



# Customer Service and Communication

July 7, 2015

[kcstat.kcmo.org](http://kcstat.kcmo.org)

# Customer Service Goal (the “What”) and Objectives (the “How”)

**Goal:** Create an internal culture that operationalizes the focus on the customer across all services provided by the city

## **Objectives:**

1. Implement goals and objectives of the FY2014-15 Citywide Customer Service Goals and Objectives
2. Require that all departments identify customer needs, demands, and expectations and regularly seek their feedback
3. Improve online accessibility by providing self-service options for various types of transactions
4. Adopt, implement and maintain strategic communications business plan that executes the City Council’s business plan
5. Develop strategic citywide communication/marketing plans, both internal and external
6. Serve our diverse citizenry by exploring ways to communicate effectively in multicultural situations

# Customer Service: How we measure it

## Communication

46

Percent of citizens satisfied



[Detail >](#)

## Customer Service

50

Percent of citizens satisfied



[Detail >](#)

## Internal Communication

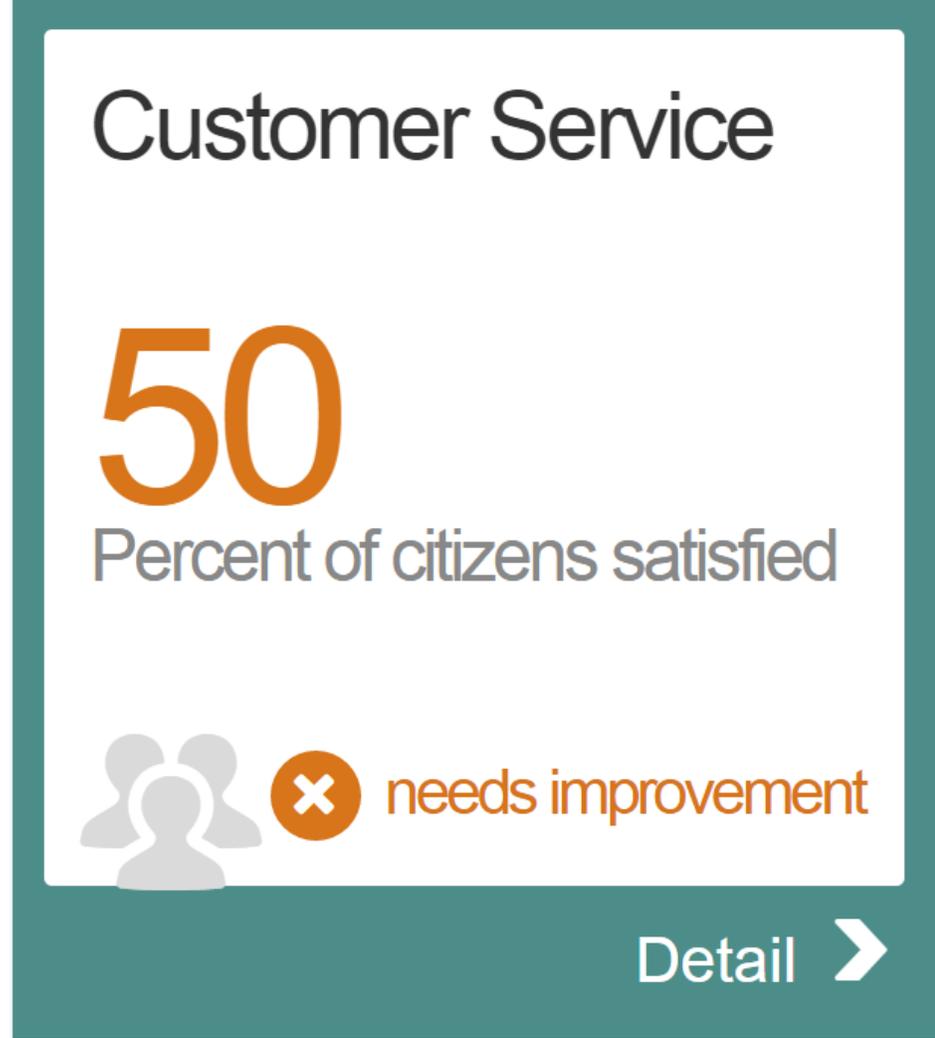
49

percent



[Detail >](#)

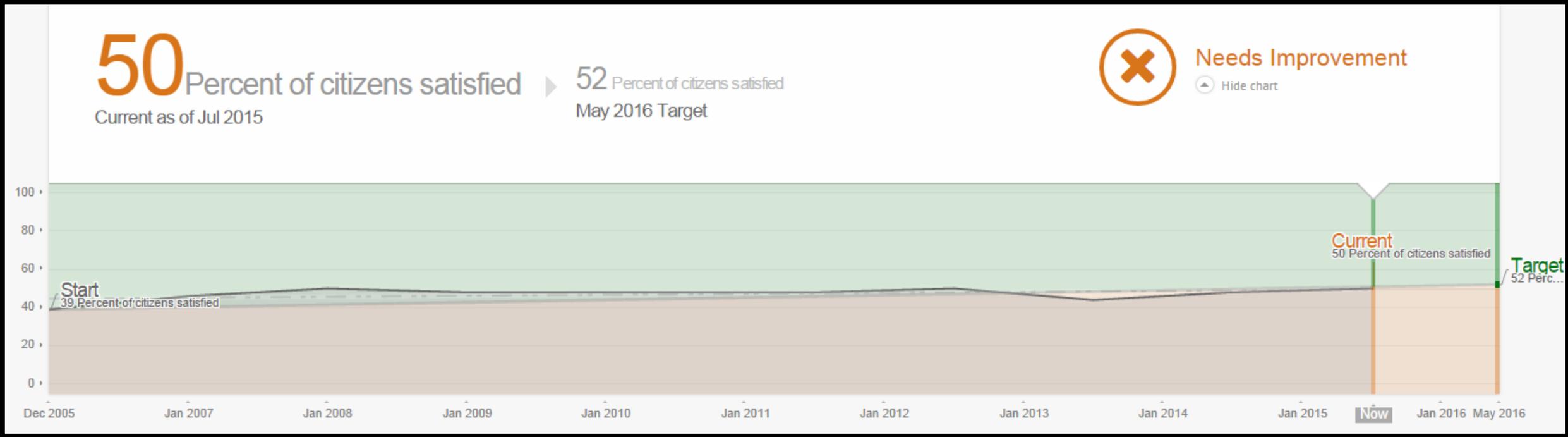
# Customer Service



# Measuring customer service at the highest level: Citizen Satisfaction



**2014 National Average = 41%**



Source: Citizen Survey, 2006-FY15 Q1 (kcstat.kcmo.org)

