket, Ma—Official website*. Retrieved September 1, 2021, from <https://www.nantucket-ma.gov/1923/2021-Annual-Town-Meeting>

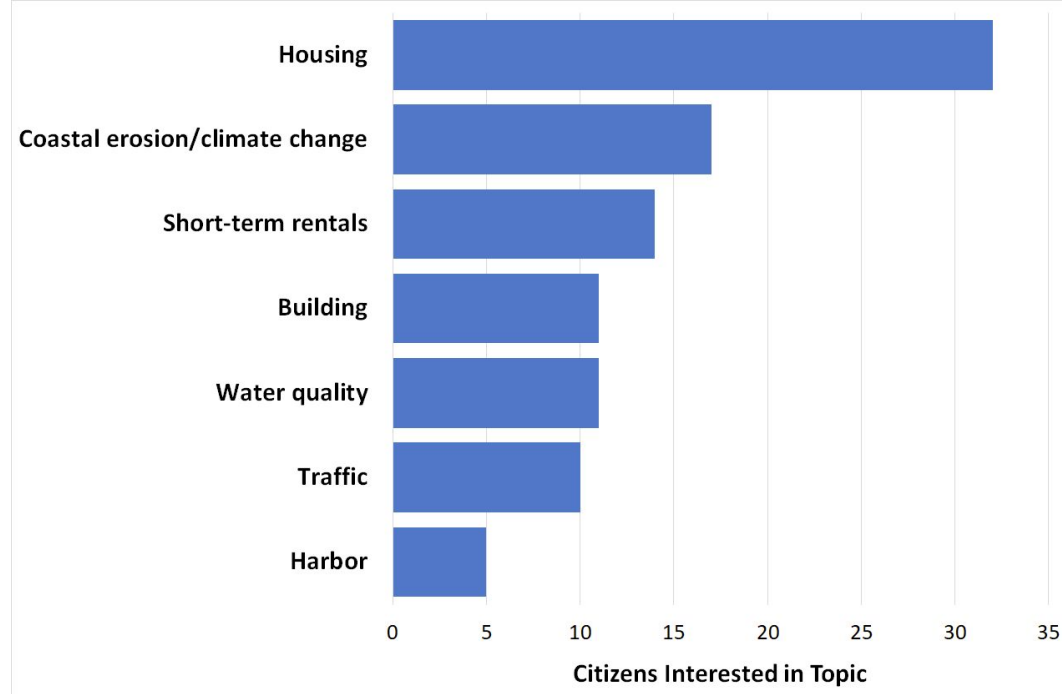
Additional Slides

More survey data and figures

Citizens have notable preferences for what **departments** and **issues** they want to learn about. 34

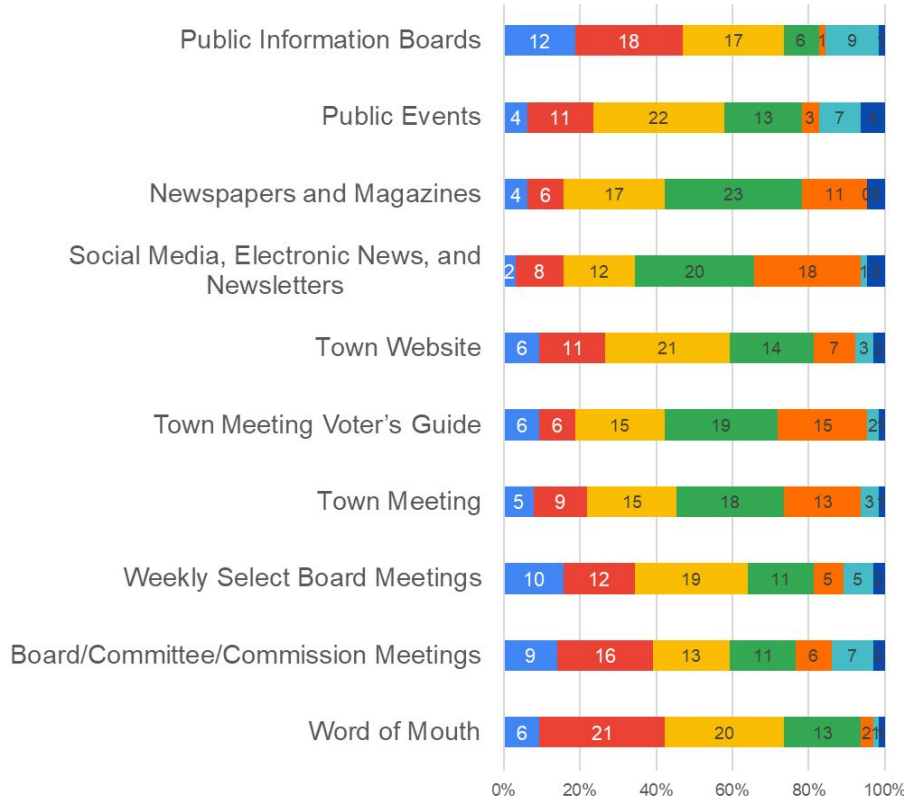
Departments of most interest

- Planning & Land Use Services (52.7%)
- Town Admin (41.8%)
- Diversity, Equity, and Inclusion(27.5%)
- Finance (27.5%)



