

Local Gov 2030 Convening Two
Phoenix, Arizona,
1/26/24

THE COMMUNICATIONS CONTINUUM

THE ART OF PUBLIC SERVICE



Our Team

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LOCAL
GOVERNMENT
2030

The local government professional is a(n)...

DATA SCIENTIST ADVOCATE ANALYST
GRAPHIC DESIGNER STRATEGIST
RECORD-KEEPER
TECHNICIAN WRITER ENGINEER SERVANT
INSPECTOR MANAGER MARKETER
EXPERT FIRST RESPONDER LEADER

STORYTELLER

TAKEAWAYS

It is time to invest in communications training for **all** local government employees

We can make engagement more impactful for residents when we center **equity**, and invest in our staff

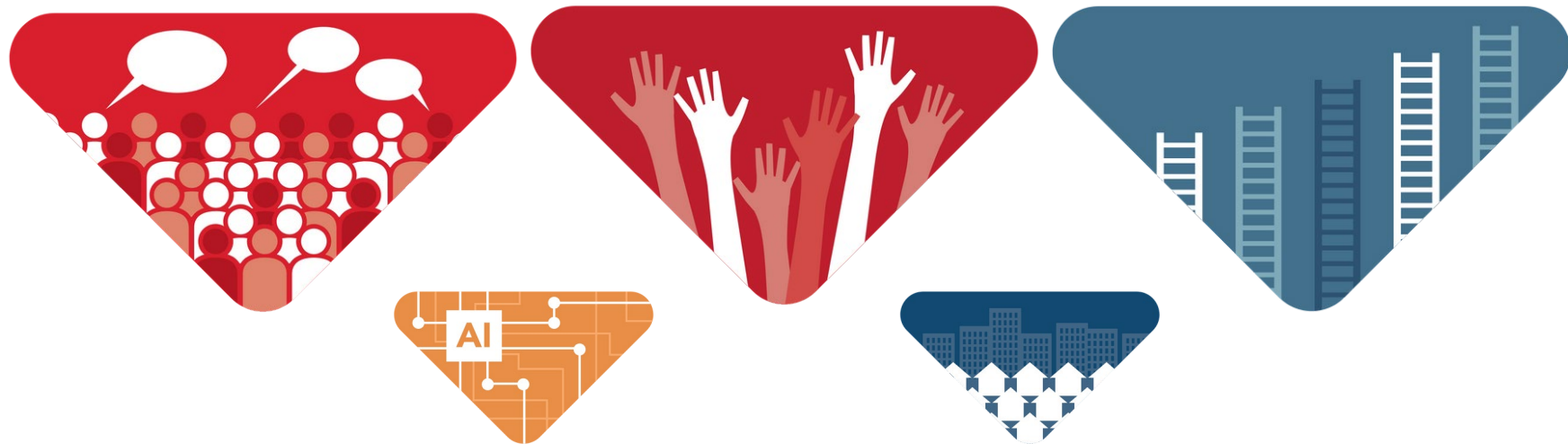
With the right support, we already have all the tools we need to **succeed**

Our Guiding Principles

Communication & **miscommunication** is at the heart of employee burnout and turnover in local government, and is often the source of more resident frustration than actual decisions

A lack of focus on **emotional intelligence** has harmed residents, staff, and the communities they serve.

Engagement has often felt **disingenuous**, one-way, and transactional.

