

# THE CO-PRODUCTION OF PUBLIC TRUST IN AMHERSBURG

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# PURPOSE OF THIS STUDY

- Explore in real-time how public trust develops with municipal government
- Identify factors that influence different types of public trust
- Determine sources of data for measuring public trust
- Examine how public knowledge and public trust interact

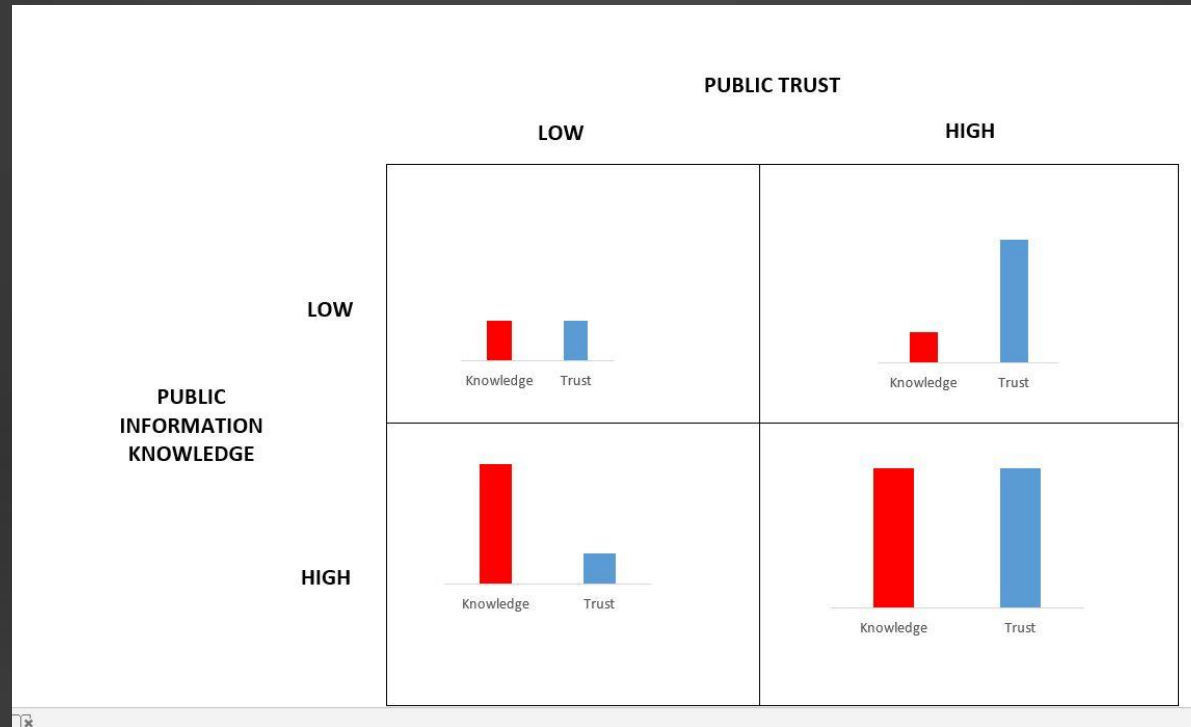
# DATA SOURCES

- Legislative authority/responsibility/limitations of municipal government
  - Municipal Act, S.O., 2001 c. 25
  - <https://www.amherstburg.ca/en/town-hall/Bylaws.aspx#>
- Information available to the general public:
  - Council agendas
  - Council discussions
  - Council public information (website)
  - Public discussion in accessible public media
  - Public Committee meeting minutes
  - Social media news sources

# FOUR TYPES OF PUBLIC TRUST

- Competency-based trust
- Beneficence-based trust
- Integrity-based trust
- Shared values-based trust

# PUBLIC TRUST AND PUBLIC KNOWLEDGE



# PRELIMINARY CHAPTERS ON AMHERSTBURG

- Financial times and taxes
- Ditches, Drains and Infrastructure
- Community well-being
- Safety and Security

# FINANCIAL TIMES AND TAXES

- Public trust very low and impressionable
- New council and new CAO and CFO
- All four types of public trust were vulnerable
- Factors influencing public trust
  - Information sessions on budget distribution
  - Council budget meetings on distribution and trade-offs, justifications
  - Substantial discussion on public sites/public engagement
  - News reports and summaries

# DITCHES, DRAINS AND MUDDY WATERS

- Public trust both specific and generalized
- Public trust types—competency and beneficence
- Factors influencing public trust
  - Public presentations
  - Discussion of legislative limitations and information
  - Targeted discussions on social media
  - News reports and summaries



# COMMUNITY WELL-BEING

- Public trust generalized
- Public trust types—competency, beneficence, shared values
- Factors influencing public trust
  - Demonstrations of civic pride and engagement
  - Promotion of shared values
  - External presence and validation
  - News reports and summaries

# SAFETY AND SECURITY

- Public trust generalized
- Public trust types—all four types are engaged
  - Competency—oversight of contract
  - Beneficence—demonstrated commitment to the community
  - Integrity—Separating Council/Admin trust with community from external source
  - Shared values—Commitment with community for safety and security
- Factors influencing public trust
  - Opportunities for public to voice complaints and concerns (similar to other external contract oversight)
  - Public discussions on contract oversight
  - Public discussions in social media
  - News media

# NEW COUNCIL AND PUBLIC TRUST

- Continue to promote co-production of services through committees and public forums
  - Don't underestimate the knowledge and commitment of the public
- Continue to inform the public of issues, decisions, priorities through reports, council agendas, decisions, etc.
- Discuss options, provide information, capacities and limitations in public council meetings
  - The only information that many of the public will receive is from your information and social media—your voice should be heard as much as other social media
- Be visible—come to public events and engage public
  - All four forms of public trust are engaged when you appear in public
- Promote your administrative staff and let them demonstrate their expertise in council meetings, reports, public engagement, etc.