CULTIVATING TRUST IN THE DIGITAL AGE

Michelle Cooper, Senior Governance Advisor, Diligent
Josh Fruecht, Governance Advisor and Former Clerk, Diligent

Monday, October 21
Agenda

- Civic Trust: Trends
- Shifting Your Organizational Culture
- Transparency Best Practices
- Tools and Technology
- Resources
Fact: the longer a person lives in a community, the less trust he or she has in local government.
Civic Trust [siv-ik truhsht]

*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.
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

Organizational Culture Shifts

1. Ignoring social media
   Link back to your website for more formal discussions

2. Using a single communication method
   Offer more than council meetings as your sole engagement point.

Organizational Culture Shifts

1. Ignoring social media
   Link back to your website for more formal discussions

2. 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.

City of Largo: Transparency
City of Lawrence:
Strategic Planning

Mission
We are committed to providing excellent city services that enhance the quality of life for the Lawrence Community.

Vision
The City of Lawrence—supporting an unyieldingly vibrant community with innovative, equitable, transparent and responsive local government.

Organizational Values
- Character
- Competence
- Courage
- Collaboration
- Commitment

Critical Success Factors (CSF)
During the strategic planning process the City Commission developed seven (7) Critical Success Factors. These are the elements that must go right for the community to be successful. The factors are listed below with a brief definition.

Inventory and evaluate the role of existing advisory boards and commissions and identify opportunities to consolidate or sunset as appropriate, and adopt consistent operating guidelines.

<table>
<thead>
<tr>
<th>Description</th>
<th>Progress</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a comprehensive inventory of all existing advisory boards and committees</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Work Session with staff report – Inventory, grouping (identifying overlap) and grouping of like boards/committees, develop possible policy framework and seek direction</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Return the draft advisory board policy for formal consideration with the addition of term limits for advisory boards and addressing commissioners serving on advisory boards.</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Return formal consideration of merging the Joint Economic Development Council into the Public Incentives/Review Committee.</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Return formal consideration of repealing the obsolete boards: Lawrence Advisory Board on University Student Issues, the Downtown Parking Advisory Board, and the EDCU Commission.</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Develop measurement tool to measure the diversity of City advisory boards and committees</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Return formal consideration of merging the Lawrence Alliance into the Human Relations Commission</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Return formal consideration of merging the Community Development Advisory Committee into the Affordable Housing Advisory Board.</td>
<td></td>
<td>In Progress</td>
</tr>
</tbody>
</table>
Award-Winning Community

Derby: The Place to Be

It's one thing to say you're an outstanding community, but it's another thing to prove it. Over the years, Derby has received numerous recognitions for its aquatic park, Rock Island Rapids, and for being a great place to retire and find affordable housing. Here are a few of our recent accolades and links to more information about the recognition.

- Top 5 Cities & Towns to Buy a Home in the U.S. (2018)
- National Blue Ribbon School 2017
- Wyandotte Elementary
- Top 100 Cities USA
- National Institute of Senior Centers Accreditation
  - Derby Senior Center
    - Re-accredited 2011
- Top 100 Places to Retire in America
  - No. 47
  - Top 100 Cities in Kansas
  - No. 7

City of Derby:
Award Winning Community
City of Hot Springs: Mapping of Upcoming Projects
Town of Waxhaw: Public Notifications
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
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.
Taking the next step: Insights
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.
THANK YOU

Questions?