

# Communications and Reporting

Build trust by simplifying and streamlining the collection, analysis, and communication of complex information

## Build Trust Through Effective Communication

Engaging with constituents and stakeholders is critical to every public agency's success. With OpenGov, leaders can analyze and communicate complex topics and decisions in a simple manner anyone can understand. Agencies are able to build trust with colleagues and residents by gathering input on key initiatives and aligning budget and the strategic plan to both performance objectives and public expectations.

### Focus on outcomes

Establish goals for departments, programs, or initiatives, then track relevant KPIs to keep stakeholders updated on spending, performance, and progress.

### Communicate clearly

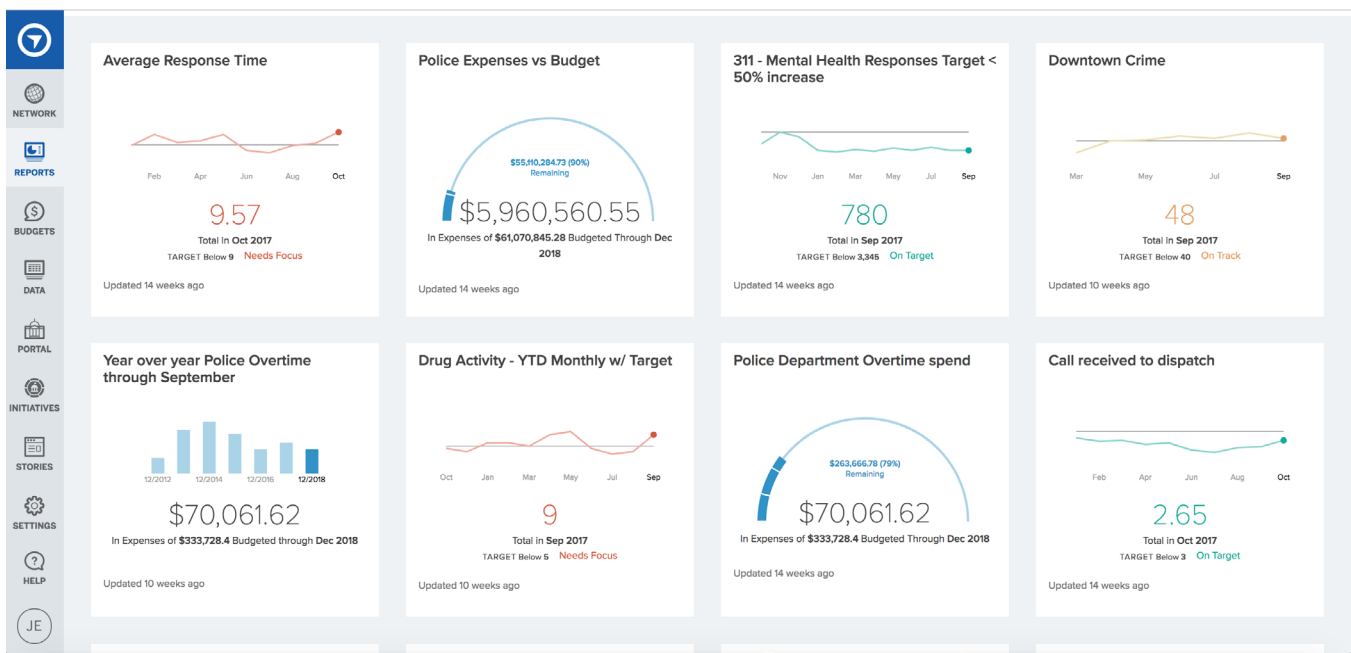
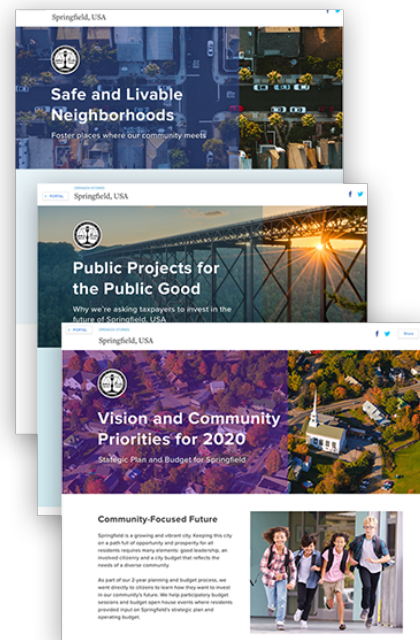
Create and share content easily and quickly. Use a simple, drag-and-drop page builder to combine your data with images, dashboards, maps, and narrative context. Present complex information in a way that's easy for anyone to understand. Share via email, social media, or through your agency's website.

### Capture feedback online, at meetings or on-the-go

Record feedback from residents, colleagues, and other stakeholders at any moment through online surveys, virtual town halls or mobile forms.

### Increase accountability

Publicly demonstrate progress on projects and strategic initiatives. Show results anyone can understand by uniting financial and performance data and adding valuable context.



# Control the Message

Transform complex financial and performance data into actionable insights and communicate them with your internal and external stakeholders.

## Present complex information that all parties can understand

- Keep internal and external stakeholders updated on performance and aligned around high-level strategic goals.
- Gain at-a-glance insights with dashboards, take action with customized alerts, or dive into the details for deeper analysis.
- Simplify performance reporting through printer-ready dashboards for beautiful reports that streamline meetings and reduce cumbersome manual extracts.

## Broaden citizen engagement

Supplement public hearings with online surveys and virtual town halls that are easy and convenient. Gather broader feedback from residents by reducing the barriers of involvement.

## Inform capital project plans

Take the guesswork out of big-ticket items while fulfilling public input requirements for grant applications. Reach out and gather feedback from your constituents to improve buy-in and achieve better results.

## Reduce intimidation and undue influence

Civility monitoring and flexible registration options promote respectful interactions that encourage participation and help filter out distortion from the “usual suspects.”

## Achieve your communications objectives

Bring your data together in one place, quickly create and publish content, and easily incorporate feedback. Inform and improve your interaction with the community to strengthen public trust.

## Why OpenGov?

- Over 2,000 governments are powered by OpenGov.
- OpenGov's mission is to Power More Effective and Accountable Government.
- OpenGov Employees have served in public sector positions for over 200 years collectively.
- Current customers spend 50% less time on budget development, achieve 80% time savings on reporting, spend 20% less time on information requests, and have re-allocated up to 1% of their budgets for more strategic outcomes.
- OpenGov has analyzed over \$10 Trillion in expenses and revenues through its online platform.
- OpenGov's multi-tenant architecture provides maintenance-free updates so users can always leverage the most modern technology, including every new feature and product release, regardless of underlying IT infrastructure.
- OpenGov is made in America. Our expert U.S.-based Product and Go-to-Market professionals envision, build, and deploy this market-leading solution, leveraging the best technology available.

## Use Cases

- Internal Reporting
- Satisfaction Surveys
- Capital Project Plans
- Initiative Communication
- Performance Dashboards
- Citizen Ideas/Feedback Portal
- Participatory Budgeting



City of Rockport, TX



City of Fort Lauderdale, FL



County of Allegheny, PA



CA State Lands Commission



District of Columbia, DC