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CULTIVATING TRUST IN THE DIGITAL AGE

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Monday, October 21

Community BY DILIGENT

Agenda

- Civic Trust: Trends
- Shifting Your Organizational Culture
- Transparency Best Practices
- Tools and Technology
- Resources

CIVIC TRUST: TRENDS

Fact: the longer a person lives in a community, the less trust he or she has in local government.
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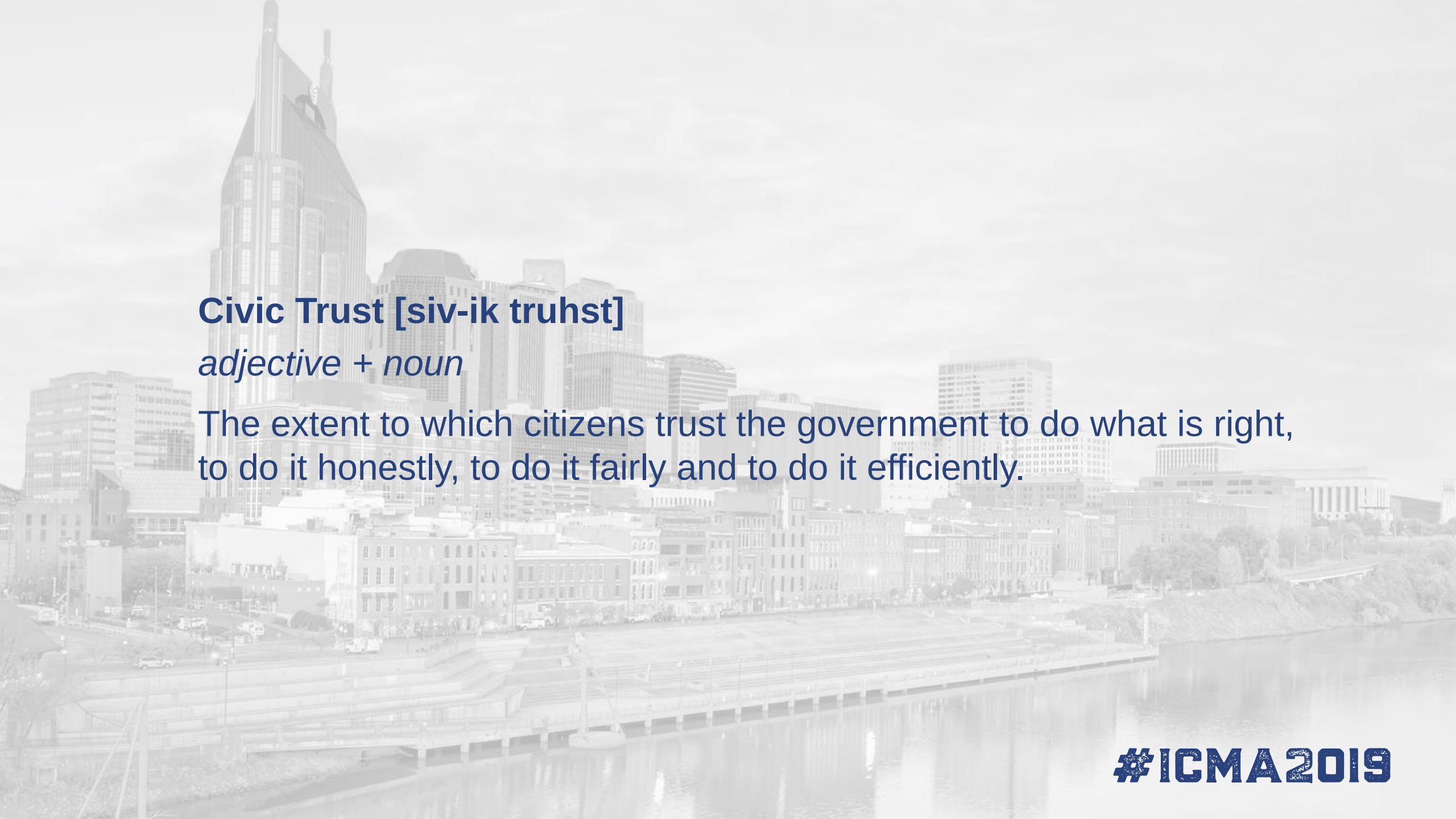

Civic Trust [siv-ik truhst]

adjective + noun

The extent to which citizens trust the government to do what is right, to do it honestly, to do it fairly and to do it efficiently.

