Getting the Word Out: How to Communicate Financial Information to Citizens

**Time/Date: 10:20 am – 12:00 pm, 6/2/2015**

The high level of participation in the GFOA’s professional award programs for comprehensive annual financial reports and budget documents amply demonstrates that many governments are already successful at communicating high quality and highly detailed financial information. Making key financial information accessible to ordinary citizens, however, often remains a continuing challenge. This session explores different ways to do just that: from the preparation of a popular annual financial report to various website options, such as the “open checkbook.”

**Moderator:** Lenny Moore, Controller, Montgomery County, MD

**Speakers:**
- Victoria Lewis, dataMontgomery Project Manager, Montgomery County, MD
- Andrew McCreery, Finance Director, Mount Lebanon, PA
- Lenny Moore, Controller, Montgomery County, MD
- Karin Smith, Partner, Heinfeld Meech, AZ

**Session Outline:**

1) **The Changing Environment of Financial Reporting (Karin Smith)**
   - Popular Annual Financial Report (PAFR) preparation
   - Reporting and Compliance
   - Developing Reporting Policies and Procedures
   - Financial Reporting and the Budget Award

2) **Smaller Government Financial Reporting (Andrew McCreery)**
   - Decisions on What to Report
   - Adapting with Smaller Enterprise Financial Systems
   - Operational and Other System Data Reporting
   - Developing and Utilizing Dashboards

3) **Montgomery County, MD, Financial Transparency Initiative (Lenny Moore\Victoria Lewis)**
   - Why did we decide to do this?
   - Financial Transparency Vision and Path
   - spendingMontgomery Demonstration – Financial Transparency to County Citizens
   - How Can You Get Started?