# Citizen Satisfaction with the City's Customer Service by Demographics



|  |  |   |  |
|--|--|---|--|
| <p>More Likely To Be <u>Satisfied</u></p>                  | <p>Age 55+<br/>Homeowners</p>  | <p>Used bulky pick-up</p>   | <p>Used website</p>                                  |
| <p>More Likely To Be <u>Satisfied AND Dissatisfied</u></p> | <p>Contacted 311<br/>Income &lt;\$30K</p>                            | <p>Visited community center<br/>1<sup>st</sup> and 3<sup>rd</sup> Districts</p>             | <p>Visited park</p>                                  |
| <p>More Likely To Be <u>Dissatisfied</u></p>               | <p>Contacted WSD<br/>Attended public meeting<br/>Victim of crime</p> | <p>Age 25-54<br/>Used ambulance service<br/>4<sup>th</sup> and 5<sup>th</sup> Districts</p> | <p>Hispanic<br/>Had contact with Municipal Court</p> |

# Objective:

Implement goals and objectives of the “FY2014-15 Citywide Customer Service Goals and Objectives”

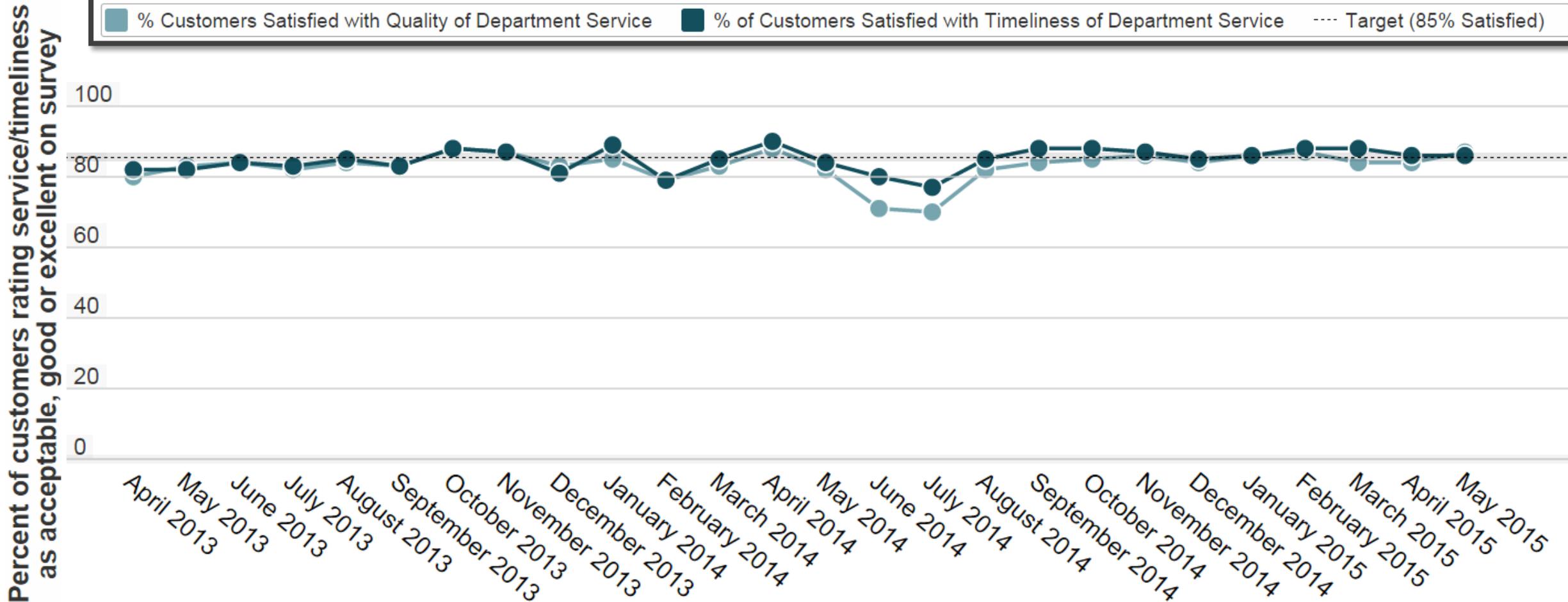
## Related Measurements:

