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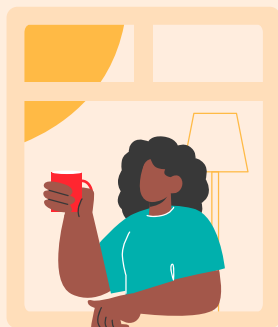
REPORT

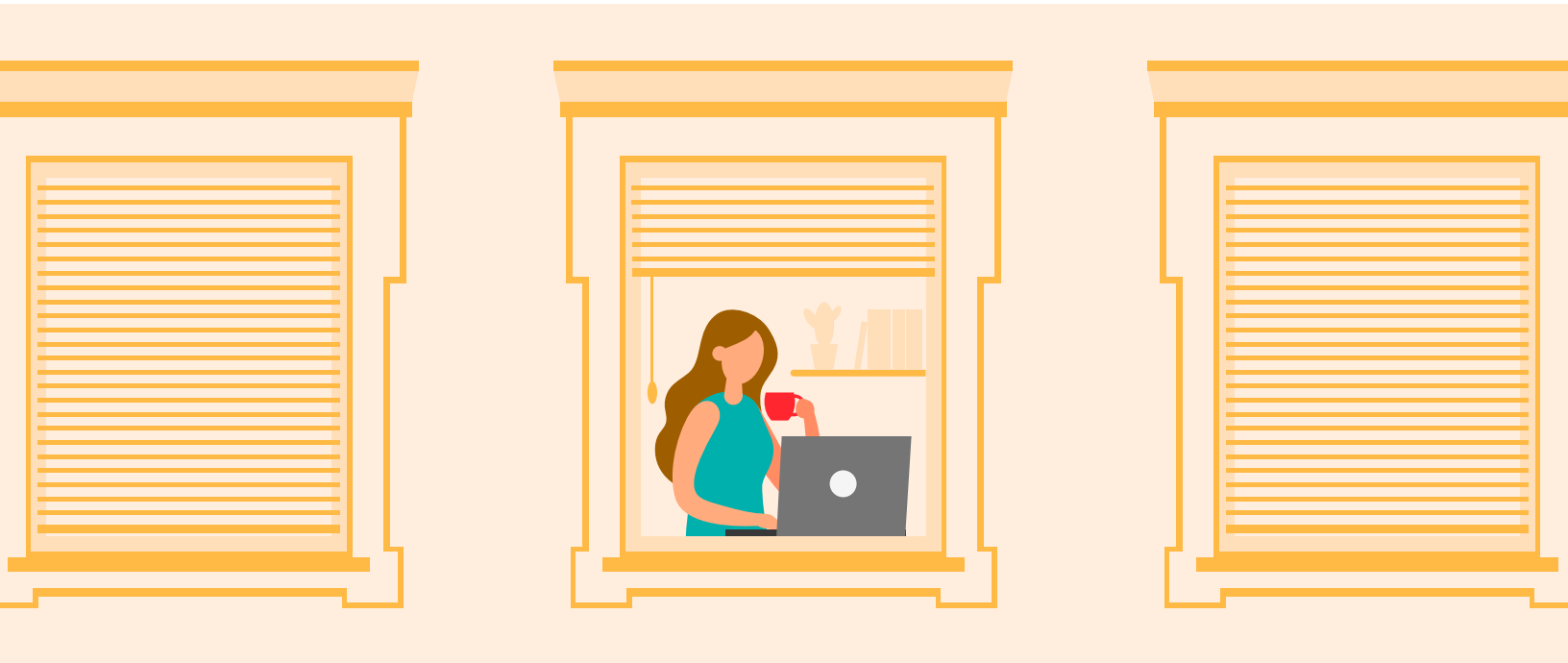
The Secret Solution to Increasing Resident Trust

In its national survey titled The Link Between Technology, Government Transparency, and Resident Trust, CivicPlus® reveals the keystone to fostering feelings of resident trust and satisfaction in your community



Spoiler Alert: You might already be doing it





Abstract

Since 2022, CivicPlus, THE Modern Civic Experience Platform has surveyed over 16,000 Americans.

The survey aimed to determine what factors most impact community members in fostering feelings of trust in their local government.

The data revealed that digital self-service technology solutions are vital to empowering resident self-service, creating transparent communication channels, and validating to residents that local leaders are responsibly using taxpayer dollars to address quality-of-life issues.