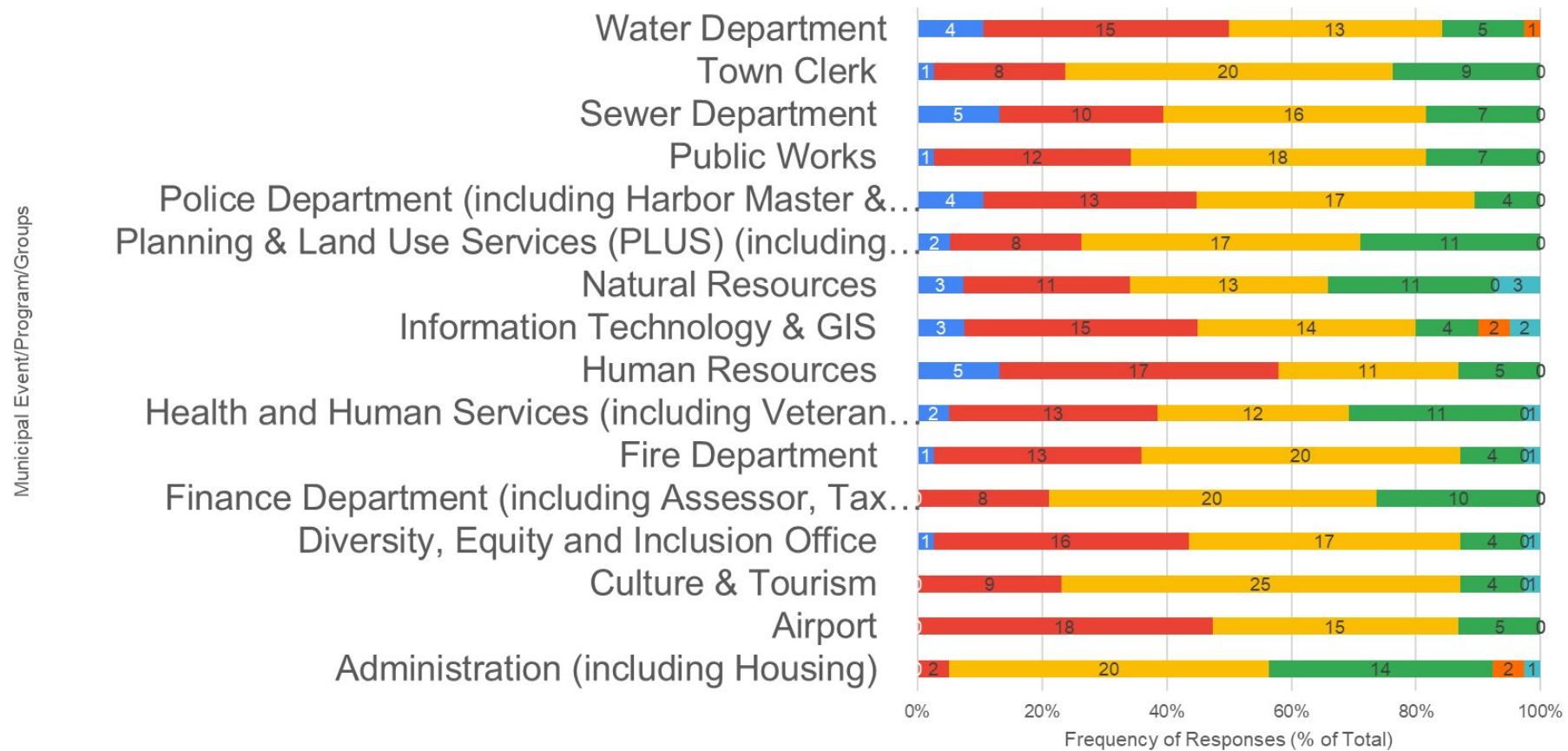
It is important to have **multiple avenues** to reach citizens **35**
when conducting **public outreach**.

Public Outreach Method

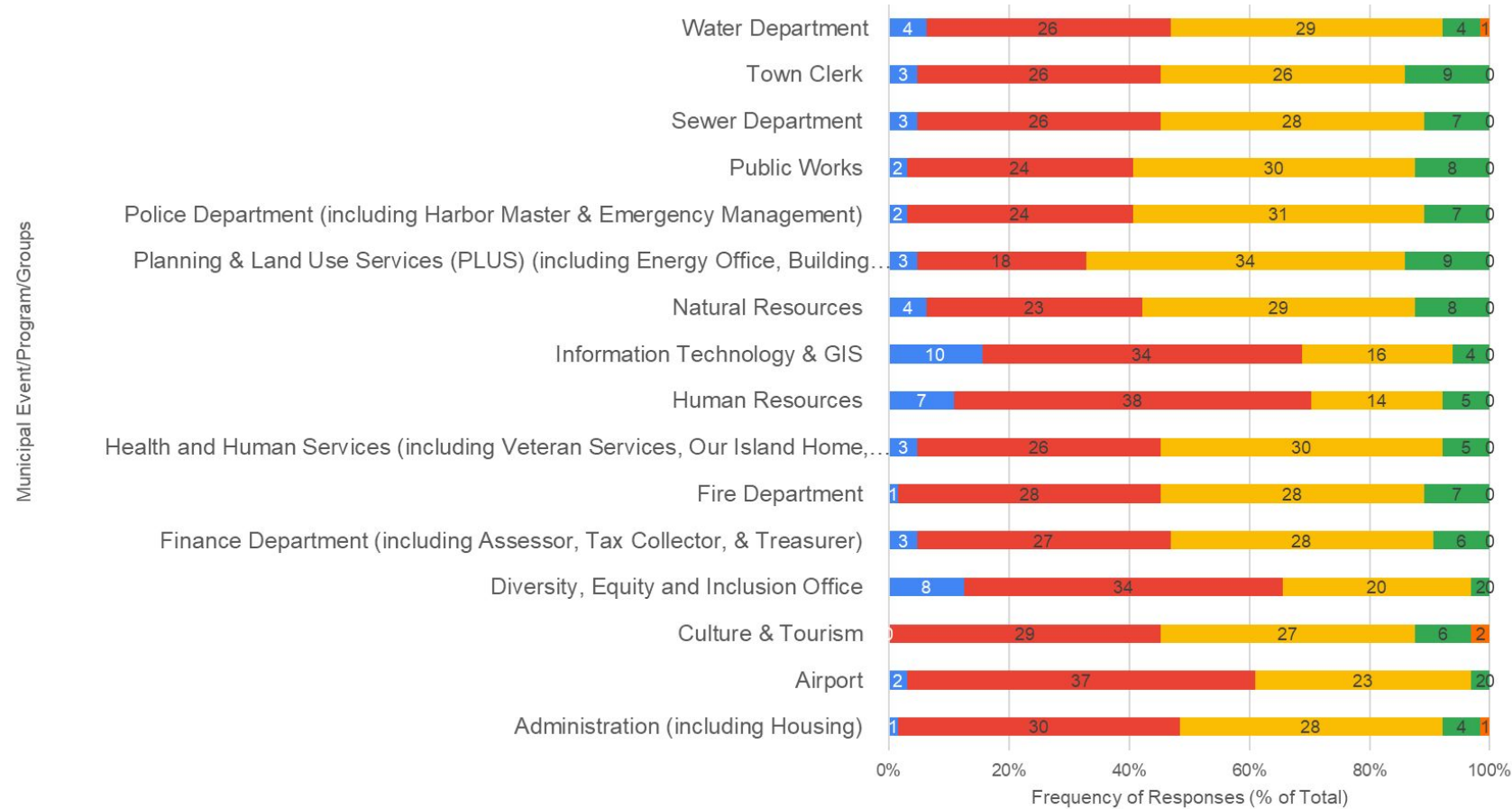


- Not at all useful
- Slightly useful
- Somewhat useful
- Very useful
- Extremely useful
- Unsure
- No response

