RESTORING PUBLIC TRUST

Zachary Borgerding, Auditor of Public Accounts

DJ Geiger, State Corporation Commission

Nelson Moe, Virginia Information Technologies Agency

Tony Russell, Virginia Lottery

Priscilla Smith, Office of State Inspector General

Michael Westfall, Office of State Inspector General

Virginia Executive Institute 2016

Who Can We Trust?

Flint, Michigan

Mansanto

Bristol Virginia Utilities

BP

Ferguson, Missouri

Volkswagen

Chicago Police Department

Big Pharma

Aliso Canyon methane gas leak

Too big to fail

Trial of Virginia governor

Restoring Public Trust

Research clearly shows that trust in the federal government has declined significantly. In recent years, although to a lesser extent, declines also have been seen at the state and local levels of government.

The reasons for this decline in trust vary widely, but implicate differing views and opinions on cultural, economic, political, and social issues.

What specific approaches or strategies would help rebuild trust in Virginia state government?

Parameters

Recommendations do not attempt to address:

- ethics reform,

- tone and divisiveness of partisan politics,

- legislative process,

- trust issues related to the federal government

What qualities instill trust?

According to an article in Governing Magazine (2011) there are 6 factors paramount to changing the public's perception and regaining their trust:

- Honesty
- Efficiency
- Transparency
- Accountability
- Good policy choices
- Positive outcomes

Why Bother with Social Media?

- Transparency

- Customer Service

- Engaged Citizenry

- Sense of Community

Social Media Recommendations

- Identify agencies that do not have a social media presence

- Look for innovative ways to better harness these tools

  Specific Action Item: *Video tape public meetings and archive in a publicly available location. Use YouTube and Facebook to actively provide those videos to the public, providing a transparent account of daily governing at the fingertips of citizens.*

Improving Customer Service

- Employee Satisfaction
  - Career Path/Opportunities for Advancement
  - Fair pay/benefits
  - Work has value (to the citizens)
  - Work environment (workload and relationships)

- Excellent Customer Service
  - Competence
  - Timeliness
  - Courtesy
  - Fairness
  - Outcome

- Customer Satisfaction (Competency/Confidence of Stakeholders)

- Trust

Improving Customer Service
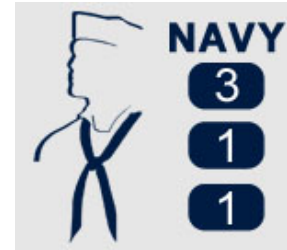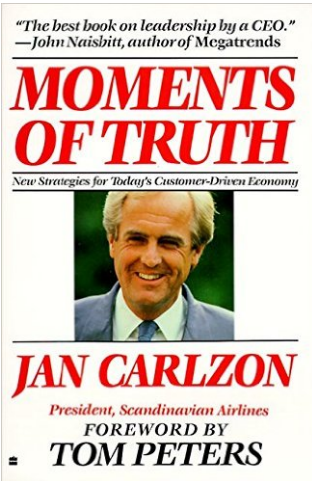
- 311-type service coupled with continued web self-service enhancements

- Expectations and training

- Customer feedback

- Agency Chief Customer Officer

Humanize State Government

Transform the "Category" of state worker make it "Personal"

Create a brand for our state government

Educate public of what we do accomplish

"We may not have created the issue, but it is our problem "

- Control our message

- Drive the public to
  "Virginia, Did you know?"

- Make it personal

Virginia, Did you know?

How does Virginia ensure your 911 calls are supported by next generation technology?

Visit: www.vadidyouknow.gov to find out

Virginia ♥ is for lovers.

Dr. Jeff Stern
State Coordinator
VDEM

Encourage Public Input and Transparency via Public Bodies

Background:

The Identity Management Standards Advisory Council (IMSAC) is a public body with representatives from the COV and private industry.

It was created by statute to advise the Secretary of Technology on trust frameworks, legal and technical standards for:

- future e-credentials (e.g., for professional accreditation)

- digital authentication standards (e.g., digital drivers licenses) for online transactions and third party credentials

- recommendations on private sector liability considerations

The IMSAC statute language places VA in a leadership position among the states in the future of on-line and digital Identity Management

Encourage Public Input and Transparency via Public Bodies

Bottom Line:

IMSAC efforts encourage public participation to help rebuild trust in government. The benefits to IMSAC efforts are:

- Builds on COV strengths and leadership position. Innovative and forward thinking.

- Shows how the COV is helping ensure citizen privacy in the digital age

- Encourages new VA-based business and private capital investments

Encourage Public Input and Transparency via Public Bodies

Recommendation:

- Advertise and promote the opportunities for public participation provided in the IMSAC statutes, including the Town Hall publication, opportunity for public comment, and public meeting to accept oral comment.

This rebuilds trust by:

- Demonstrating transparency in the process,

- Educating the citizenry on innovative concepts and their ability to participate, and

- Encouraging meaningful participation by citizens.

Recommendations

- Leverage Social Media

- Improve Customer Experience

- Establish Virginia Did You Know?

- Leverage Public Bodies

Questions

Thank you for your time today.