- Progress on Goals and Objectives

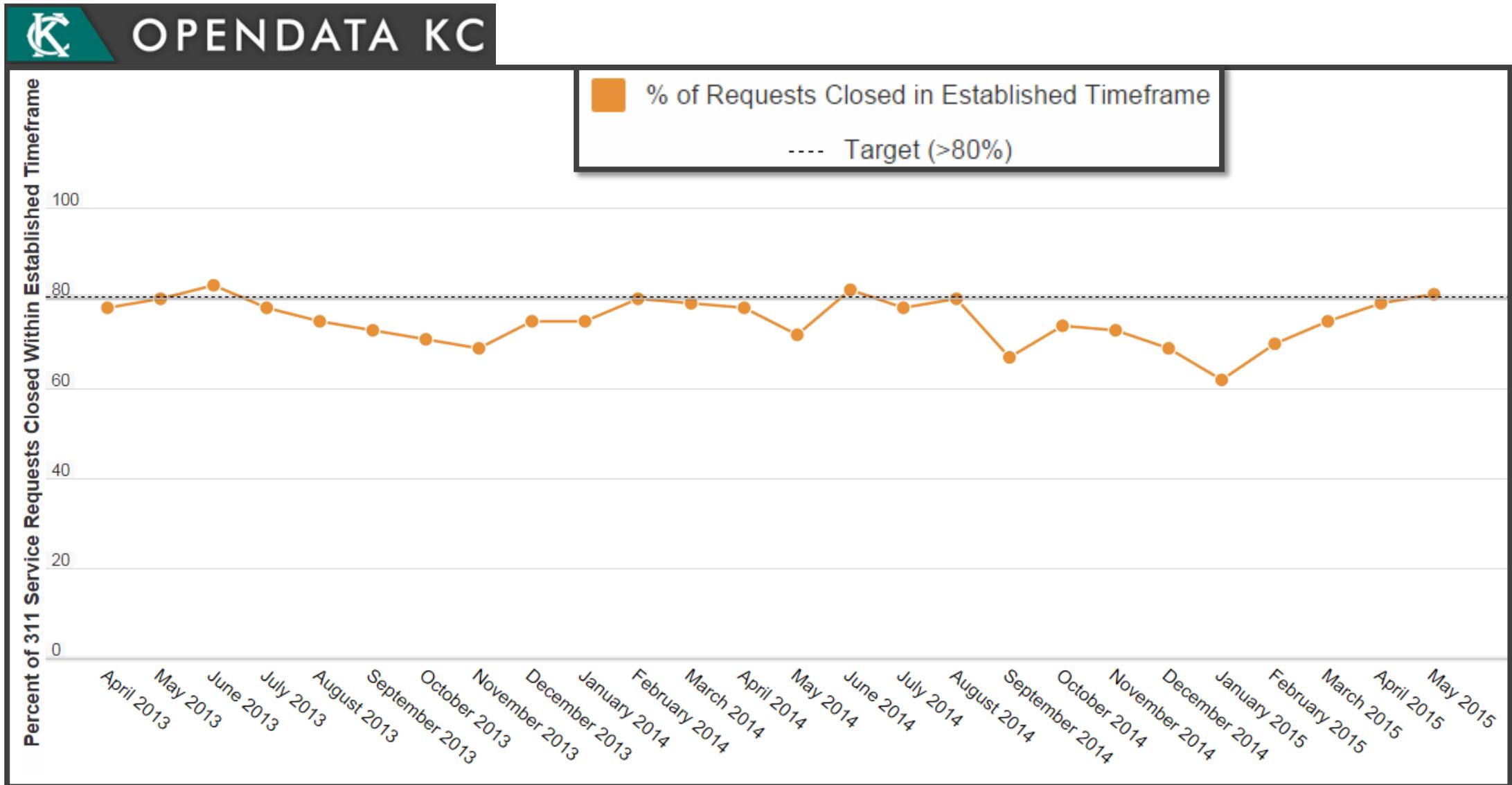
# Measuring Timeliness and Satisfaction



OPENDATA KC



# Measuring Timeliness of Addressing 311 Service Requests



Source: 311 Service Request System and 311 Customer Survey ([kcstat.kcmo.org](http://kcstat.kcmo.org))

# Oversight for Citywide Customer Service Goals and Objectives



## Ongoing efforts to improve customer service

### Highlighted Current Initiative:

Review of all form letters sent to citizens by city departments – City Communications

### Highlighted Future Initiative:

Review of all 311 Standard Solutions in the PeopleSoft System – 311 and City Communications

## OBJECTIVE:

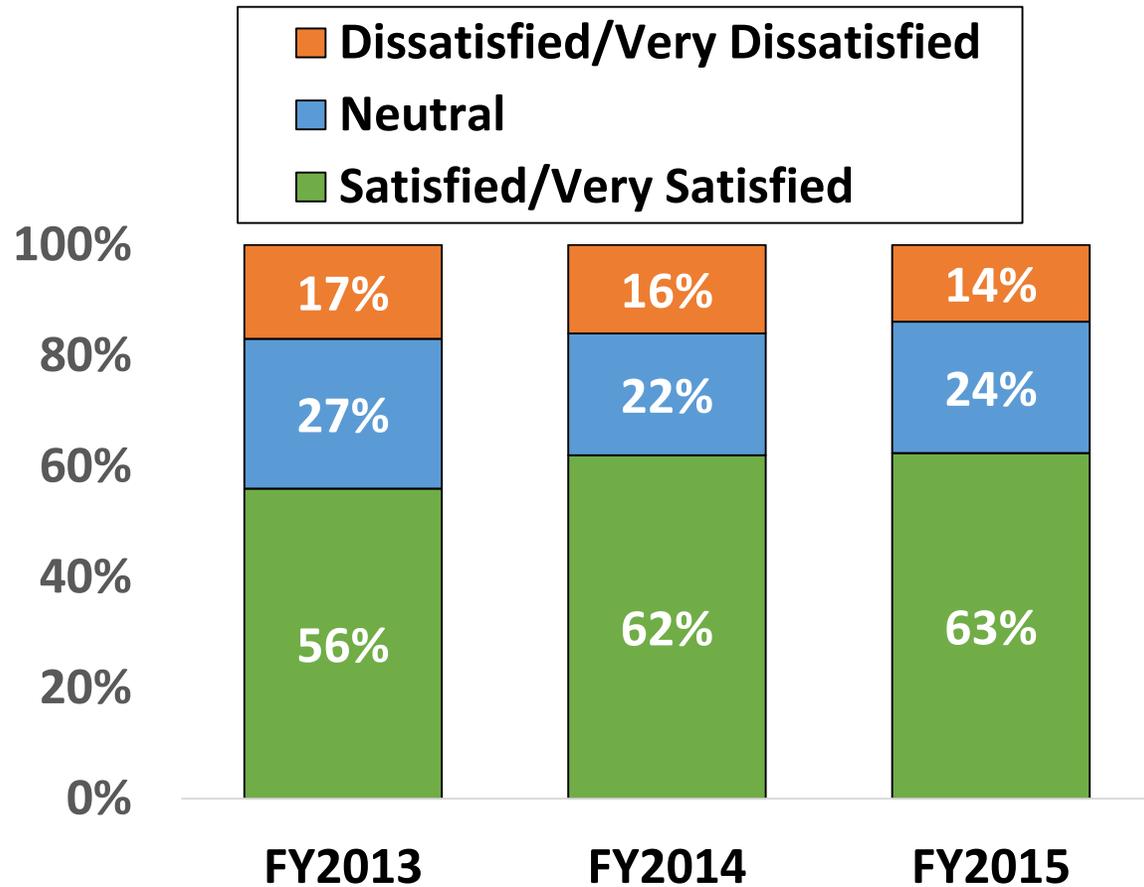
Require that all departments identify customer needs, demands, and expectations and regularly seek their feedback