Frequency of Responses



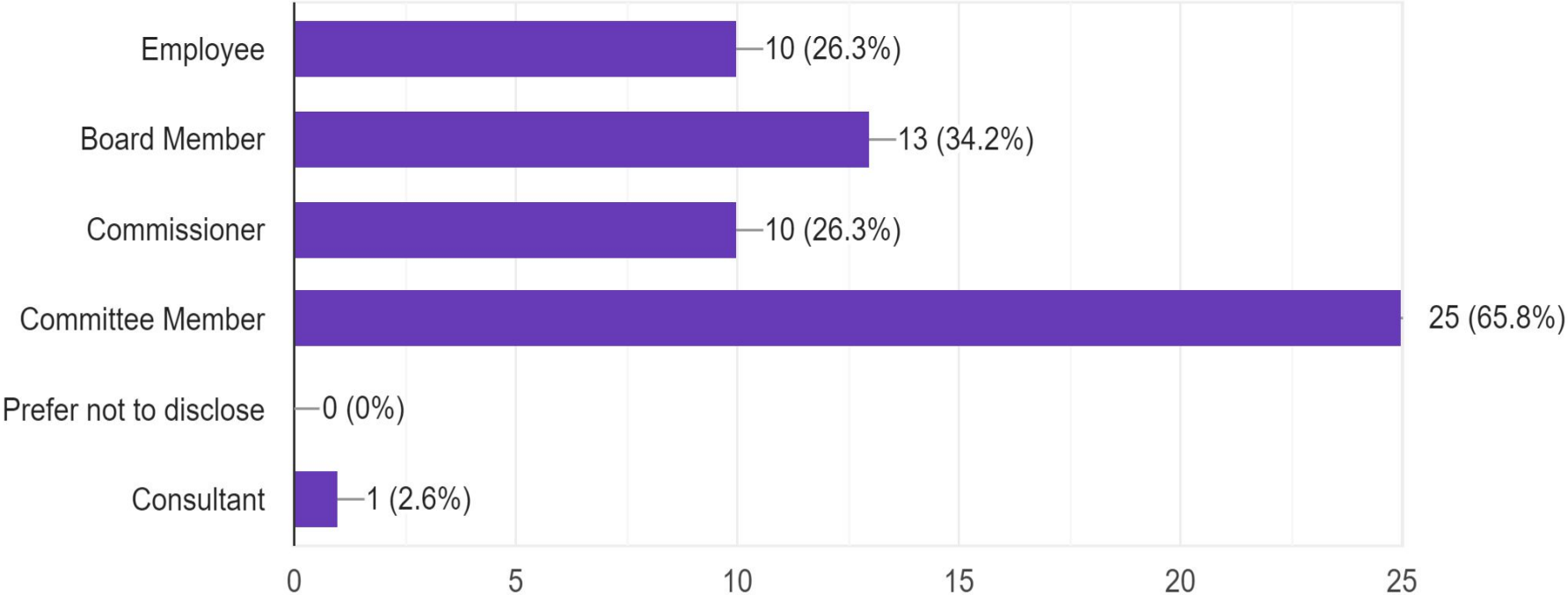
The General Public's Knowledge of Departments