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ORGANIZATIONAL CULTURE SHIFTS

Common practices that hurt your reputation
and how to avoid them

Organizational Culture Shifts

1

Ignoring social media

Link back to your website for more formal discussions

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Analysis of Public Trust Survey 2012, (https://www.n-r-c.com/how-to-cultivate-civic-trust/)

Organizational Culture Shifts

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Using a single communication method

Offer more than council meetings as your sole engagement point.

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Organizational Culture Shifts

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Ignoring social media

Link back to your website for more formal discussions

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Using a single communication method

Offer more than council meetings as your sole engagement point.

3

Making it difficult to engage

Ensure you're providing accessible platforms for your community.

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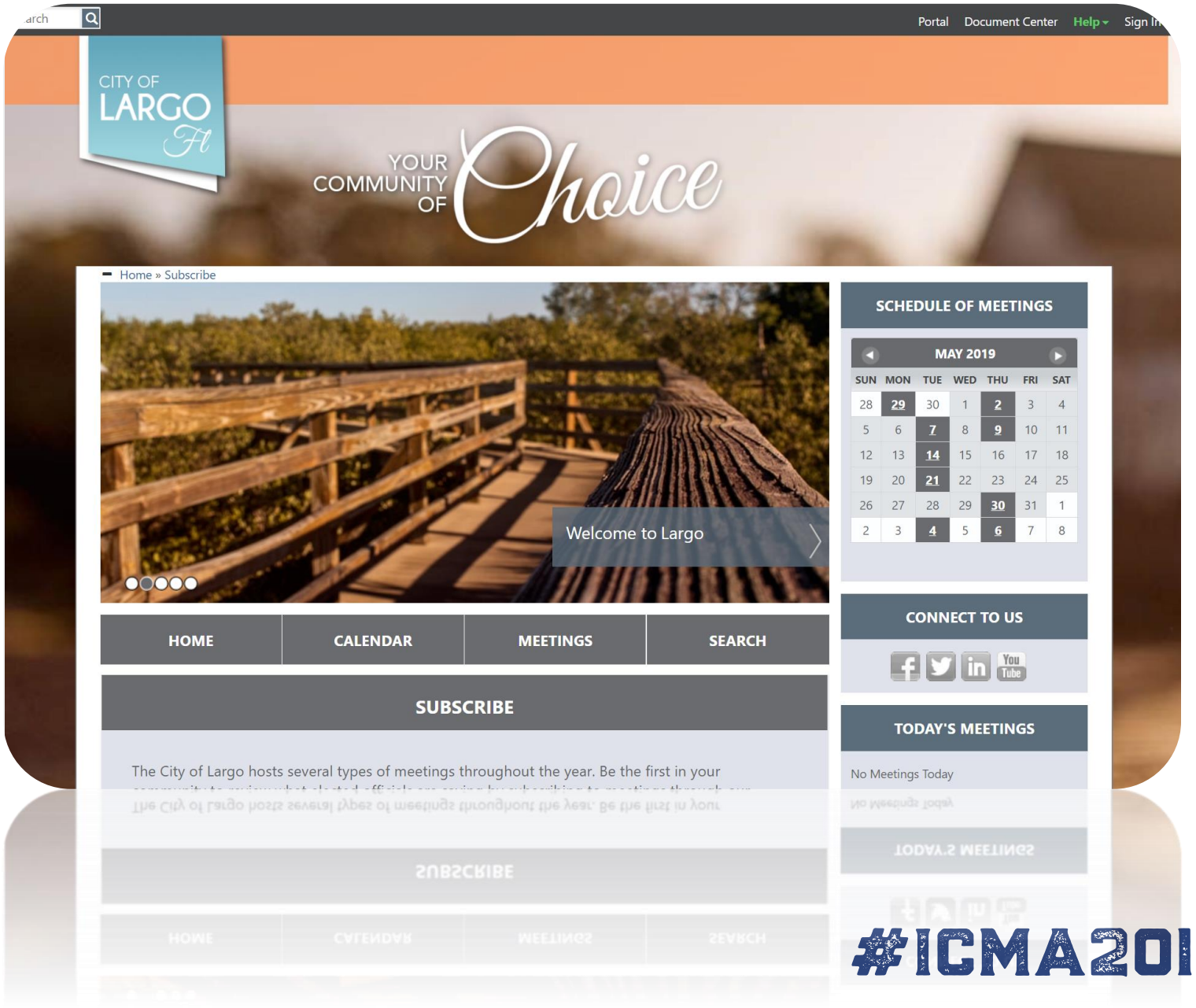
City of Largo: Transparency



