

# Content Guidelines

## for the Citizen-Centric Report

### Page 1: Strategic Objectives

What are we chartered (required) to do Demographics  
Include information about the community

- Per capita income
- Number of government workers
- Unemployment
- People—coming & going
- Firms—coming & going

#### Idea

Include a brief Table of Contents on Page 1 so that the reader can see what is included on subsequent pages.

#### Note

All information presented should be done on a per capita basis. This will be more meaningful to each individual citizen.

### Page 2: How Are We Doing—A Performance Report on Key Missions and Service

Governments are encouraged to obtain input from citizens on what measures they would like to see included in advance of producing this report. Report on nonfinancial outcomes (not inputs or outputs) for three or four of the government's key missions or services of most relevance to citizens. This should include comparisons to past years' outcomes, to articulated targets, where applicable, and to similar jurisdictions where possible. Missions and services and their associated outcome measures might include some of the following:

Mission or Service	Possible Outcome Measures
<b>Public safety</b>	<ul style="list-style-type: none"> <li>• Crimes committed per 100,000</li> <li>• Percentage of crimes cleared, fire-related deaths, fire related property loss</li> </ul>
<b>Schools</b>	<ul style="list-style-type: none"> <li>• Fraction of students performing at grade level on standardized test, high school graduation rate</li> </ul>
<b>Public health</b>	<ul style="list-style-type: none"> <li>• Mortality rate</li> <li>• Morbidity rate</li> </ul>
<b>Roads</b>	<ul style="list-style-type: none"> <li>• Percentage of road miles rated acceptably smooth</li> <li>• Percentage of streets rated acceptably clean</li> </ul>
<b>Parks and recreation</b>	<ul style="list-style-type: none"> <li>• Usage rate</li> <li>• Customer satisfaction</li> </ul>
<b>Solid waste collection</b>	<ul style="list-style-type: none"> <li>• Percentage of scheduled collections missed</li> <li>• Customer satisfaction</li> </ul>

#### Include a statement similar to this:

The measures reported on this page were included based on the input we received from a group of citizens from the community. What would you like to see reported on in this page? Please let us know by contacting XXX (include name, phone number and e-mail).

### Page 3: What are the costs for servicing the citizens and how were those costs paid for?

Include revenue and cost data for major areas – marry this information with performance measures on second page (i.e., how many students were educated and how much it cost per capita)

- Use bar and pie charts to display cost and revenue data and compare to prior years whenever possible

#### Include a statement similar to this

An independent audit was conducted, resulting in a clean audit opinion. Complete financial information can be found on our website at [www.xyz.gov](http://www.xyz.gov).

### Page 4: Challenges Moving Forward—What's Next? Future Issues?

- Include items specific to community (i.e., tax cuts or increases, closing of a major manufacturing facility, major new employer moving to area, etc.)
- Infrastructure Items

#### Optional Items to Include:

- Calendar of Upcoming Events
- Ask the reader if they like this report and is there any other information that they would like to see included

## AGA—Advancing Government Accountability

AGA's initiative to encourage governments to provide meaningful and understandable information about the financial condition and performance of the government to its citizens has culminated in a four page citizen centric report. Such a report would ultimately answer the question, "Are we better off today than we were last year?"

This template lays out what should be included on each of the four pages. Governments are encouraged to produce such a report to show accountability to its citizens.

Please let us know what you think about this template. Contact Susan Fritzlen at [sfritzlen@agacgfm.org](mailto:sfritzlen@agacgfm.org) and/or 800.AGA.7211 with your comments.

Visit AGA on the web at [www.agacgfm.org](http://www.agacgfm.org).

