CITIZEN-CENTRIC REPORTING (CCR) SUGGESTED CONTENT

1. WHO ARE WE?

Page 1 typically includes information about the entity — mission statement, vision statement, services and activities, strategic goals, demographics, and URL.

- **$52K** Per capita income
- **1,302** Number of city employees
- **3.2%** Unemployment rate

2. HOW ARE WE DOING?

Page 2 presents key service and activity performance for the prior year — progress toward strategic goals or deliverables, and recent accomplishments for non-financial outcomes.

- **29** New businesses relocating to city
- **35%** to **85%** 5-Year trend graduation rate
- **City library construction completed ahead of schedule**
Page 3 displays revenues and expenditures for major delivery areas — use well-labeled charts, graphs and tables; reference audit conducted; and provide URL for more-detailed financial information.

Page 4 identifies the entity’s challenges and provides a look to the future — economic changes, tax cuts or increases, unemployment, education, environmental aspects, and contact information.