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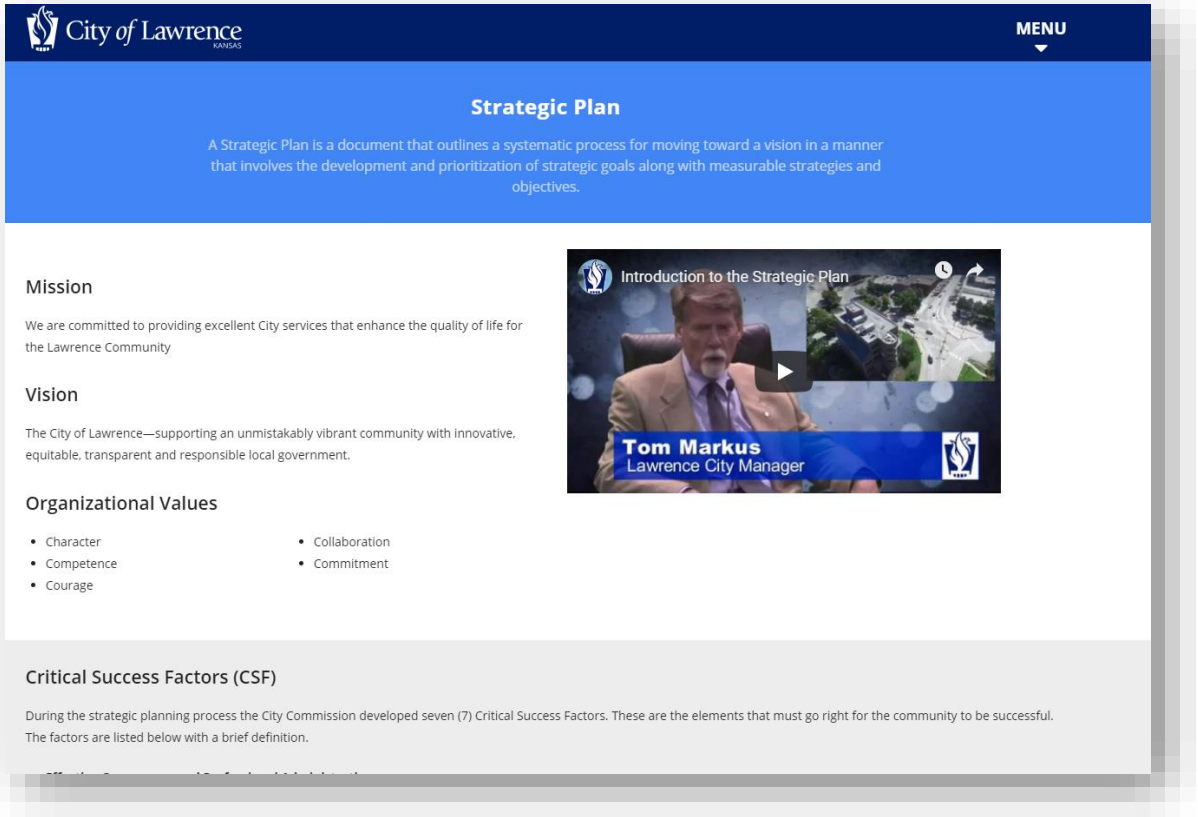
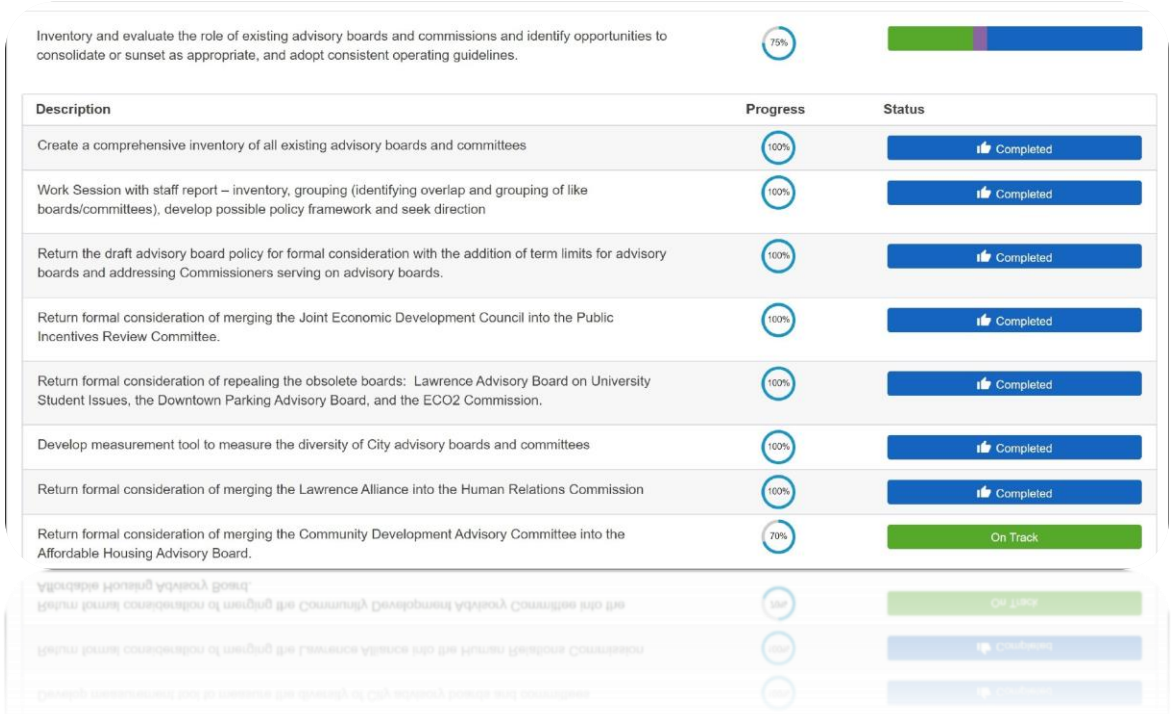
City of Lawrence: Strategic Planning