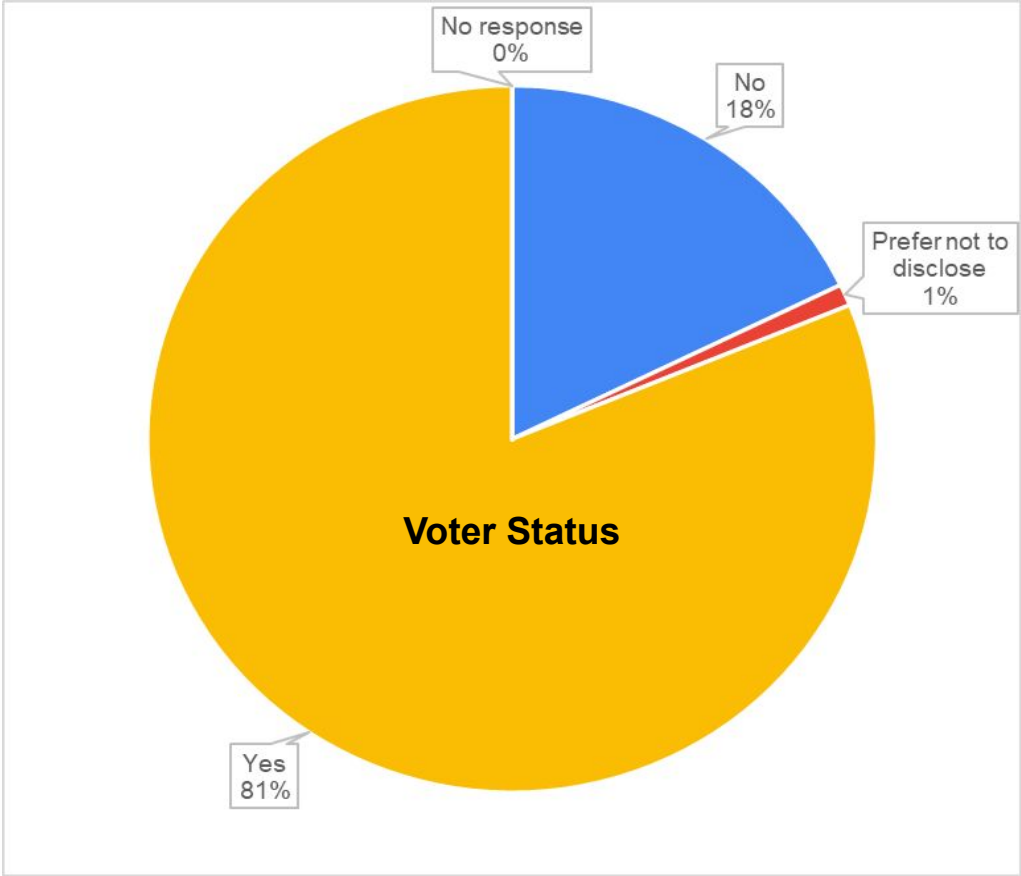


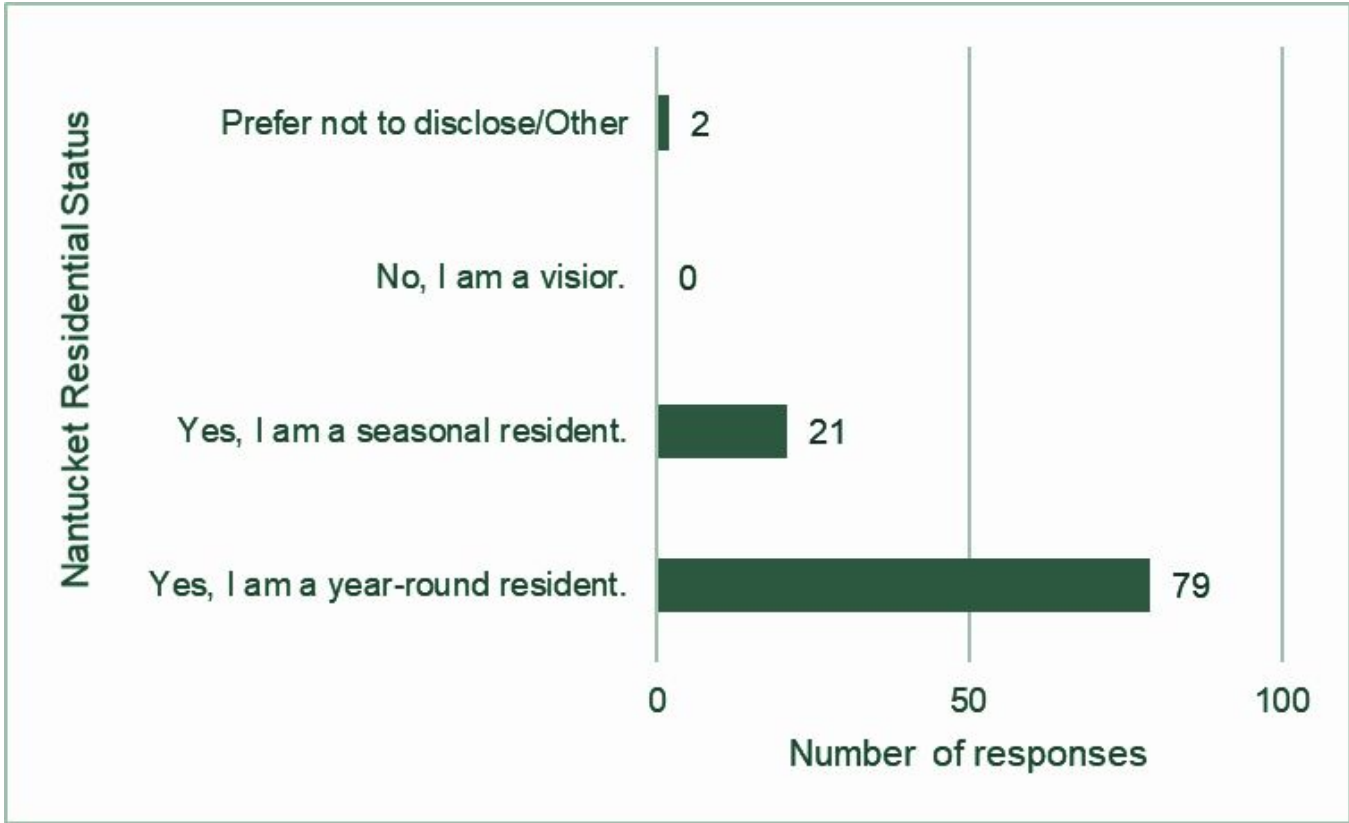
Survey Participant Demographics

Please indicate which position(s) you have held.

