

A Guide to Enhancing the Image of Local Government

RECOMMENDATIONS

1. Conduct a Citizen Survey

2. Celebrate Your City

3. Implement a Basic Level of Government Transparency

GUIDE TO IMPROVING YOUR CITY'S IMAGE

Leadership Academy

Historical Context – City of Bell

Approaches and Methods

MULTIPLE COMPONENTS

- Citizen Survey Options
- Getting to Know Your City
- Promote Your City's Image
- Celebrate Your City
- Government Transparency
- Where the Money Goes

CITIZEN SURVEYS

Research Results

• Importance – Benchmark

CITIZEN SURVEY OPTIONS

- "How Are We Doing?" Cards
- Survey Monkey
- Other Third Party Phone Surveys
- National Citizen Survey

HOW ARE WE DOING SERVICE CARD

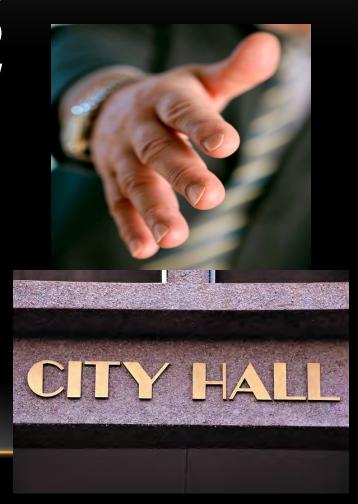
HOW ARE WE DOING?					
Excellent	Food	Fair	Page		
	-	-			
	30 4	–	_ =		
?					
5 minutes?	YES	NO			
s than 30 minut	es 🗆 30-60 min	utes III more.	than I hour 🖾		
			Transfer of		
THE PARTY OF THE P	The second second	A. 1919			
d were all your	questions onsw	ered?	YES NO		
ext visit?					
	Community Pres				
	Rental Housing:				
	Rental Housing:				
	Rental Housing:				
	Rental Housing:				
	Rental Housing:				
	5 minutes? s than 30 minut	7 YES s than 30 minutes = 30-60 minutable reasons for such length	7 YES NO sthan 30 minutes = 30-60 minutes more stable reasons for such length of time?		

GETTING TO KNOW YOUR CITY

GETTING TO KNOW YOUR CITY

The first step in improving the overall image of your City is to engage the community regarding City services to gain:

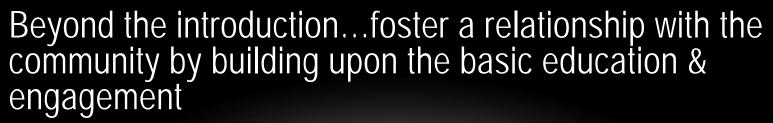
- Trust
- Knowledge
- Efficiency



GETTING TO KNOW YOUR CITY

Range of opportunities for engagement:

- Your City at a Glance
- Real People, Employee Spotlights
- Meet & Greets
- Job Shadow/Fairs
- Citizen's Academy
- State of the City





EMPLOYEE TRADING CARDS



PROMOTE YOUR IMAGE

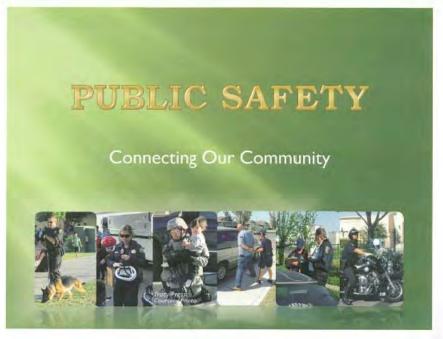
PROMOTE YOUR CITY'S IMAGE

It's about building a relationship with the community...

- Employee Involvement
- Speakers Bureau
- Newsletter
- Posters / Advertisements
- Social Media

PRESENTATION EXAMPLES





CITY OF TRACY

BUDGET & SERVICES UPDATE

October 2010





CELEBRATE YOUR CITY

CELEBRATE MUNICIPAL SERVICE

Promote the importance of City Government to the community they represent:

- Internal Activities
- Community Outreach
- Education Outreach
- Private Sector Partners
- Media Outreach



CELEBRATE YOUR CITY

Host a range of events, celebrations, and activities to <u>SHOWCASE</u> the day-to-day operation your city provides to the community:

- Civic Celebrations
- Showcase Employees and Departments
- Connect with Local Schools
- Host a Community Event



Celebrate...Advertise...Recognize!