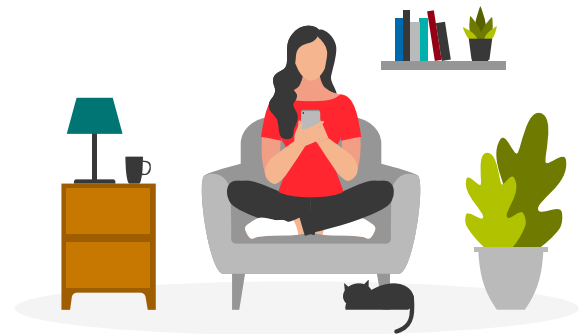
Macro Insights

Residents in communities with digital resident self-service technologies are more satisfied with their local government than people still dependent on analog interactions to obtain government services.

Residents in technology-forward communities also tend to be more engaged civic participants.



The correlation between technology and satisfaction is driven by the ease of access to resident services that technology affords.



Engagement

Apps put the power of a better community in the community's hands...



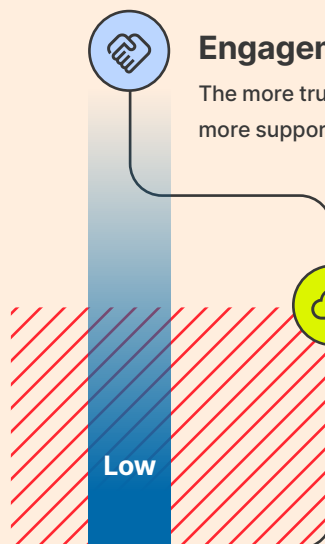
Engagement

The more trust a community has in its local government, the more support they give to it



Technology

...however, low trust and slow tech adoption are correlated, so community leaders must develop strategies to better reach and engage residents and government employees, while also supplying them with the means to learn how to use the technology to ensure the best possible outcomes.





Department-Specific Digital Transformation Opportunities

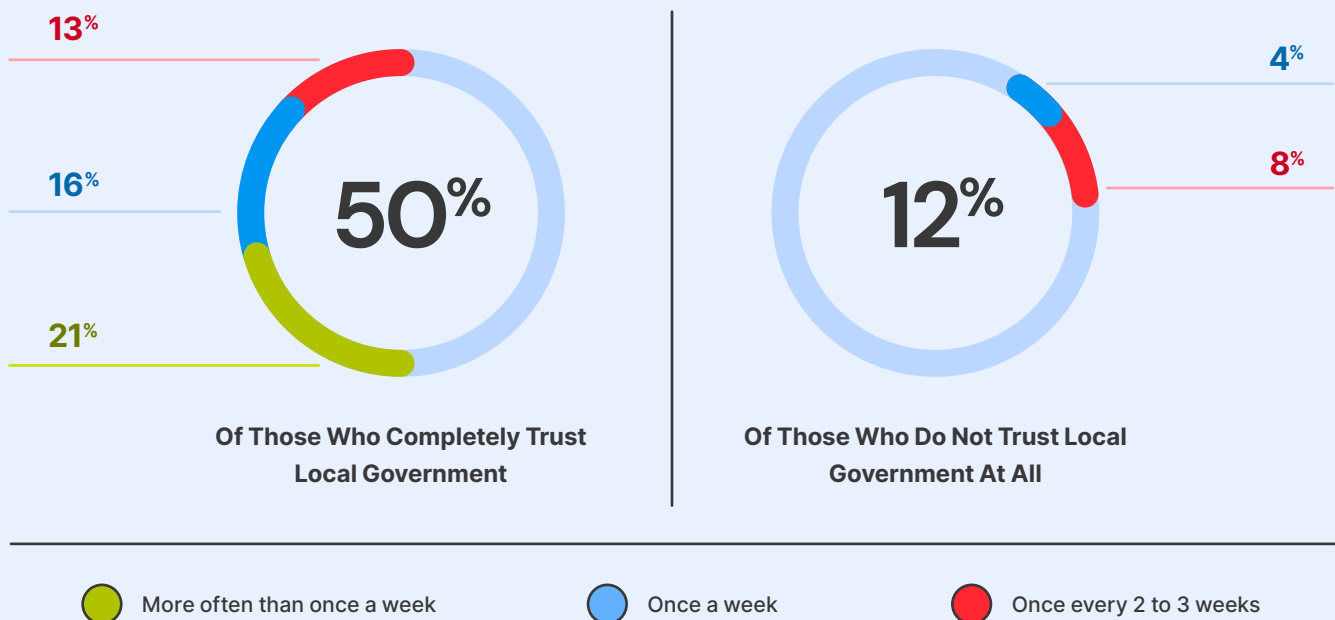
Communications and public information

Maintaining an accurate, accessible website that empowers resident self-service functionality is a vital factor in improving municipal engagement and building resident trust.

People who engage their city's website more than once a month are almost five times more trusting of their city.