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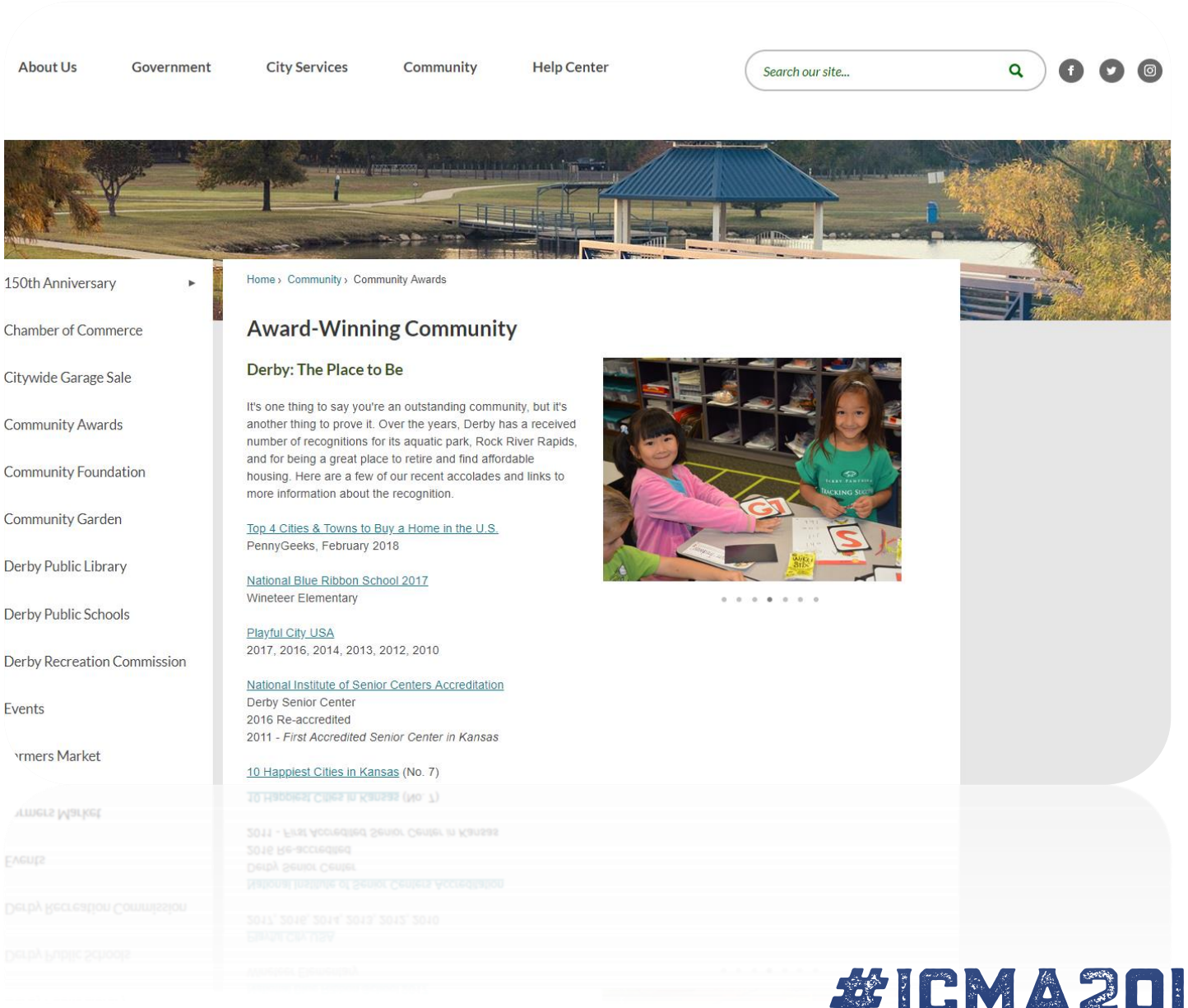
City of Derby: Award Winning Community