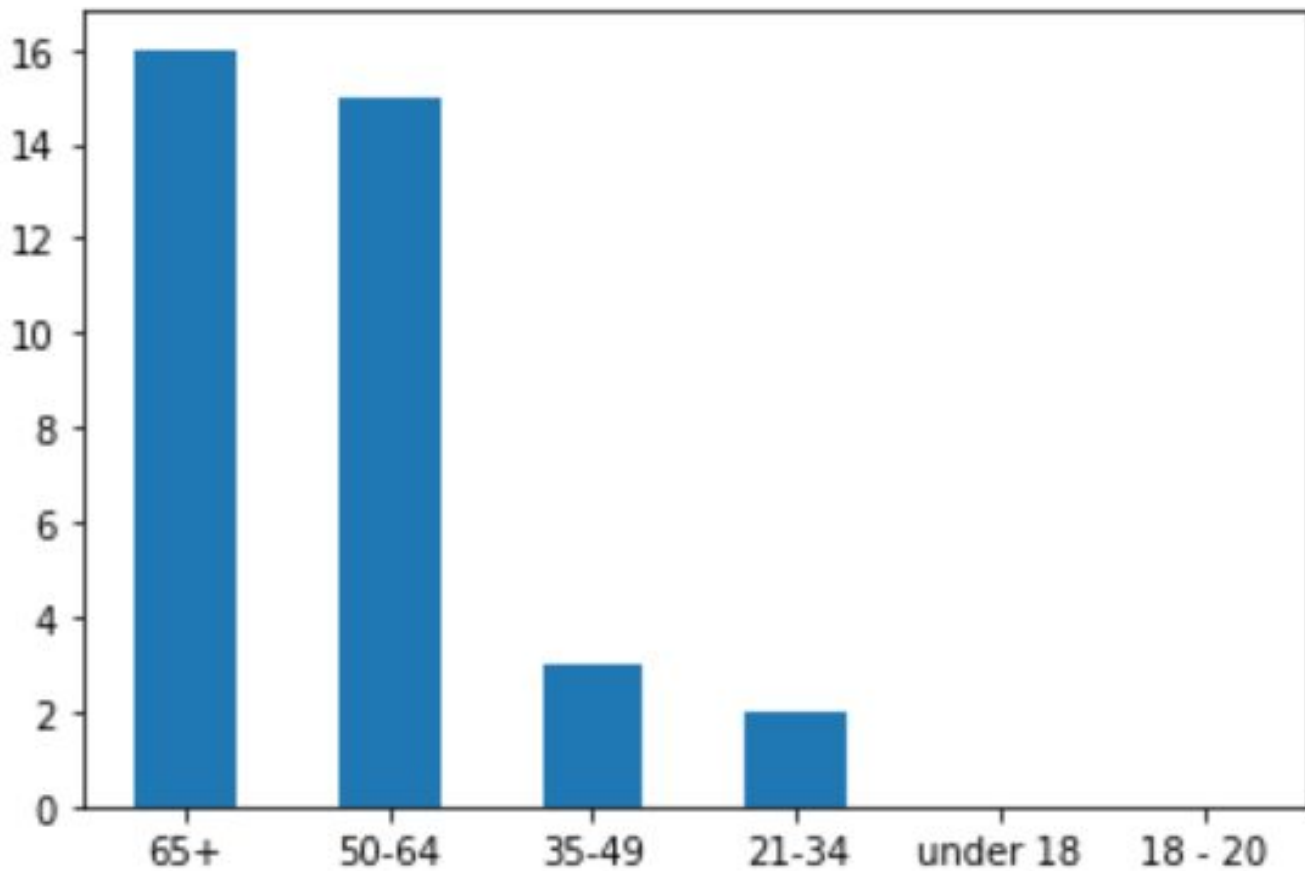
38 responses



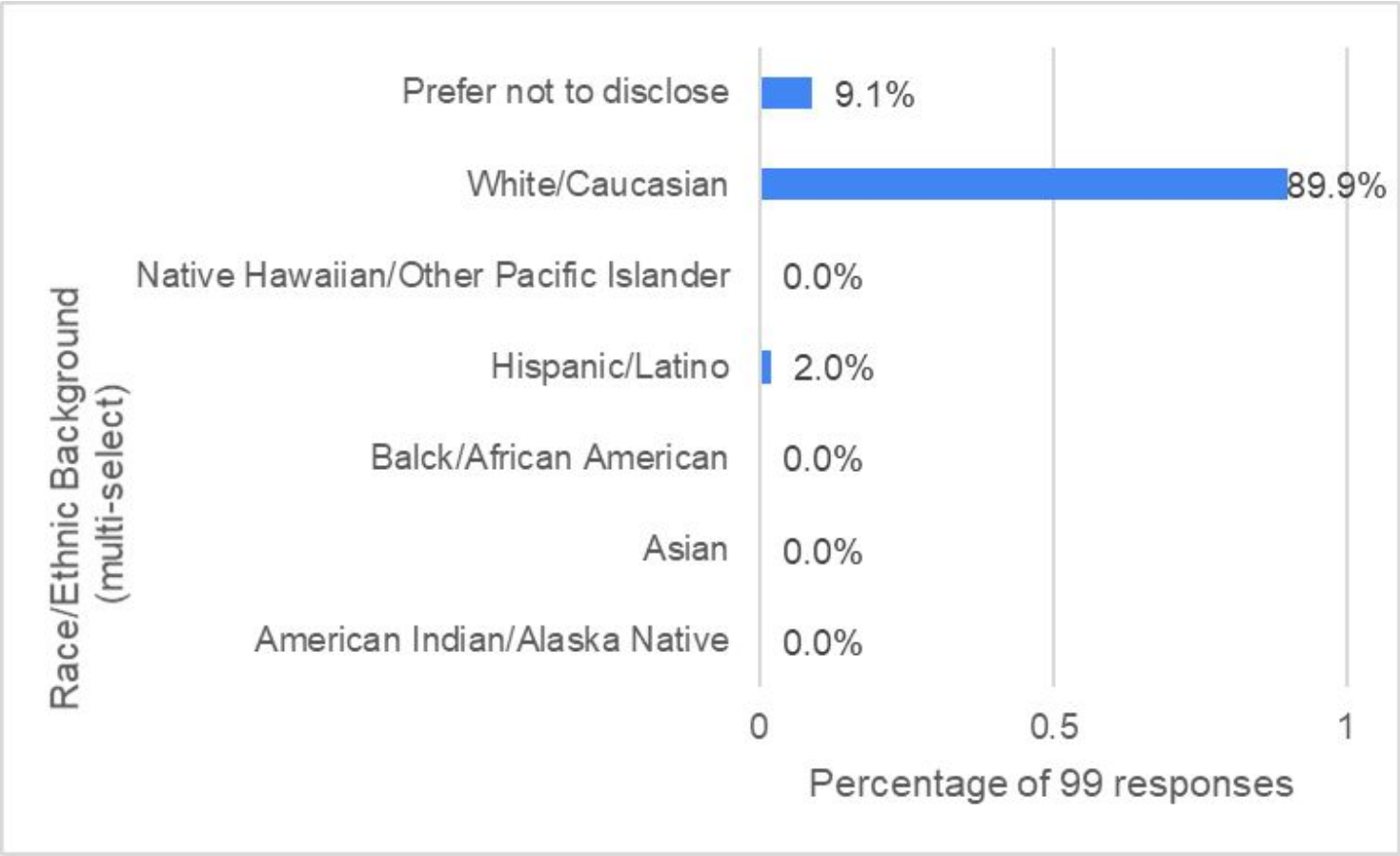


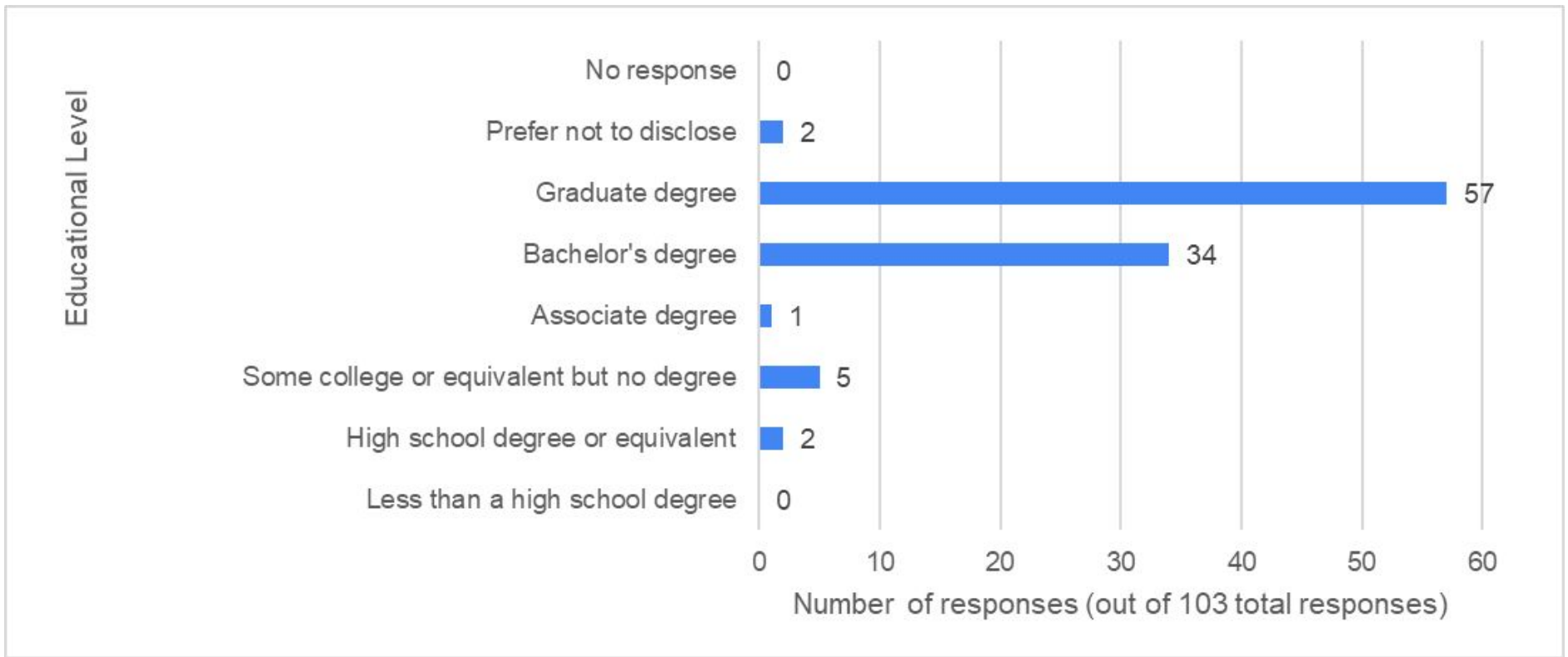


Survey Participant Demographics



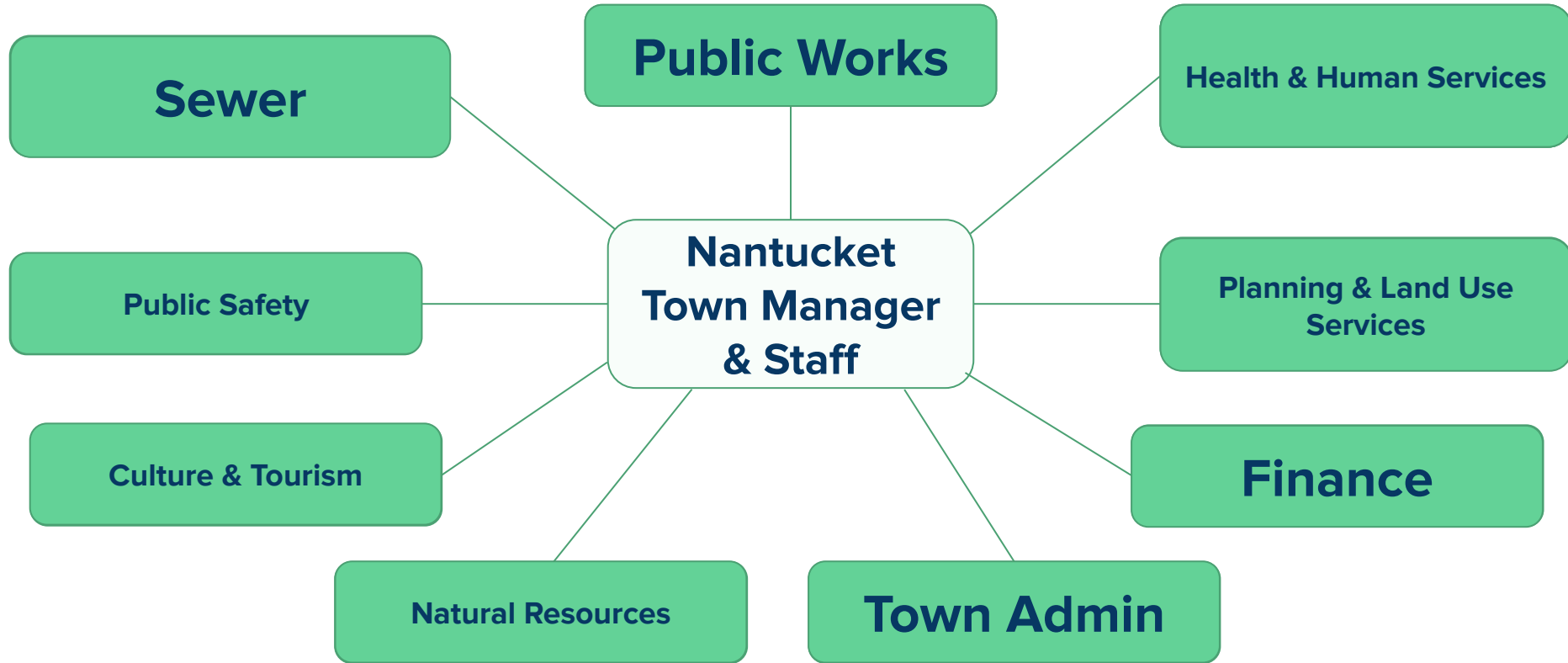
Survey Participant Demographics





