

TOWN OF

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Interim Town Manager

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CHARTERED 1787

BOARD OF COMMISSIONERS

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MEMORANDUM

**To:** Mayor and Board  
**From:** Colby W. Sawyer, MPA, CEM, Public Information Officer/EM Coordinator   
**Date:** 18 November 2022  
**in re:** PBO 101 Request

**Overview**

Recently, Town staff have completed a rough first draft of our Citizens Academy (or PBO 101) plan and are now seeking funding from the Board to pay for the program. We expect this program to stay below \$4,000.00 for 20 participants. The program, as it is currently designed, will last eight (8) weeks, meaning the cost (to the Town) per participant per day is \$25.00. We intend to hold the first class, or cohort, one night a week beginning in April of 2023.

**Background**

Beginning with comments and requests from the Board a few months ago, Staff began planning to develop and implement a Pittsboro Citizens Academy. Citizen's academies are municipality-or government-sponsored events designed to drive residents and business owners to higher levels of civic engagement and help them understand local governments' unique opportunities and limitations.

**Next Steps**

The program we have developed is focused on giving participants an in-depth look at local government operations and governance in general through a combination of short lectures and hands-on activities. For example, the lecture during Administration and Finance week might cover topics such as management, HR, finance, Public Information, etc., and the exercise might ask participants to work through a challenging budgeting exercise where there are more expansion requests than there is room for expansion.

Upon receiving the funding for this program, Staff will begin developing and testing the lectures and exercises/hands-on activities to ensure that they communicate what is required and are user-friendly.

**Requested Action**

That the Board of Commissioners approves \$4,000.00 from their special events line item to fund this program.