5x

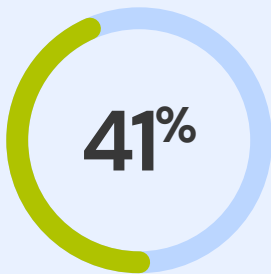
Frequency of visiting city's website is indicative of trust level in government





Clerks and Recordors

A vast majority (over 82%) of residents say it is important for their local government to provide transparency and access to their administrative decisions.



Satisfied with how their local agency currently shares information with the public

Sadly, only 41% say they are satisfied with how their local agency currently shares information with the public, and 59% agree that they would think more highly of their clerk's office if they were to update their meeting and agenda management software to make information more accessible.



Would think more highly of their clerk's office if they were to update their meeting and agenda management software to make information more accessible

The top five most important attributes of an accessible system, according to respondents, are:

1. Full public access to all information
2. Easy to find information about meetings and agendas
3. Instant notification about administrative decisions
4. Updates to codes and ordinances their local government makes
5. Instant notifications about topics their local government will be addressing



Department of Public Works

A 2020 study by the [Harvard Business School](#) sought to better understand the issue of low trust in government and high frustration with government performance. The researchers proposed that increasing operational transparency in government services can enhance trust and engagement.

The study encompassed three separate research projects. One analyzed data from a mobile app, where users who received photos of the government addressing their service requests demonstrated increased engagement by submitting more requests across various categories.

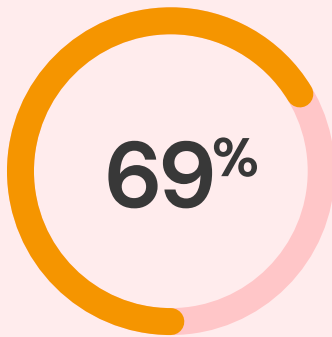
Another revealed that residents who interacted with a website that visualized service requests and government initiatives, showed greater trust and support for the government.

The third study validated the findings from the first two studies and revealing that transparent government operations lead to increased trust and engagement.

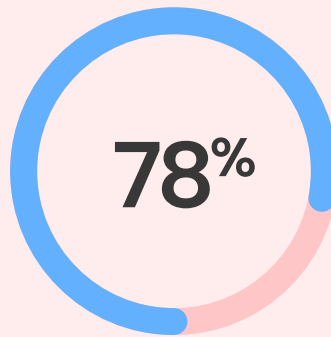
The findings also suggest that operational transparency can increase trust and engagement by showcasing government efforts and the impact of resident engagement.

CivicPlus' survey data revealed similar findings, specifically that the use of modern technologies within public works departments are critical in improving residents' perceptions of their local governments. They can elevate resident trust and satisfaction levels to make the reporting and resolution of quality-of-life issues transparent, proactively responsive, and accessible.

Insight:



Of residents surveyed by CivicPlus support tax dollars being spent on a mobile application that allows them to report and track government responses to quality-of-life issues.



Support their local government spending tax dollars on a software solution that will make it more efficient for them to get information out to the public.

More than half of those without trust in their local government said technologies that can increase communication and engagement with their local government to fix problems are important.

Opportunity:

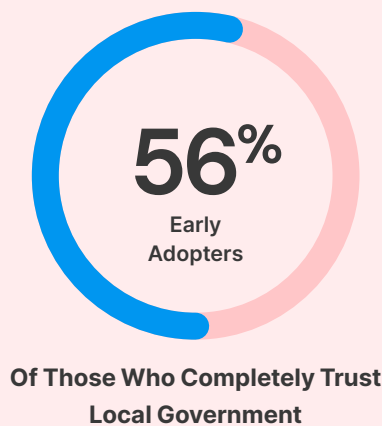
311 CRM technology is a gateway to getting those who do not trust their local government to adopt technology, which can help build trust.



The Challenge of Digital Transformation and Tech Adoption

Though technology solutions designed to increase transparency and access to information and services will help build trust and satisfaction, not every community is quick to adopt a new solution. People with the least trust in their local government also tend to adopt technology more slowly.

This signals that agencies must take necessary steps to identify late adopters and their barriers and partner with tech solutions that offer easy-to-use and operate solutions.



About the Author CivicPlus

CivicPlus is a trusted technology company dedicated to empowering government staff and powering exceptional digital experiences for residents. With a comprehensive suite of solutions that combine to form THE Modern Civic Experience Platform, we strive to create one-stop, frictionless, interactions that delight residents and help staff collaborate and work efficiently. As a result, government administrations that choose CivicPlus realize greater trust and satisfaction among their community members.

Backed by over 25 years of experience and leveraging the insights of more than 950 team members, our solutions are chosen by over 12,500 global entities and are used daily by over 340 million people in the U.S. and Canada alone. For more information, please visit civicplus.com.