Model Department Focus

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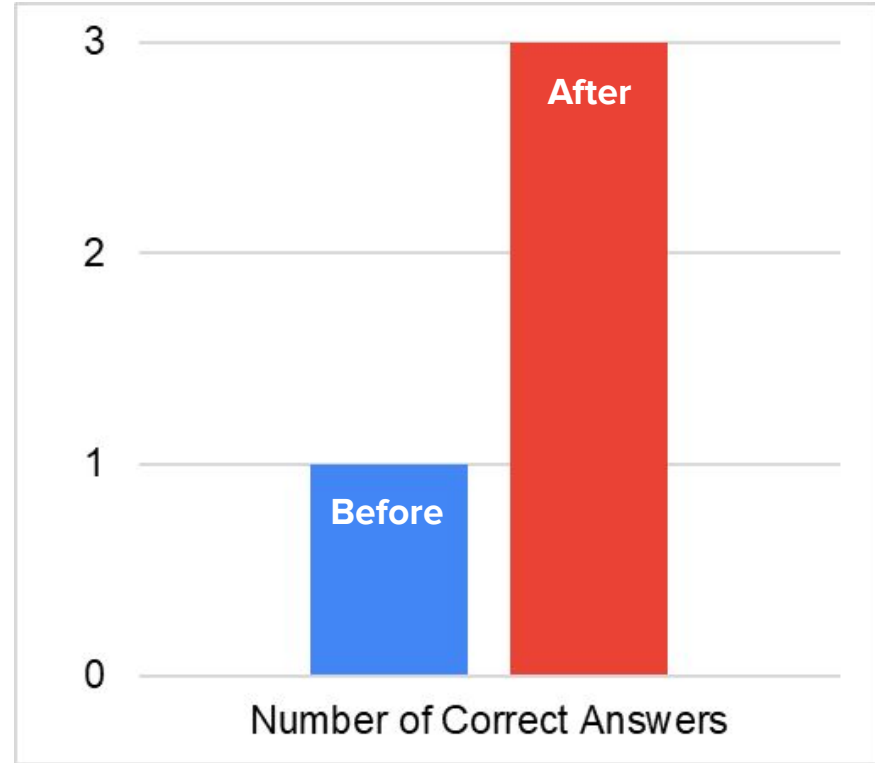
Create a Pre & Post Academy Quiz for Improvement

45

How much do you know about Nantucket Town Government?

