



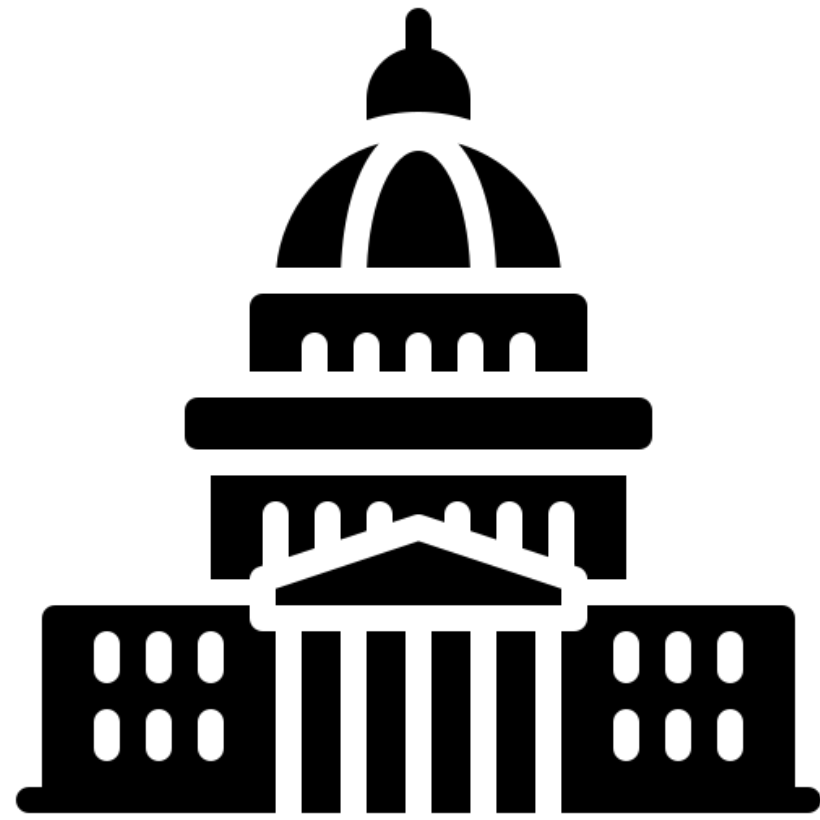
Humanizing Local Government

Who's This Guy?

- Live in San Rafael, CA with wife Mallory and son Porter, 22 mos.
- ~10 Years at Twitter (pre-Elon), left to pursue meaningful work
- Likes: Running, Board Games, Work that Matters
- Dislikes: Folks who don't use their turn signal



