

CITIZEN-CENTRIC REPORTING (CCR)



BUILD TRUST IN GOVERNMENT

Trust depends on ready access to candid and accurate information, in plain language, about how government is spending its resources.

One solution to providing citizens a document containing information they can use and understand is to develop a report that is non-technical, succinct, and provides links to more detailed information. AGA's CCR exemplifies the often-repeated mantra, "less is more." "Less" is achieved by the four-page structure of the CCR, and "more" with the broad-based information that provides easy-to-digest content about an entity's revenues, spending, achievements and challenges, as well as priorities for the future.

The CCR is one answer to the reporting dilemma because it helps the reader answer the question "are we better off today than we were last year?" in plain language. It is a snapshot into an entity's financial and program performance.

A more knowledgeable public can lead to a more engaged public. Use the CCR as the springboard to a better informed citizenry and to build government trust with the public.

BONUS:

Submit your report and you could earn recognition!



www.agacgfm.org/ccr



CCR CONTENT GUIDELINES — AN OVERVIEW

1

Page 1 typically includes high-level information about the entity — mission statement, strategic goals, demographics and URL.



82K

Median Annual Income

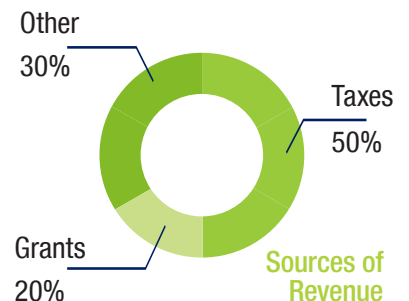
2

Page 2 presents key service and activity performance — progress toward strategic goals or deliverables, and recent accomplishments for non-financial outcomes, including targets most important to the citizen.



3

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.



4

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



Goal 1:
Increase
tourism
by 15%