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## **PUBLIC INFLUENCE ON THE CONTROL EFFICIENCY OVER THE ACTIVITIES OF CITY UTILITY ENTERPRISES**

Today, social relations that are formed in the process of managing communal property of the city are not sufficiently developed, since the territorial community of the city does not directly participate in the management of communal property. The sense of ownership of this property and a responsible attitude towards the use of communal property is not formed in the minds of the members of the territorial community. The indicated situation requires radically changed approaches to defining a rational mechanism for property management by the territorial community.

The territorial community is recognized as the primary element of the local self-government system, which exercises self-government in accordance with the procedure established by law, both directly and through its representatives, whom it elects, and executive bodies of local self-government. Citizens of Ukraine exercise their right to participate in local self-government by belonging to the respective territorial communities. Involvement of the public in the processes of development and decision-making is one of the basic principles of democracy at the European level and the development of civil society. The experience of European countries shows that strengthening the role of citizens themselves in meeting the needs of the territorial community and improving the standard of living and quality of life of the population is a mandatory element of the development of local self-government.

Local self-government is a social environment where processes of formation, formation and institutionalization of certain administrative structures of the city take place, as well as various forms of self-organization of citizens living in the territory of the local community.

The legal field in Ukraine establishes the constitutional foundations for public participation in the management of public affairs. Citizen participation in local self-government is manifested in direct and representative forms of democracy. The Constitution and legislation of Ukraine do not establish a complete list of means of direct democracy, therefore, at the local level, they are characterized by a variety of forms: referendum, elections, local initiatives, self-taxation, etc. Representative forms of democracy in the system of local self-government are manifested in the activities of bodies and officials, as well as through the system of municipal service. That is, the possibility of direct participation of citizens in the implementation of local self-government is provided for by the Constitution of Ukraine.

In order to realize this opportunity, the Constitution and legislation of Ukraine provide for a number of forms in which citizens exercise their right to participate in local self-government. Citizens have a very wide list of opportunities provided by law to influence the activities of local authorities. It is possible to single out the main forms of consultations with the public. The first (direct form) is public discussion: holding conferences, forums, public hearings, round tables, meetings, meetings, TV and radio debates, Internet conferences and electronic conferences. The second (mediated) is the study of public opinion: conducting surveys, questionnaires, content analysis of informational materials, telephone «hot lines», monitoring comments, reviews, interviews, processing and summarizing citizens' appeals.

Direct participation of the public can be ensured thanks to specially delegated representatives of the territorial community, controlling the use of communal property and by changing the perception of officials about their role in this process.

At the same time, the essence of the openness of the communal property management process is determined not only by the availability of information to the public.

The open management of communal property provides the following advantages: it acts as a tool for fighting corruption; increases public trust in local self-government bodies, helps to better understand the actions of local authorities and is the basis for effective social partnership; creates all the conditions for public discussion and provides an opportunity to exercise the public's right to constant information about the process of communal property management, taking into account public opinion on property management; increases the responsibility of local authorities for the preparation and implementation of the communal property management process, the transparency of the allocation of local budget funds; every community representative understands the process of communal property management and public control over the quality of decisions of local self-government bodies.

The openness of communal property management, being a tool for the development of the democratic foundations of civil society, depends on the social and political activity of the territorial community (the willingness and ability of city residents to exercise public control over the process of communal property management and participate in decision-making on matters of communal property management policy formation). Communal property management is a conscious, purposeful action of the territorial community directly or through local self-government bodies authorized to do so on all property belonging to the community with the aim of solving urgent issues of community life and ensuring its sustainable development.

The greatest effect from the management of communal property is achieved when, on the one hand, the territorial community and local self-government bodies have a single vision regarding the use of communal property objects and the distribution of the received funds, and on the other hand, when there is a clear and agreed strategy for the management of communal property objects property, which allows to satisfy the urgent needs of citizens, and to ensure the possibility of solving the problems of the territorial community in the future [1, 2].

Thanks to transparency and control over the financial activities of communal enterprises, the territorial community has the opportunity to be sure that the funds received by the enterprises are spent for the development and stable operation of the enterprise, improving its financial and material condition, and improving the quality of the services they provide. The reform of the communal sector cannot be carried out by the forces of the city government and communal enterprises alone, the population of cities, namely the consumers of communal services, should become a full partner in this complex and long-term process [1, 2, 3].

Obstacles to the establishment of partnership relations between the local government and the community are the following: mistrust and lack of rational dialogue between service providers and consumers; the population's confidence that the rates for communal services and their consumption rates are significantly overestimated; conflict relations between the utility company and the authorities on the one hand, and consumers on the other; lack of public awareness of the crisis situation that has developed in the field of communal services and the need for joint actions to solve problems; passivity of the population, shifting the solution of communal service problems to the state, city authorities and communal enterprises; proactiveness of utility enterprises in forming partnership relations with consumers.

It is now that local authorities should know what citizens think about the implementation of local initiatives, take public sentiment into account during their implementation, and receive public opinion about the results to adjust local policy. Such management involves the establishment and maintenance of purposeful relations with various groups of the public, mass media, public organizations, entrepreneurs to establish effective cooperation and dialogue. To improve the communication support of local self-government, it is necessary to: introduce innovative communication technologies into the activities of local authorities; use e-communications; apply client-oriented approaches to work with citizens; to develop and implement in practice information and communication strategies of territorial communities, taking into account the European experience; to provide training of communication specialists with broad interdisciplinary knowledge and managerial decision-making skills; apply client-oriented approaches to work with citizens.

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