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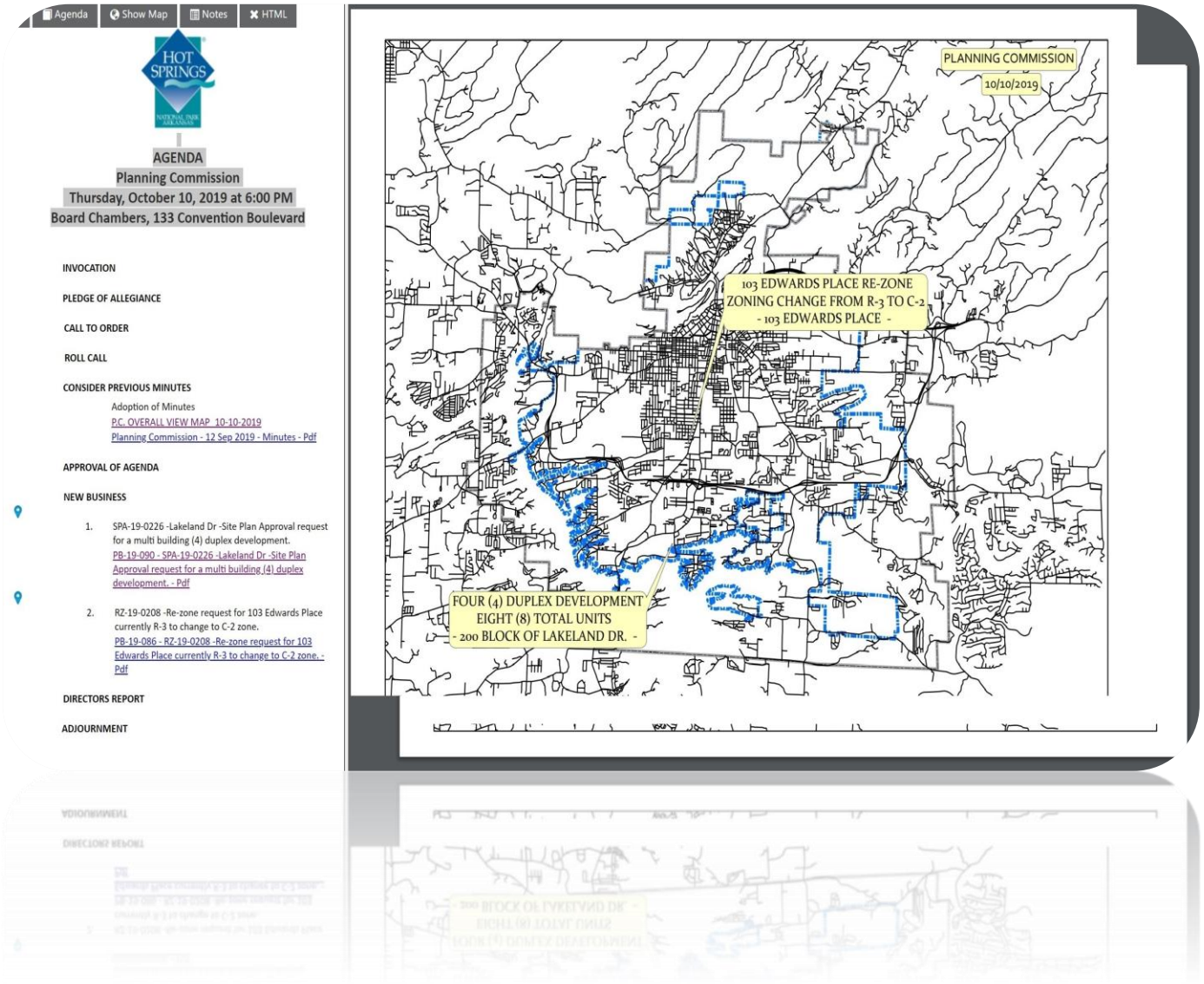
City of Hot Springs: Mapping of Upcoming Projects