### Related Measurements:

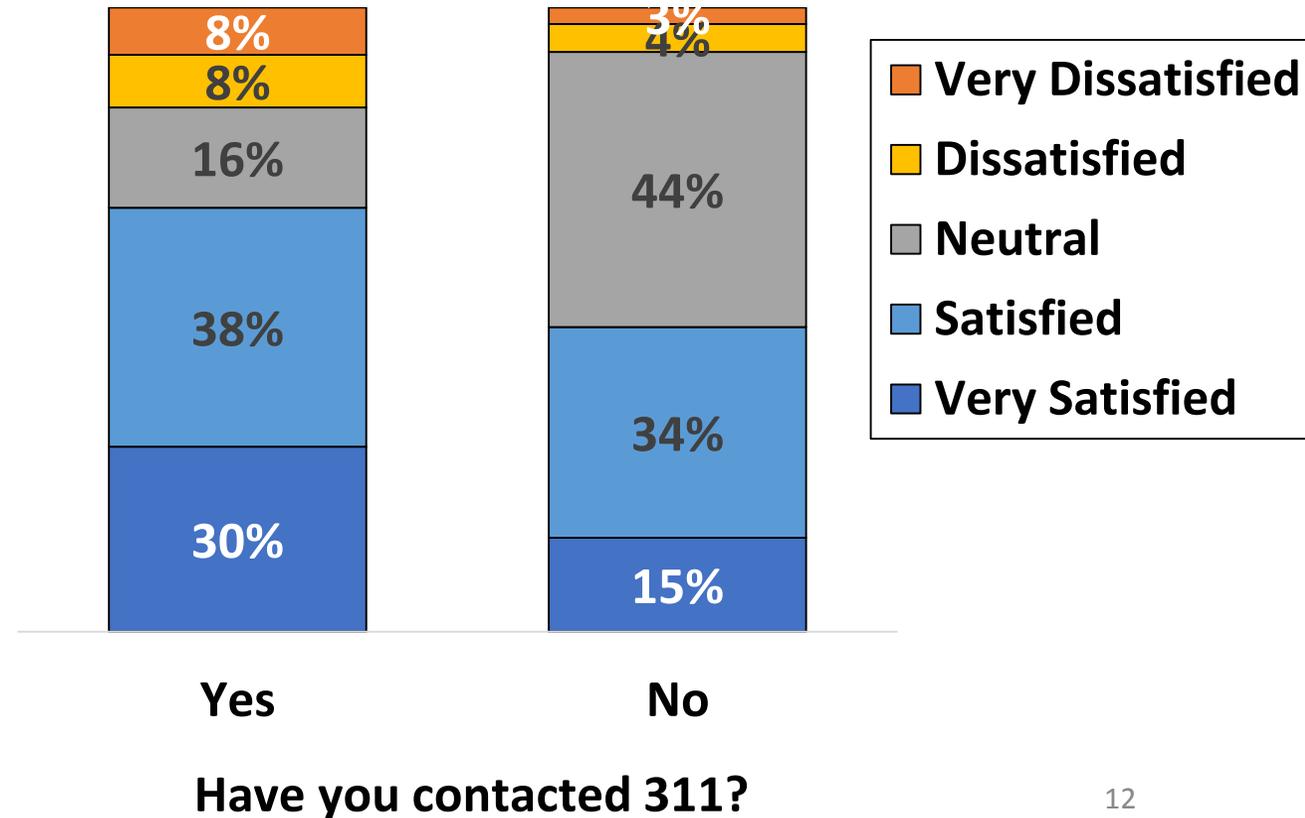
- 311 Timeliness and Satisfaction by Department Work Group
- Customer Service Measurements in Business Plans
- Department Report Outs on Customer Service

# Citizen Satisfaction with how well your issue was resolved via 311

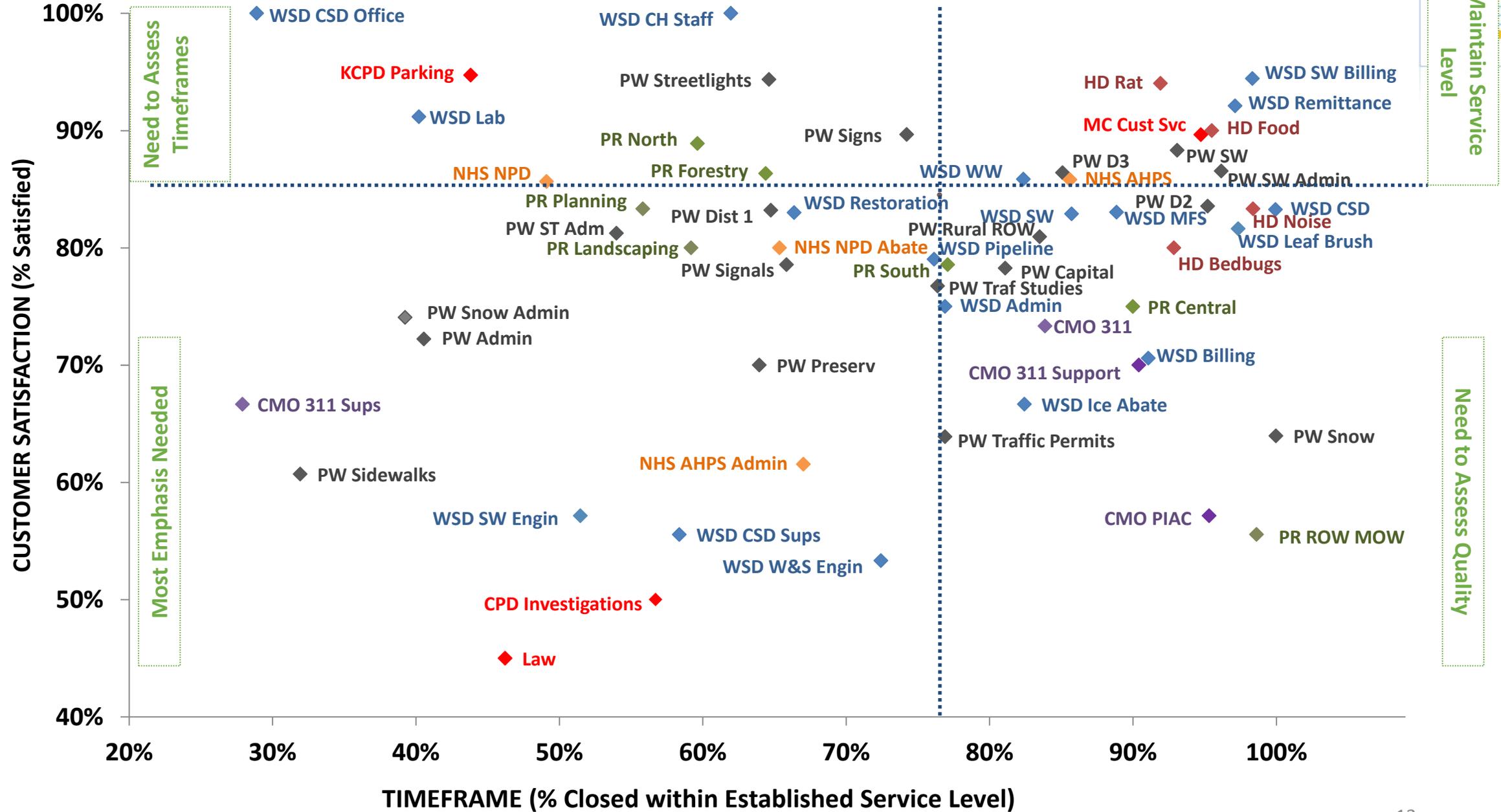
How well your issue was resolved via 311