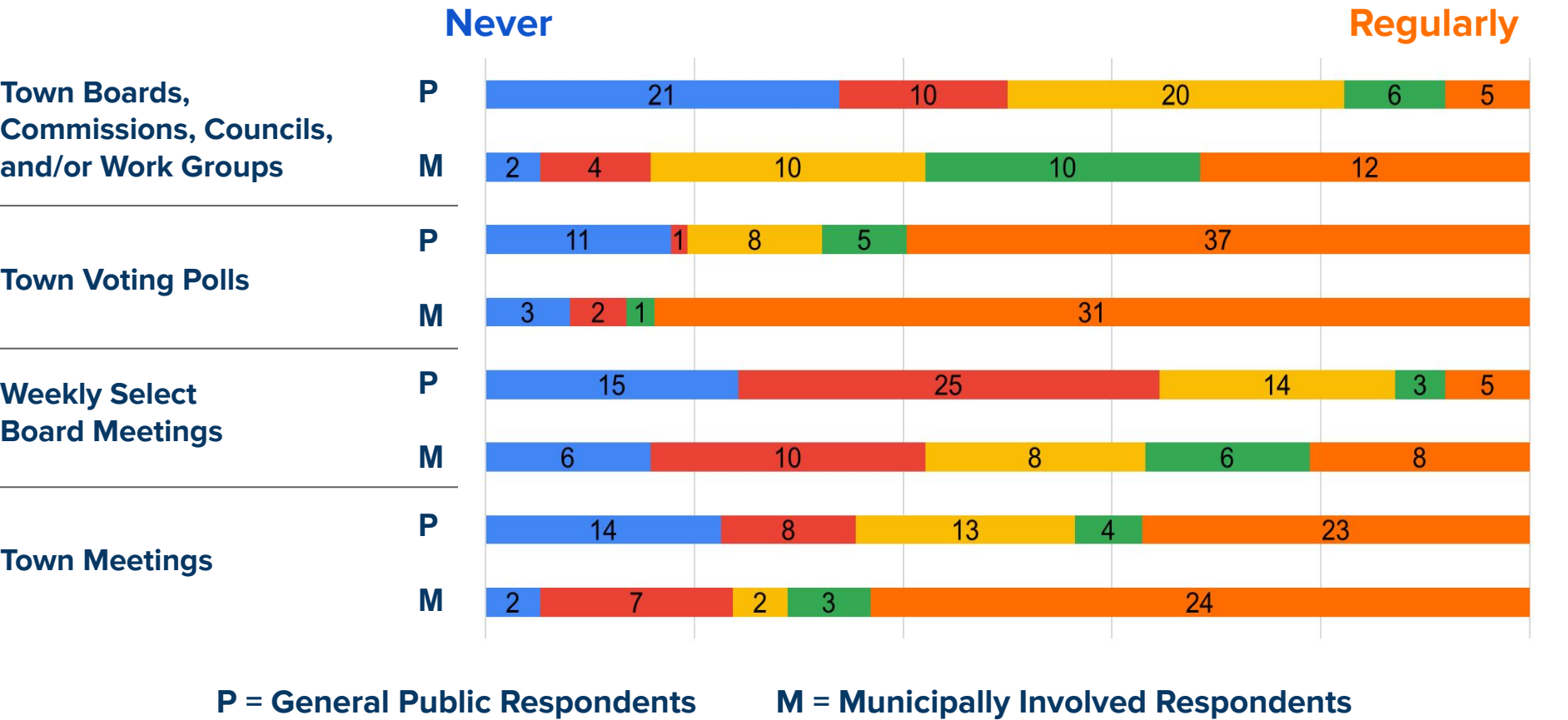
1. What is the name of the current Town Manager?
2. Veteran services fall under which Town department?
3. Which department manages potholes?

Before **After**



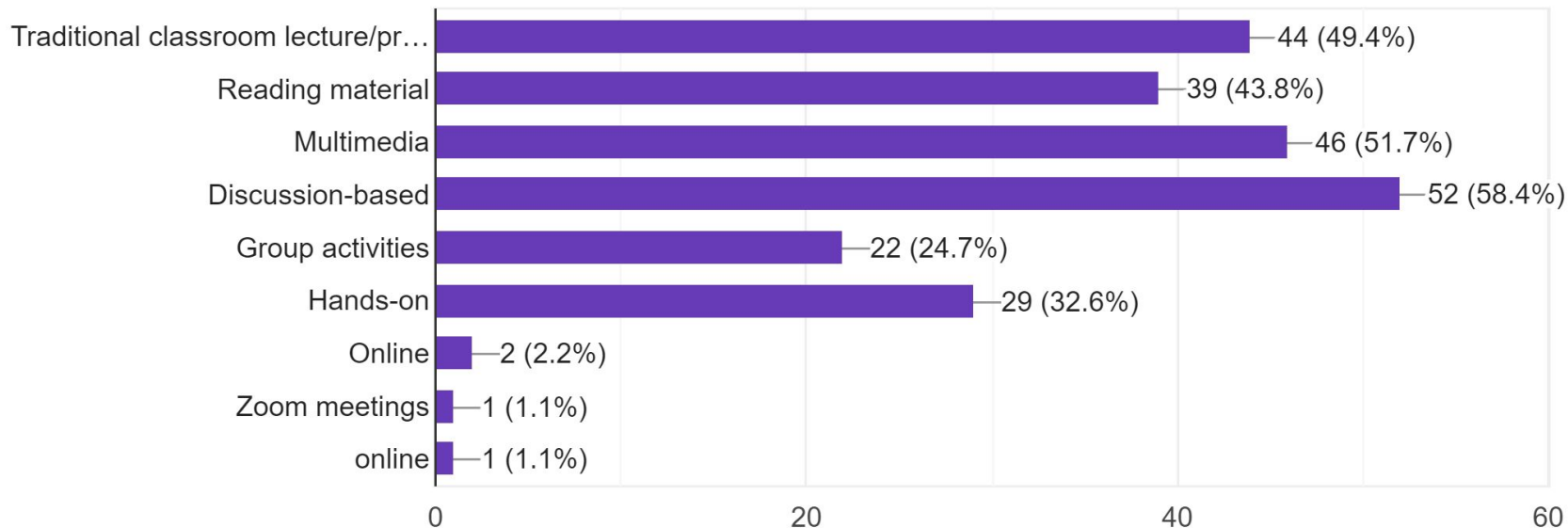
Participation in municipal events drastically varies between the general public and municipally involved citizens.

