

# 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.

EXAMPLES



**52K**  
Per capita income



Number of city employees  
**1,302**

**3.2%**  
Unemployment rate



2

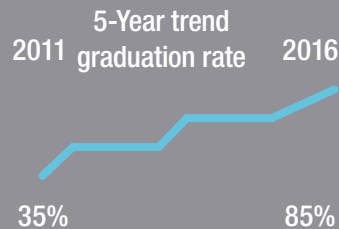
## HOW ARE WE DOING?

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.

EXAMPLES

**29**

New businesses relocating to city



City library construction completed ahead of schedule



[www.agacgfm.org/standards/ccr](http://www.agacgfm.org/standards/ccr)



# CITIZEN-CENTRIC REPORTING (CCR) SUGGESTED CONTENT

## 3

### WHAT ARE THE REVENUES AND EXPENSES?

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.

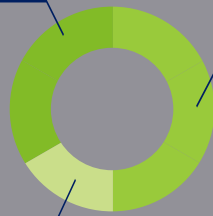
EXAMPLES

Salaries 15%



Other  
30%

Grants  
20%



Taxes  
50%

Sources of  
revenue

Employee



12%

## 4

### WHAT'S NEXT?

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.

EXAMPLES



Goal 1:  
Increase  
tourism  
by 15%

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Challenge 3:  
Balance the  
budget