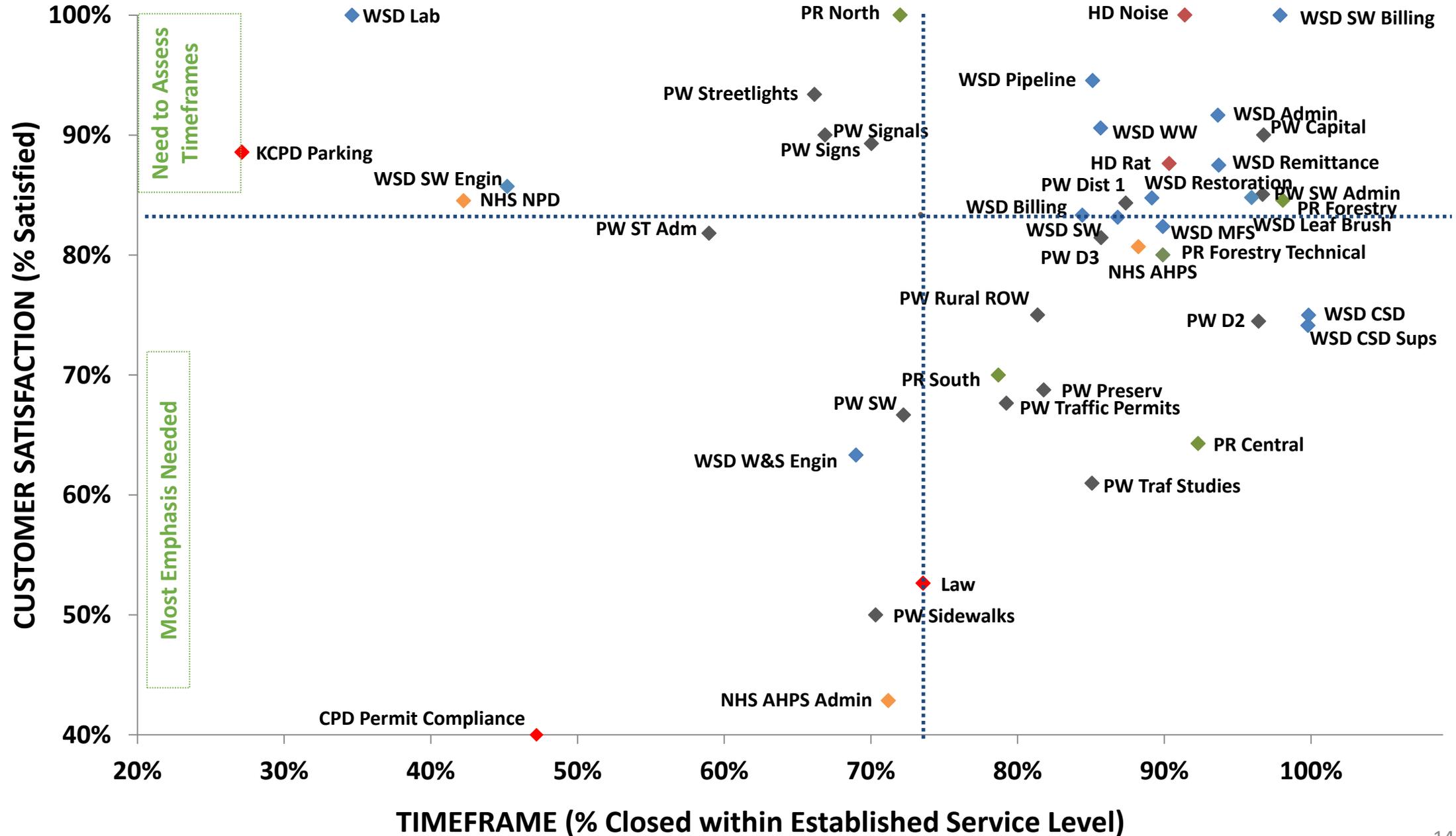
How well issue was resolved by have you contacted 311