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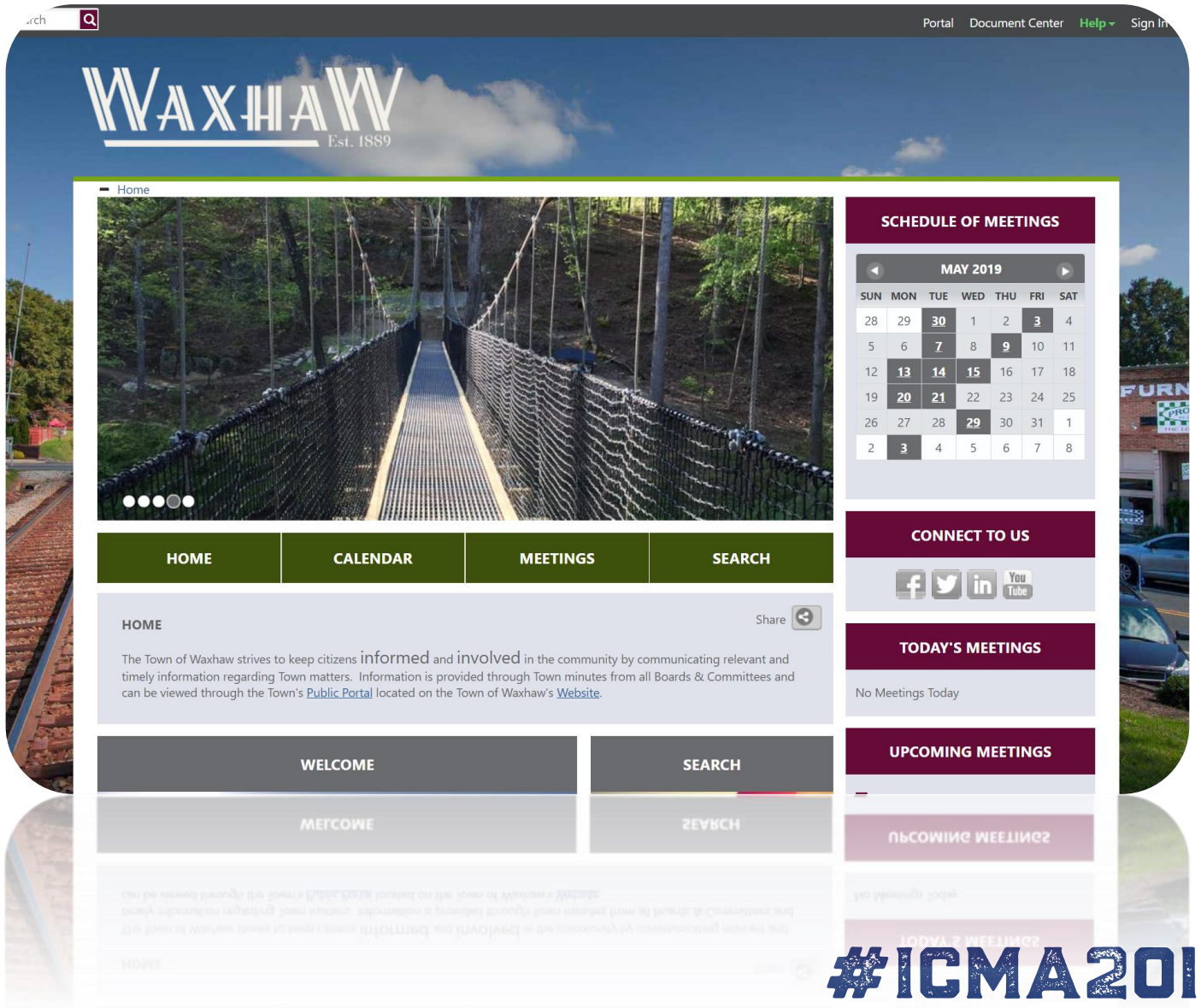
Town of Waxhaw: Public Notifications