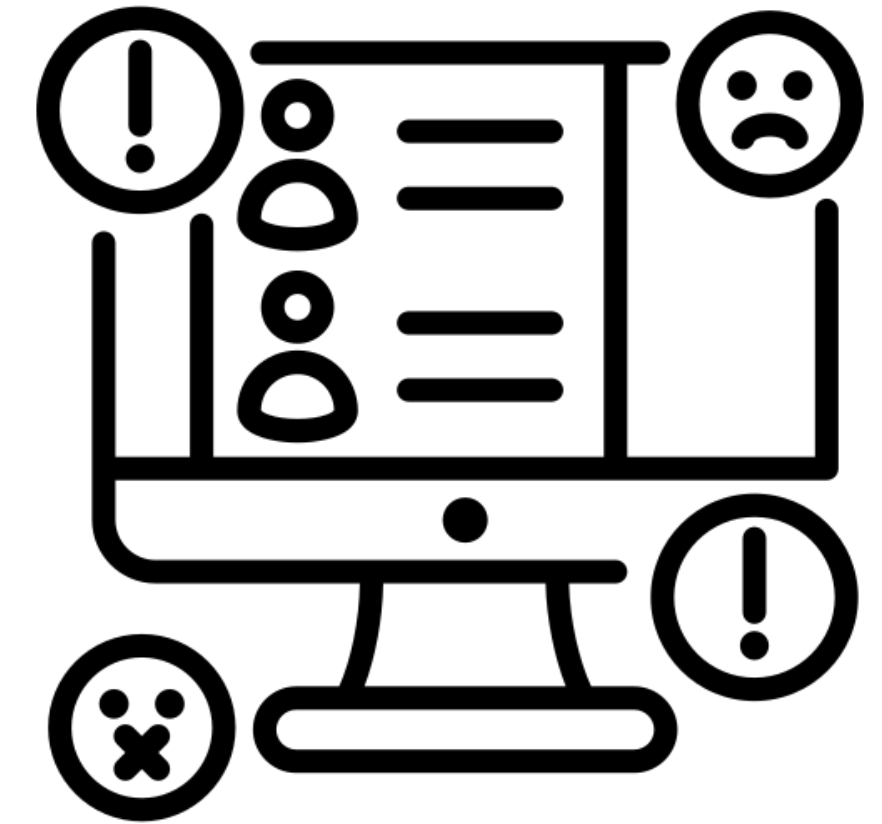
A Play in Three Acts



**Local Gov Makes
Thoughtful Decision**



**Resident Misses
Context, Gets Mad**



**Resident Vents on Social,
Makes More Residents Mad**

**Trust in government
is at an all-time low.**

45%

of Americans have a less than favorable view of their local government

BUT

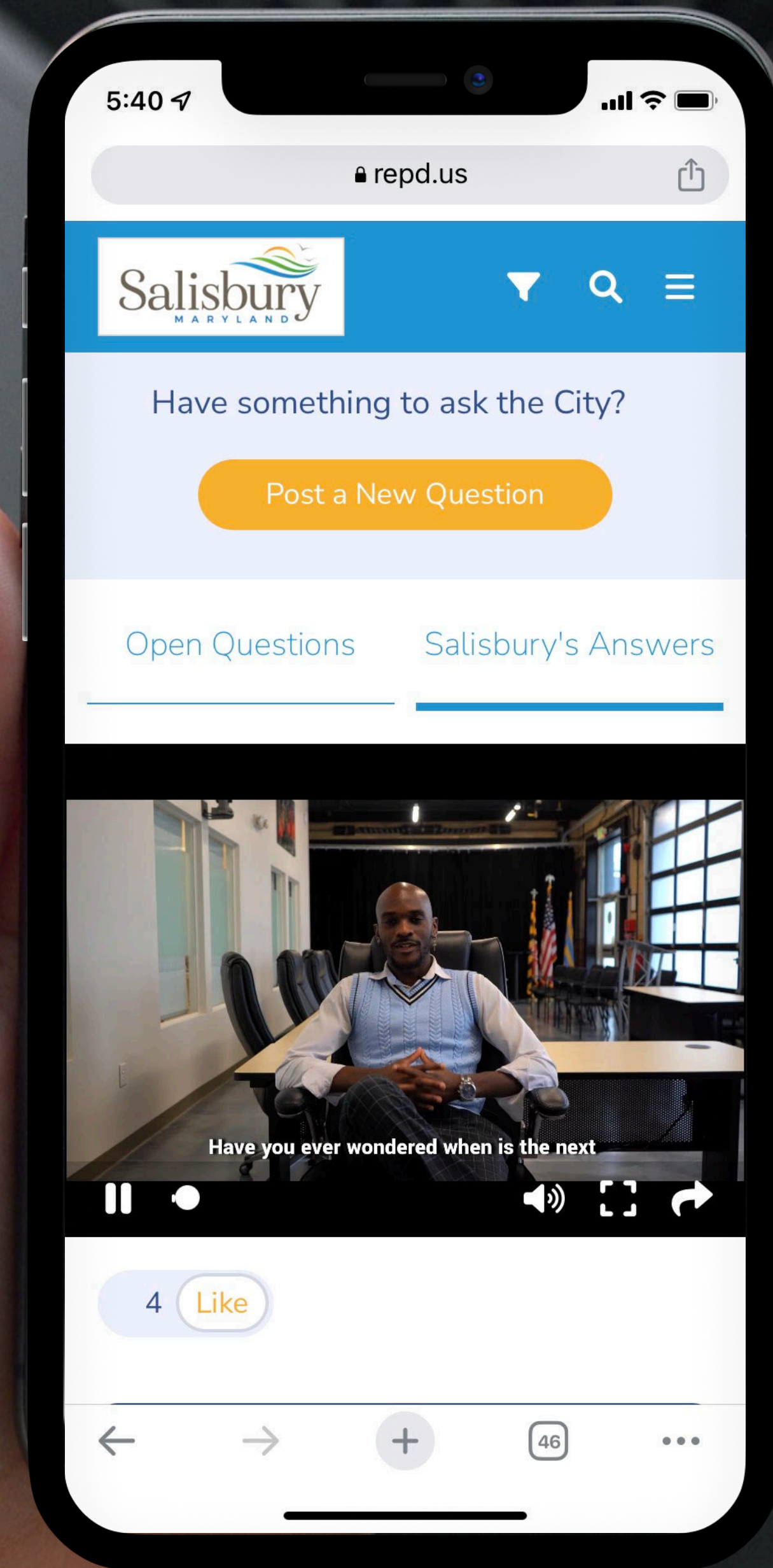
4 of 5

government employees say overwork is affecting their health and wellness

**Storytelling is more important
in local government than in
any other sector.**



A **video engagement platform**
for local government,
powered by AI