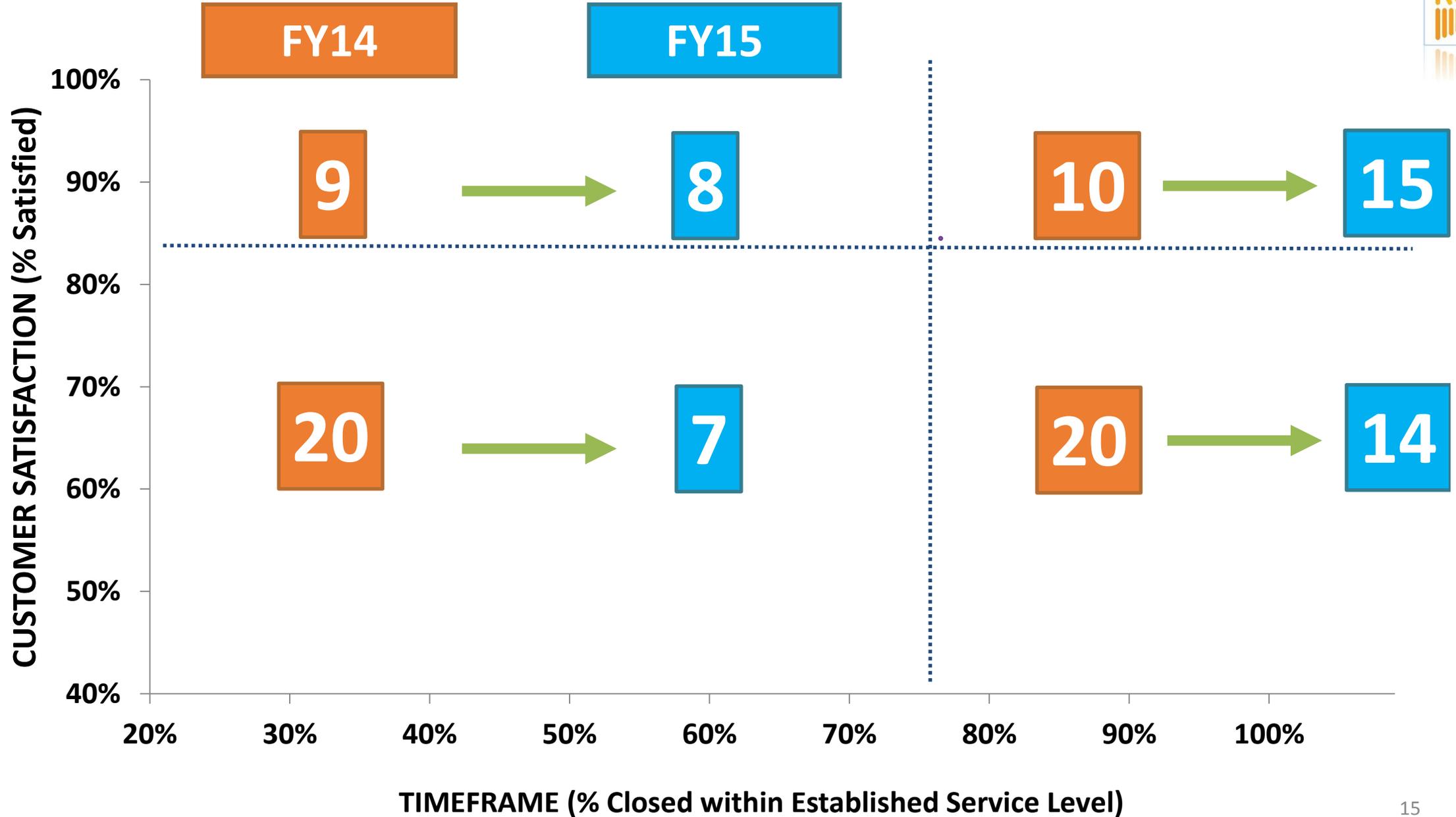
# 311 Matrix FY2014



# 311 Matrix FY2015



# Matrix Comparison: FY14 to FY15



# Category/Type/Detail Reporting

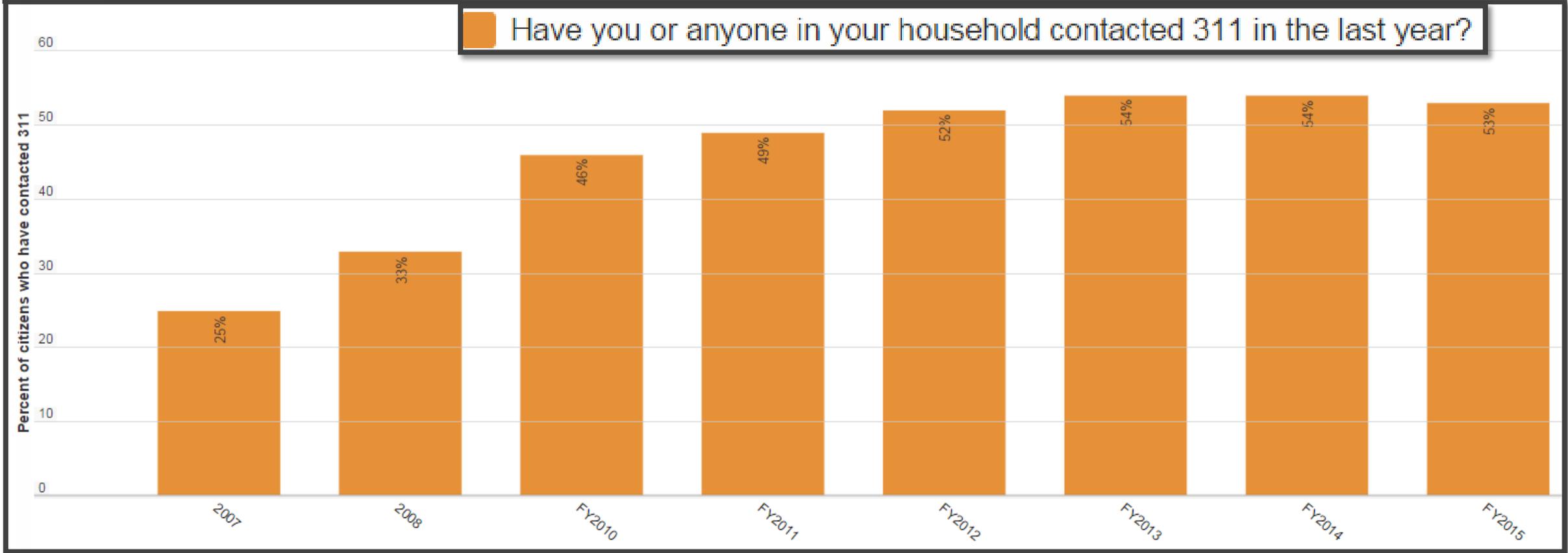


- Enhanced data capture in 311 customer record system will allow for greater data analysis

A screenshot of the Oracle 311 customer record system interface. The top navigation bar includes the Oracle logo, a breadcrumb trail (Favorites > Main Menu > Support > Add Case), and links for Home, Worklist, Add to Favorites, and Sign out. Below the navigation is a toolbar with icons for Save, Print, Spell Check, 360-Degree View, 360-Degree Search, and Personalize. The main content area is titled "Case" and shows a summary of the current case: Case ID New, Status Open - New Case, Customer Contact, Summary Contact Method, and Open Cases 0. Below this are tabs for Case, Solution (0), Summary, Notes (0), Tasks (0), Case History, and Related. The "Case Information" section is active, showing a list of categories: Animals / Pets, Capital Projects, City Facilities, Government, Lights / Signals, Mowing / Weeds, Parks & Recreation, Prop/Build/Construct, Public Health, Public Safety, Sidewalk/Curb/Ditch, Signs, Storm Water / Sewer, Street/Roadway/Alley, Trash / Recycling, Trees, Vehicles / Parking, and Water. Other fields include Quick Code, \*Case Status, Provider Group, Assigned To, AC Incident Nbr., \*Category, \*Specialty Type, \*Detail, and Source (Direct Call). The "Customer Information" section has fields for Company, First Name, Last Name, Phone, and Postal. The "Problem Information" section has a Problem Summary and a Description field.