46

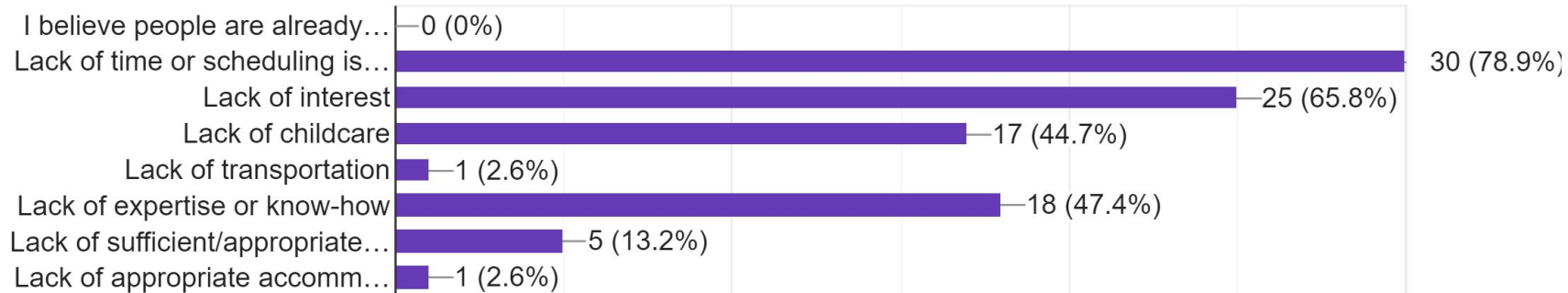
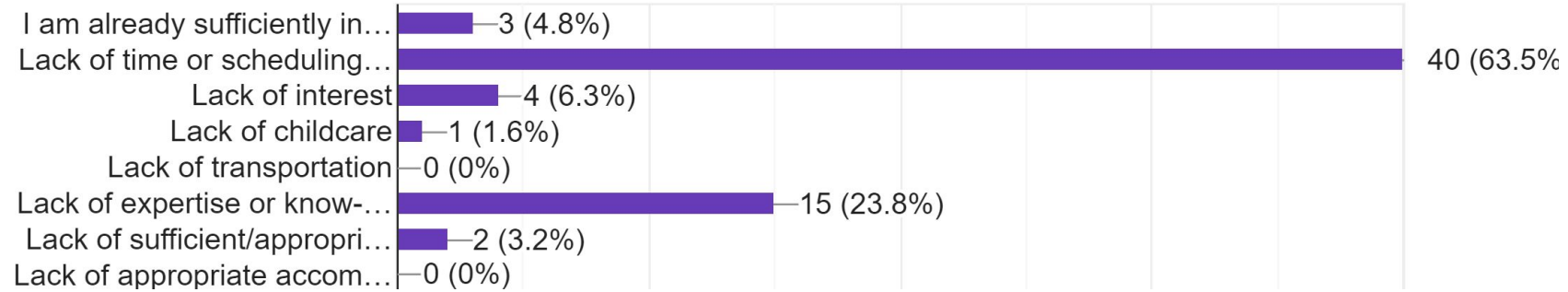


What is/are your preferred learning style(s)? Select all that apply or provide your own.

89 responses



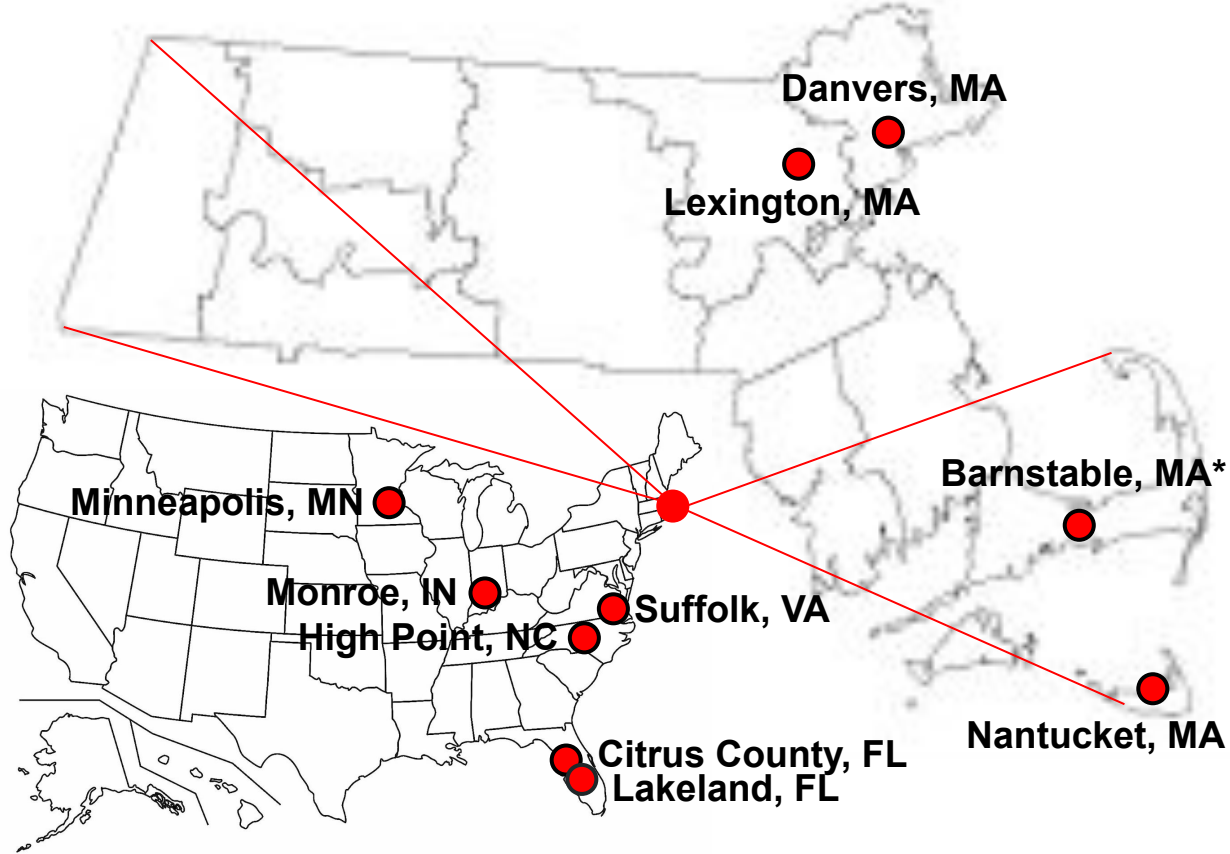
Lack of time and expertise are citizens' greatest limits to participating in government. 48



Libby Gibson & Gregg Tivnan	Nantucket Town Manager & Assistant Town Manager for Strategic Projects
Florencia Rullo	Nantucket Town Admin Public Outreach Manager
Katie Cabral	Nantucket Town Admin Office Manager, Customer Service Representative
Graeme Durovich	Nantucket DPW Recycling/Solid Waste Coordinator
Brian Turbitt & Rick Sears	Nantucket Director of Municipal Finance & Assistant Finance Director
Jason Bridges	Nantucket Select Board Chair
Kristie Ferrantella	Nantucket Select Board Vice Chair
Kimal McCarthy	Nantucket DEI Director
Janet Schulte	Nantucket Office of Culture & Tourism Director

All Academies that were Studied In-Depth

50



*Studied both Citizens' and Police academies