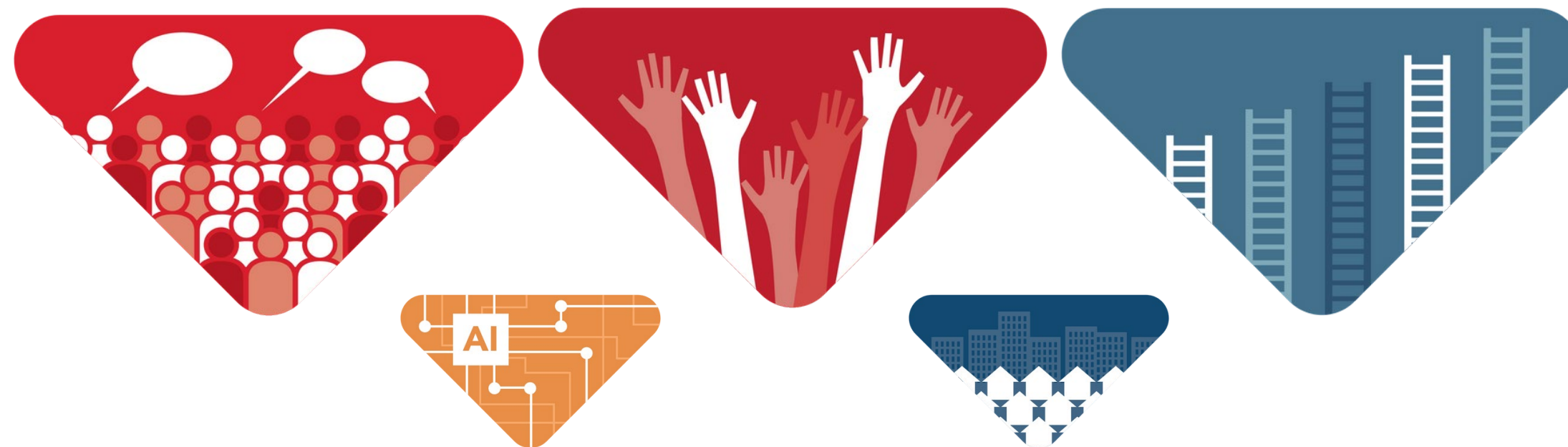


FINDINGS

Only certain employees get the **training** necessary to communicate effectively with the public

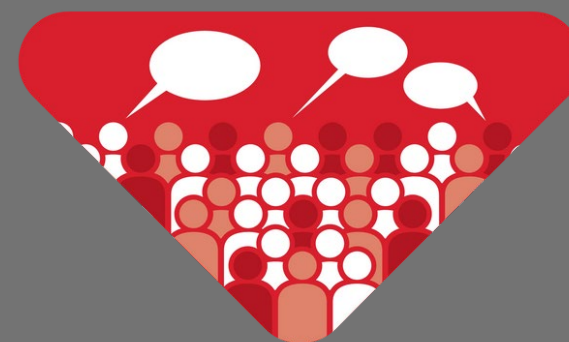
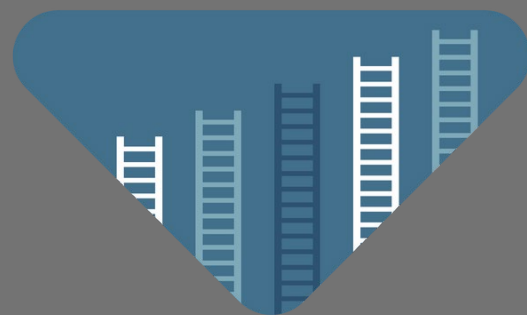
Local governments have **lagged** in adopting new communication technologies and have also failed to update the role of communications to align with these advances.

Existing literature on local government communications and public engagement focuses on what to do in listicle format and misses key characteristics—the **how** and **why** of engagement.



RECOMMENDATION 1

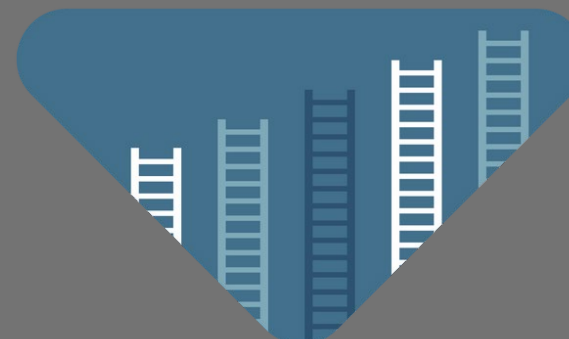
FIRST, EQUITY



RECOMMENDATION 2

START WITH YOUR STAFF

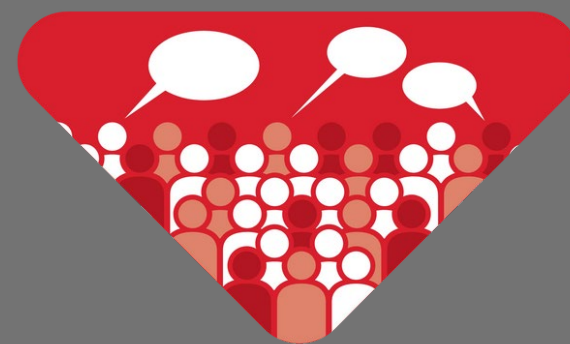
and internal organization



RECOMMENDATION 3

THINK ABOUT A SPECTRUM OF ENGAGEMENT

PLAN FOR THE RIGHT-FIT COMMUNICATION AND
ENGAGEMENT FOR THE SITUATION



FIRST,
EQUITY

START WITH
YOUR STAFF
and internal
organization

THINK ABOUT
A SPECTRUM OF
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**THANK
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