Allows a more detailed description of the caller's issue

# Citizen Use of 311 Call Center



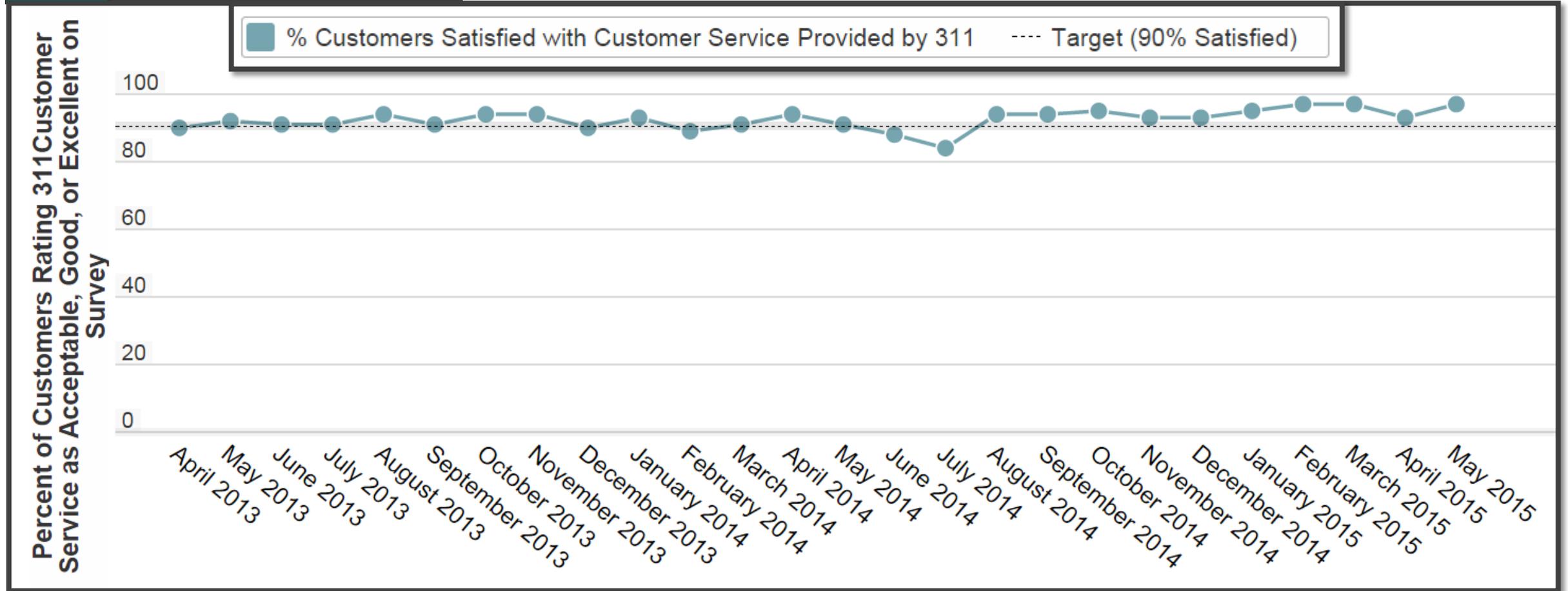
# Citizen Satisfaction with 311 Call Center



