

Strengthening Resident Confidence in Local Decision-Making

It has been such a disruptive period in the lives of residents and businesses across the country. Local leaders continue to navigate the challenges created by the pandemic, civil unrest, economic upheaval, and political divisiveness. Moving forward is clouded as well by issues of trust and equity in meeting the needs of the community stakeholders being served.

While 2023 has been less contentious in comparison, trust in government has suffered. How can local government leaders build trust among their residents, especially with people of color and other historically marginalized groups? Join Polco and learn from our national survey database of resident opinion. We'll examine trust in police and local government and reveal current trends. You'll get concrete best practices that every local government, large and small, can use to build community trust.

Learning Objectives

1. Learn best practices for how to identify and engage underserved populations in your community.
2. Understand how to incorporate resident feedback in a way that is constructive, civil, and helpful with strategic planning.
3. Discover key questions to ask to determine current levels of trust from your community.
4. Learn promising practices to build trust at the local level.

(Practice Groups 2: Community Engagement 3: Equity and Inclusion)

Presenter:



Michelle Kobayashi is a thought-leader in the field of survey research and evaluation and has authored numerous books and articles on the subject. As a community survey expert with experience working in local government, she travels the country to speak professionally and lead workshops about resident surveys, performance measurement, strategic planning and more. Kobayashi has led the innovation efforts of National Research

Center for nearly 30 years, and keeps Polco / NRC at the cutting edge of the survey industry.

TARGET AUDIENCES:

Assistants/Deputies,

Chief Executive Officers, County Leaders, Early-Career Professionals, Department

Heads/Directors, Mid-Level Managers, Senior/Credentialed Managers, Small Community Leaders,

Staff Analysts/Assistants