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TRANSPARENCY BEST PRACTICES

How to cultivate trust in the age of Facebook

How to cultivate trust in the Age of Facebook

- Open-data policies that direct local governments and their agencies to be more transparent
- Best practices that bring those policies to life
- Technology solutions that make information more accessible and deliver services more efficiently

TOOLS AND TECHNOLOGY

What you need to start doing now

Tools and Technology

Digital meeting information and advanced search tools make it easy for anyone to locate the exact information they need reduces the number of public requests for information and lessens the demand on staff.

Technology that streams government data online can provide the public with current information, while also making transparency less labor-intensive and eliminating the cost of hiring extra staff to post frequent updates.

Visualize, analyze and interpret spatial and geographic data, to help identify and understand relationships, patterns and trends that can lead to cost savings, greater efficiency and better decision making in both day-to-day operations and long-term planning.

Don't stop at making agendas, minutes, records and other public documents available online. Use the Internet to provide both live and on-demand webcasts of public meetings — from city council meetings to various other official gatherings.

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RESOURCES

Taking the next step

Taking the next step: Insights

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Transparency Best Practices

- Run a Transparent Government Whitepaper
- Strategies for a More Joyful Government - GovJoy
- Local Government's Public Trust Puzzle – National Research Center Inc.
- How to Cultivate Civic Trust – National Research Center Inc.

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THANK YOU

Questions?

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