
ENGAGING YOUR 21st Century Workforce

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City of Pico Rivera

September 22, 2017



Pico Rivera's

21st Century Workplace Model

21st Century Workplace

Invest
Staff &
Leadership

Develop
Workplace
Culture

Create
Opportunities
for Innovation

Engaged Assets, Partners, and Community



ENGAGING

YOUR ASSETS



PICO RIVERA
CITY HALL

Challenging Existing Paradigms



ENGAGING

YOUR PARTNERS



Investing in a
**Philosophy of
Progressivism**



Investing in
**Analytically-Driven
Decision Making**

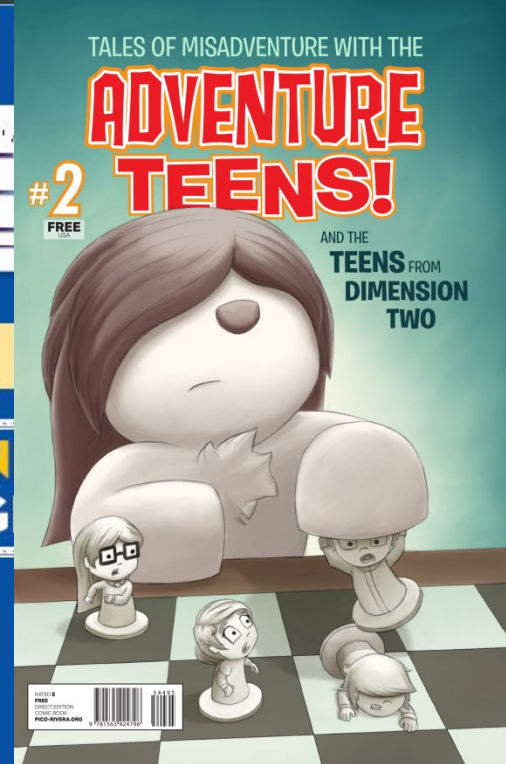
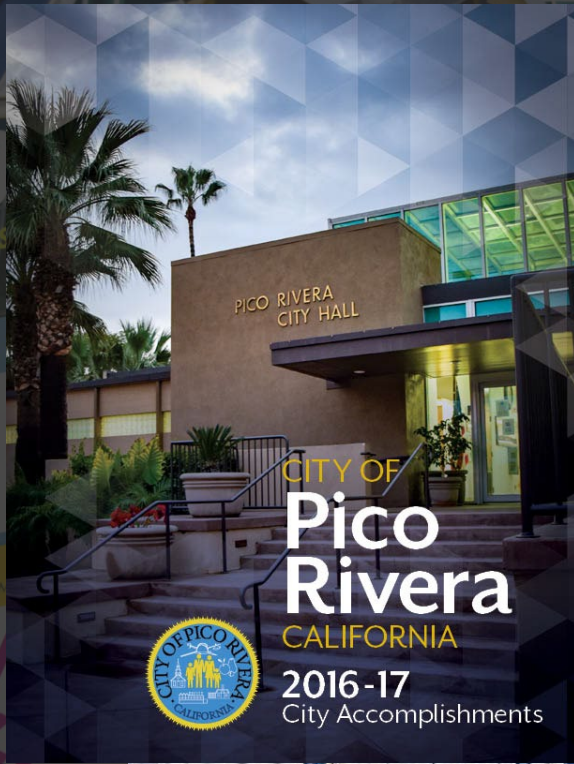
Technology as a tool

“My PR” app
(resident-uploaded
data)

Social media analytics

Tracking utility usage

Investing in Cohesive City Branding





ENGAGING

YOUR COMMUNITY



Investing in a
**Civically-
Engaged Public**

A Example

Pico Rivera Innovative Municipal Energy

Engaged employees encourage creativity, the virtual workforce, empowerment and innovation.

Capturing of Discretionary Effort - the level of **effort** people could give if they wanted to, but above and beyond the minimum required.

**“What makes innovative
thinking happen?
I think it’s really a mindset.
You have to decide.”**

--Elon Musk, Founder & CEO,
SpaceX and Tesla Inc.



Questions?



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