Ask City Hall (e.g. "How do I register to vote?")

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Open Questions for The City

Barbara 23 +Upvote

How is the city budget changing year over year? Which areas are getting more resources, and which are getting less?

Fernanda 15 +Upvote

Is the city currently pursuing any renewable energy projects? If so, how are you allocating resources and evaluating vendors?

Jameson 13 +Upvote

What is the city doing in reaction to the public school performance report that came out last week?

Philip 11 +Upvote

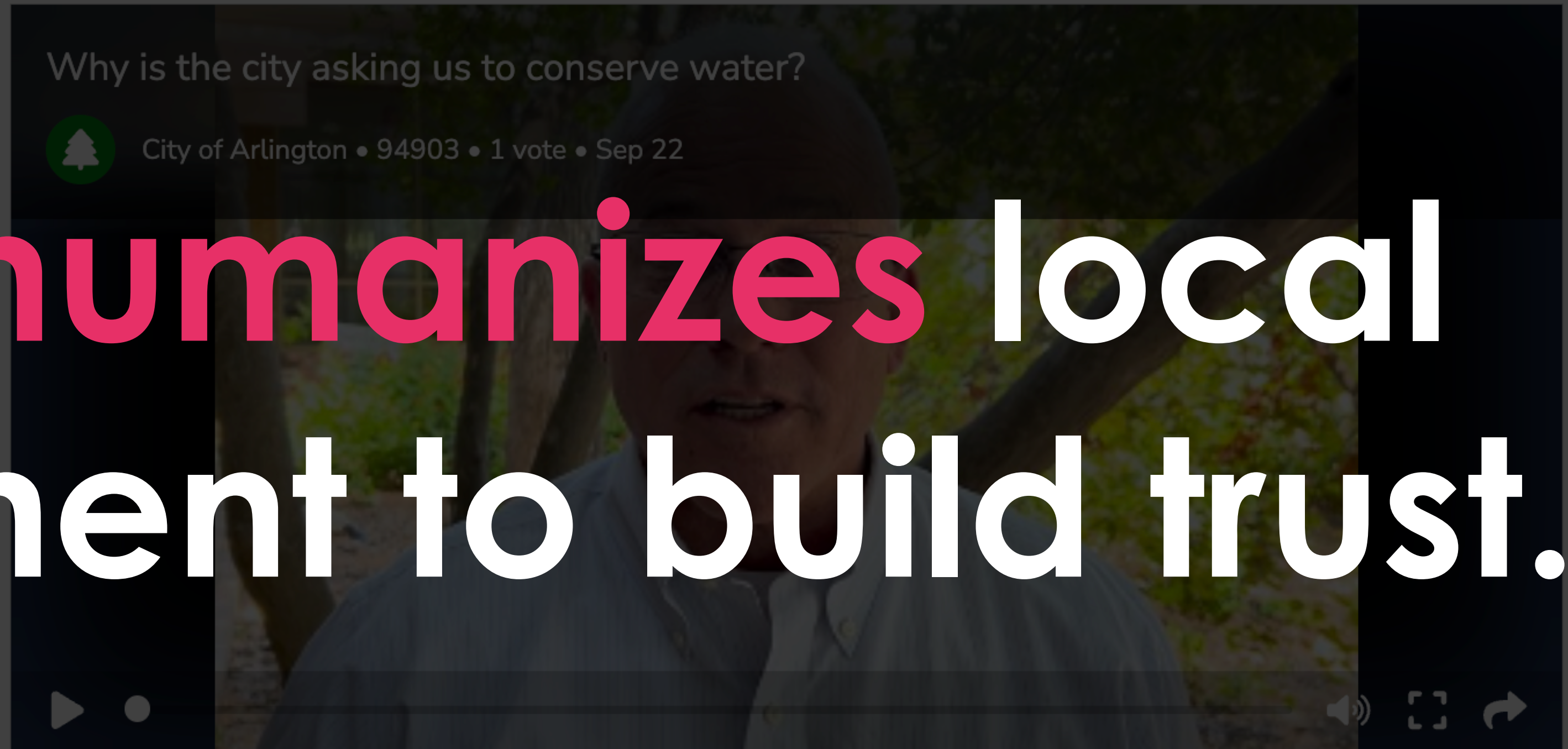
Is the city's downtown development project on

