

BRAND NARRATIVE

At OpenGov, public service is personal. We are passionate about our mission to power more effective and accountable government. Government that operates efficiently, adapts to change, and strengthens public trust. Some people say this is boring. We think it's the core of our democracy.

Four percent of Americans choose to work in local government. These dedicated few pave our roads, educate kids, mow the parks, provide clean water, generate electric power, manage taxpayer dollars, and respond to emergencies in the middle of the night. Yet our public servants are hamstrung by out-of-date technology, cumbersome processes, and low trust. That's about to change.

The next great wave of innovation is unfolding with AI, and it will impact everything—from the way we work to the way governments interact with their residents. Imagine a world where streetlights and bridges self-report the need for maintenance, where getting a construction permit isn't painful, and budget books are built in minutes not months. With automation as a superpower, public servants become more strategic, responsive, resilient, and efficient.

This is the world OpenGov is creating with our customers. It starts with people. Because it's people who design technology, people who solve problems, and people who serve our communities. We build trust by sticking with customers beyond implementation, overcommunicating through challenges, and connecting leaders who help each other. And when there's trust, you can make change.

Local government is the most personal form of public service—it affects everyone in America, every day. We are honored to support our customers as they strengthen their communities and our democracy.



We...

Build the Trust

Live our Mission

Act with Urgency

Learn and Grow

Win as One

Build the Trust

Do the Right Thing

We Do What We Say We'll Do
We Go the Extra Mile
We Care, A Lot

Live our Mission

For a Better Future

We Challenge the Status Quo
We Drive for Customer Impact
We Bring Passion and Enthusiasm

Act with Urgency

No Time to Waste

We Are Very Responsive
We Disagree, Commit, and Go
We Do It Now

Learn and Grow

Better Every Day

We Make Mistakes and Innovate
We Want Feedback (and give it)
We Stay Curious

Win as One

We Not Me

**We Work as a Team
We Share the Credit
We Are All In**