

Reputation Management and the Power of Transparency

Ten-County Budget Conference
September 21, 2012

Leadership in the age of Transparency

- Nothing is more critical to the sustainability of a brand - or to a reputation - than trust.
- Governments - historically - are among the least trusted institutions in the nation. (2012 Pew Research Center)
- Transparency and openness are the absolute foundations for public trust in government.
- The good news - the Internet makes increased demand for government transparency less expensive - more effective.

A Four-Step Formula to our Success

- Board policy commitment to transparency
- Staff commitment as operational tenet
- Constituent's access to and use of Internet
- County's investment in technology

Board Policy - Transparency Commitment

- 2009 Board Policy 2.0: Purpose of the Board
....the purpose of the Board, on behalf of the citizens, taxpayers and customers of Douglas County, is to see to it that Douglas County Government....is open and transparent.
- 2009 Board Policy 2.1 Board Commitment Statement
We, the Board of Douglas County Commissioners, are committed to providing responsive and effective leadership by.....supporting open, transparent and accountable government.

Organizational Commitment

- Board policy calls for the commitment
- Policy holds staff accountable - through sustained performance/annual monitoring reports
- Success and pride fosters organizational support
 - Sunshine Review Transparency Grade of A+ - a transparency goal
 - Media/CORA requests
- Organizational support sustains Board commitment

Constituent Access to Internet

- 2012 Douglas County Citizen Survey results
 - 94% - High speed Internet access from home
 - 56% - Regularly carry Smart Phone or other Mobile device that allows email or Internet access
 - 33% - Regularly use iPad or similar tablet
 - 61% - Use social media sites like Facebook, Twitter or LinkedIn

Transparency Initiative in Action

- Web Tools
 - Live audio broadcast of Business Meetings
 - Archived audio on Website
 - Transparency Portal - a user-friendly approach
 - Tax Calculator - the taxpayer's individual receipt for services received
 - Virtual Town Hall Meetings
 - Video as information delivery tool
 - Electronic delivery of information daily

Transparency and County Government

A rising tide lifts all boats.

Sean Lemass, Irish patriot, politician,
Prime Minister from 1959 - 1966

2012 Ten County Budget Conference

Thank you for your time.