The City's Answers

1 Like

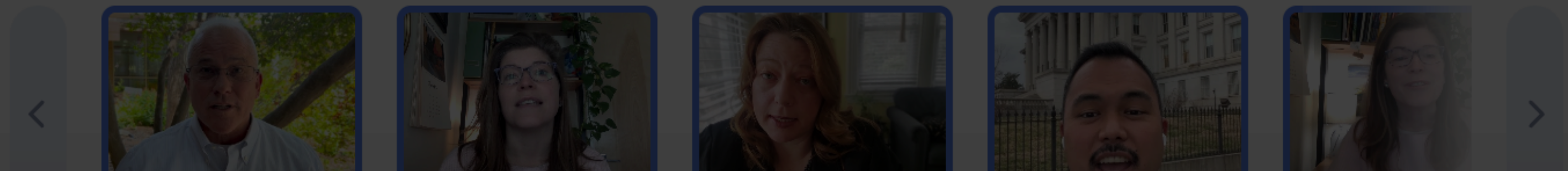
Why is the city asking us to conserve water?

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Learn More



Rep'd humanizes local government to build trust.

Ask City Hall (e.g. "How do I register to vote?")



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Barbara

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+Upvote

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Fernanda

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+Upvote

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1

Like

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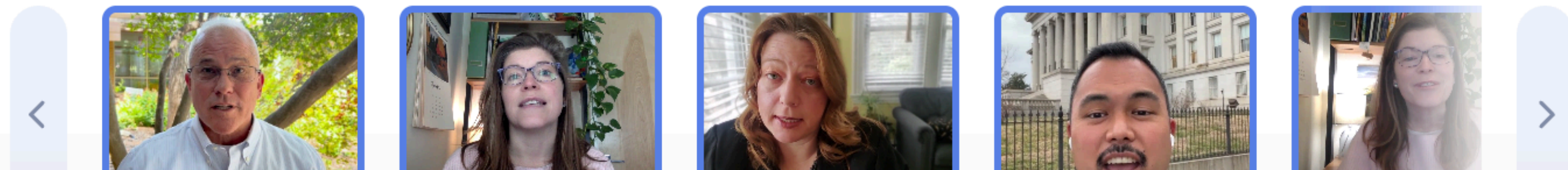


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Mark Friese

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