CELEBRATE YOUR EMPLOYEES

It's not just about making a living, it's making the difference.....





This month we are recognizing a valuable and dedicated employee:

Dr. Frank Benest

lob:

Consultant, Trainer, Mentor, Professor, Friend, Storyteller, Leader.

Coolest Thing about my Job:

Meeting people and telling stories!

Why I chose Local Government?

I have always been most fulfilled when helping to improve the lives of community and organizational members and enhancing public-serving agencies.

Interests:

Traveling, Growing Fish, Cooking, Bikram yoga, and crafts.



TRANSPARENCY

TRANSPARENCY

Openness will strengthen our democracy and promote efficiency and effectiveness in Government.

- Basic Transparency
- Beyond Basic Tier 2
- Ultimate Government Transparency Tier 3

WHAT'S YOUR CITY SCORE?

Basic Government Transparency - Scorecard

Name of City	City Check Registry	CAFR	Budget	Salary Schedules	Council Agenda
Alameda	•	•	•	•	•
Albany	•	•	•	•	•
Berkeley	•	•	•	•	•
Dublin	•	•	•	•	•
Emeryville	•	•	•	•	•
Fremont	•	•	•	•	•
Hayward	•	•	•	•	•
Livermore	•	•	•	•	•
Newark	•	•	•	•	•
Oakland	•	•	•	•	•
Piedmont	•	•	•	•	•
Pleasanton	•	•	•	•	•
San Leandro	•	•	•	•	•
Union City	•	•	•	•	•
County of Alameda		•	•	•	•

TIERS OF GOVERNMENT TRANSPARENCY

An informed citizenry makes the healthiest democracy.

Beyond Basic – Tier 2:

Use of social media outlets, availability of online services, broadcasting of City Council meetings, City newsletter, Use of Citizen Survey tools

Ultimate Government Transparency - Tier 3:

City programming on Govt. Access TV, Regular Community Meetings (non-regulatory), Reporting of Performance Measures or Annual Report

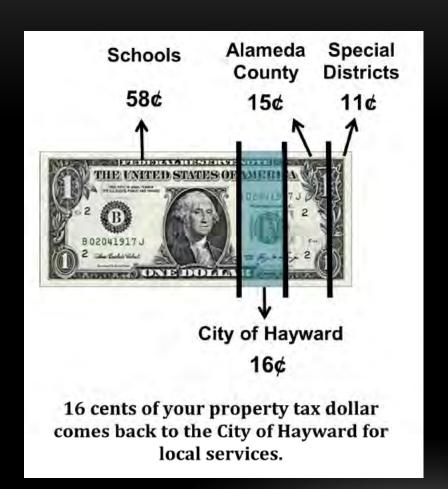
CITY BUCK

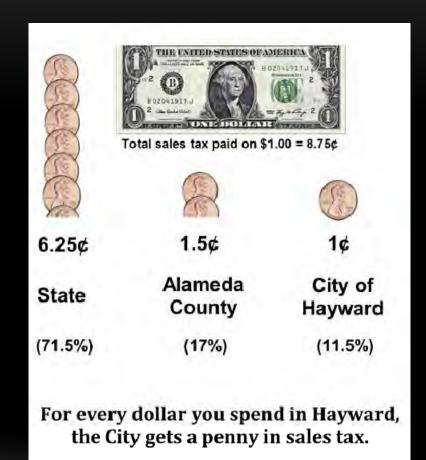
WHERE DOES YOUR MONEY GO?





UTILIZE THE CITY BUCK TEMPLATE





RECOMMENDATIONS

1. Conduct a Citizen Survey

2. Celebrate Your City

3. Implement a Basic Level of Government Transparency

TOOLKIT FOR SUCCESS!