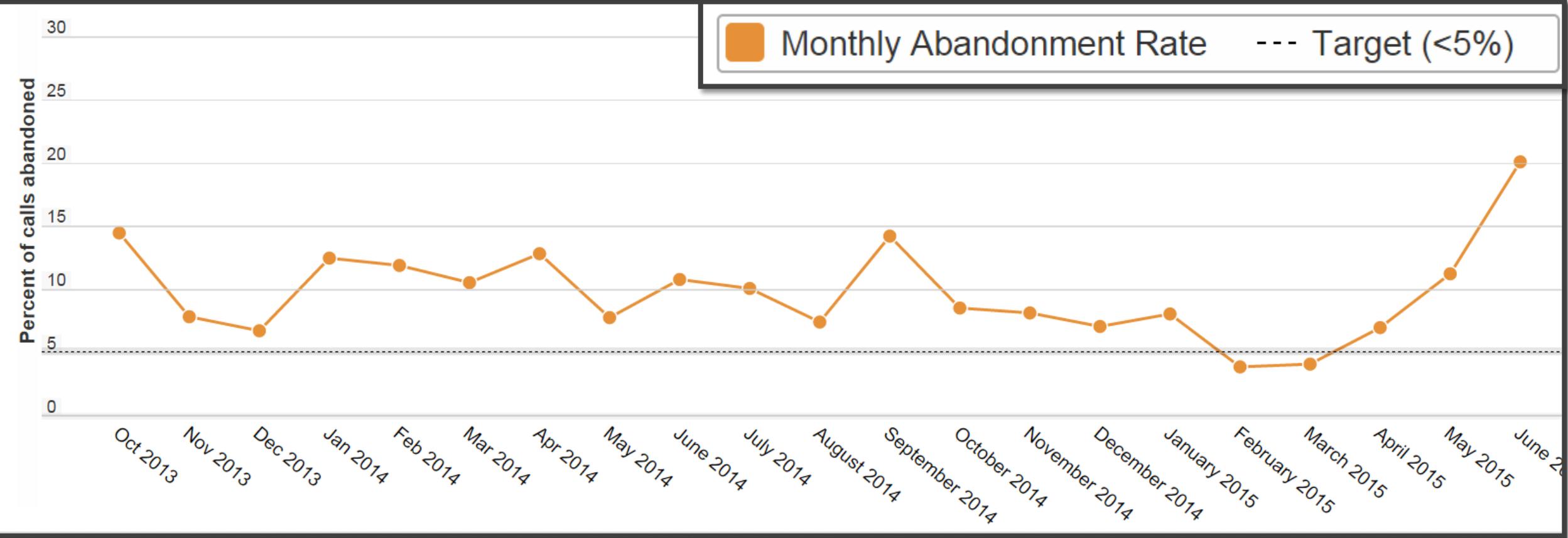
# Customer Service Provided by 311



OPENDATA KC



# 311 Abandonment Rate

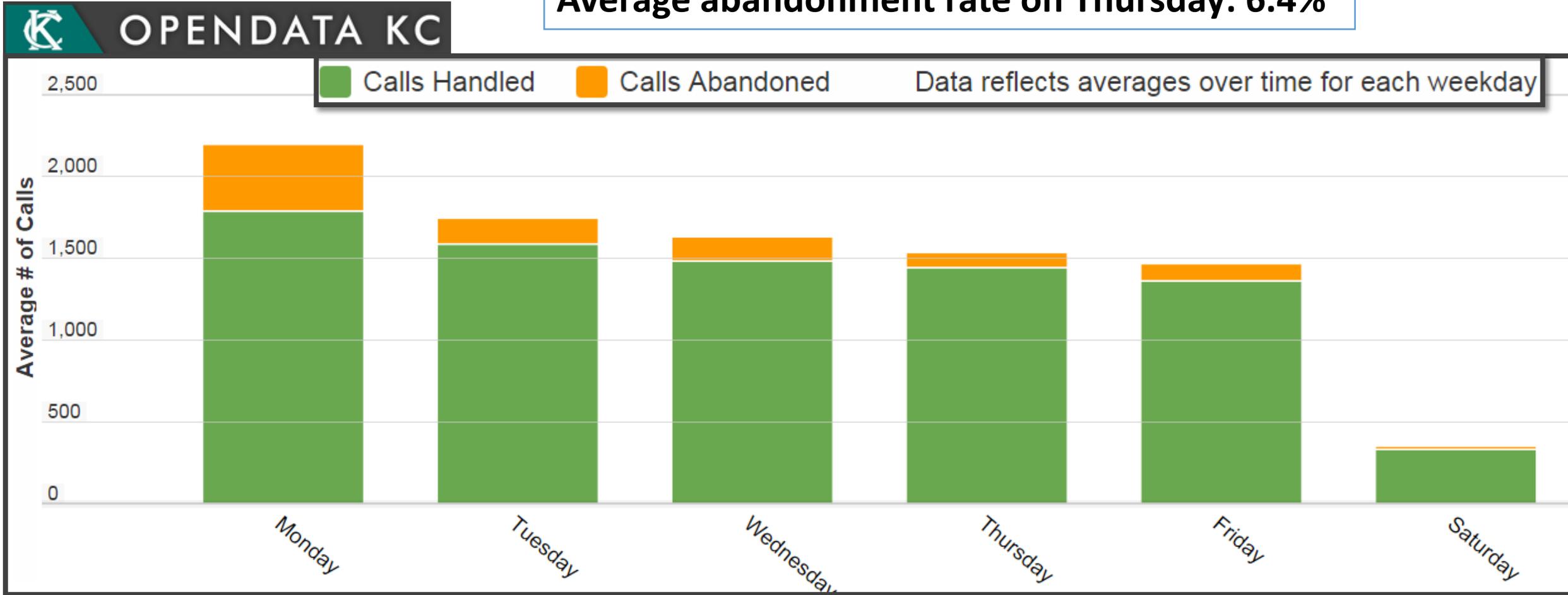


Source: 311 Customer Survey and Cisco Call Center (kcstat.kcmo.org)

# 311 Call Volume by Days of the Week

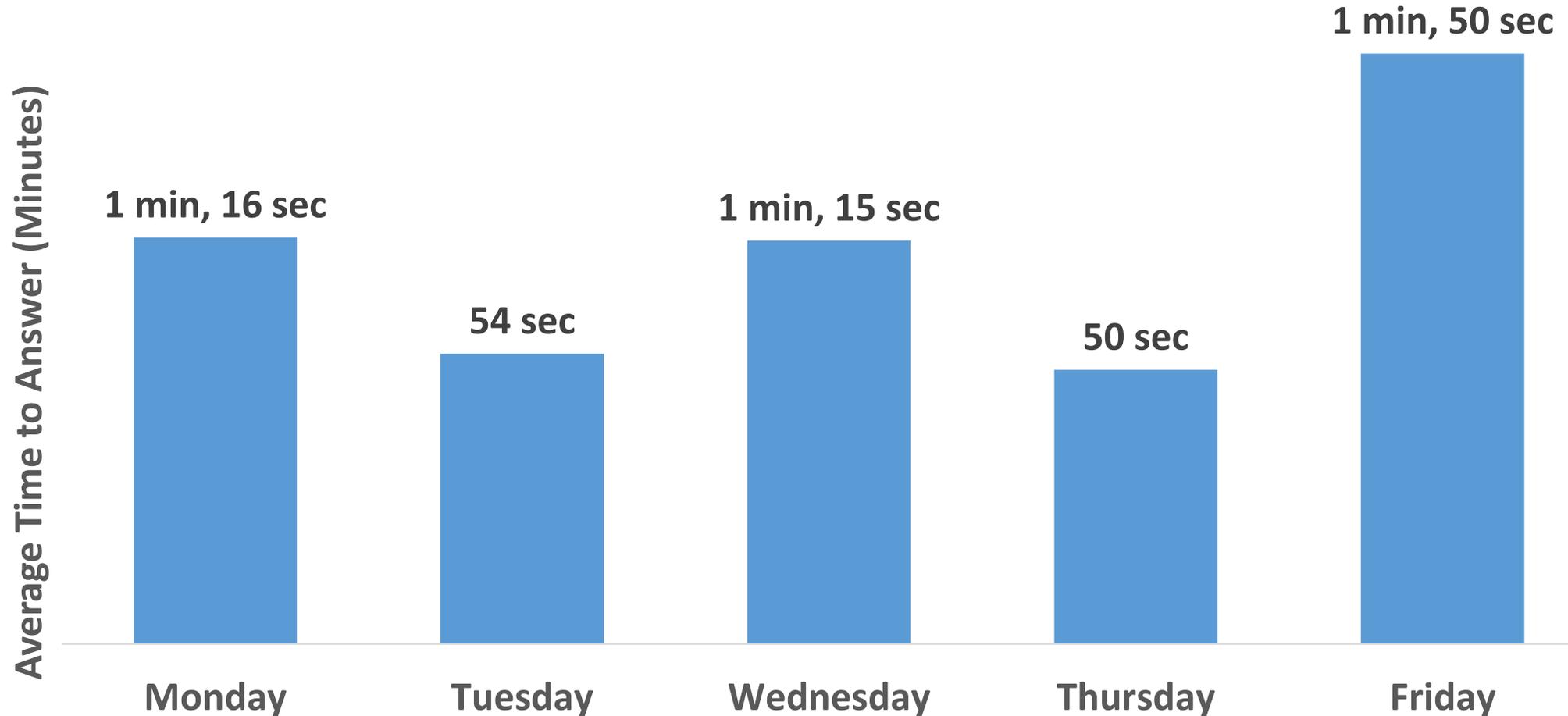


**Average abandonment rate on Monday: 22.7%**  
**Average abandonment rate on Thursday: 6.4%**



# 311 Average Speed of Answer by Day

Average Time to Answer in Minutes



# Callback Technology

- Callback technology allows a caller to hang up instead of being placed on hold
- Caller would remain in the call queue and the software will generate a call back when the caller moves to the top of the list
- Call volume on certain days would potentially prevent agents from having time to conduct outgoing calls
  - Example:
    - Calls received on Monday, June 22 = 2,933
    - One call taker handles 12 calls per hour or 84 (FT)/72 (PT) calls per shift
    - Dividing total calls received by average of 80 calls per staff
    - 37 staff would be needed to fully implement a call back system on Monday, June 22
- Callers left in queue at the end of the day would need a call back, making staffing and shifts unpredictable

## OBJECTIVE:

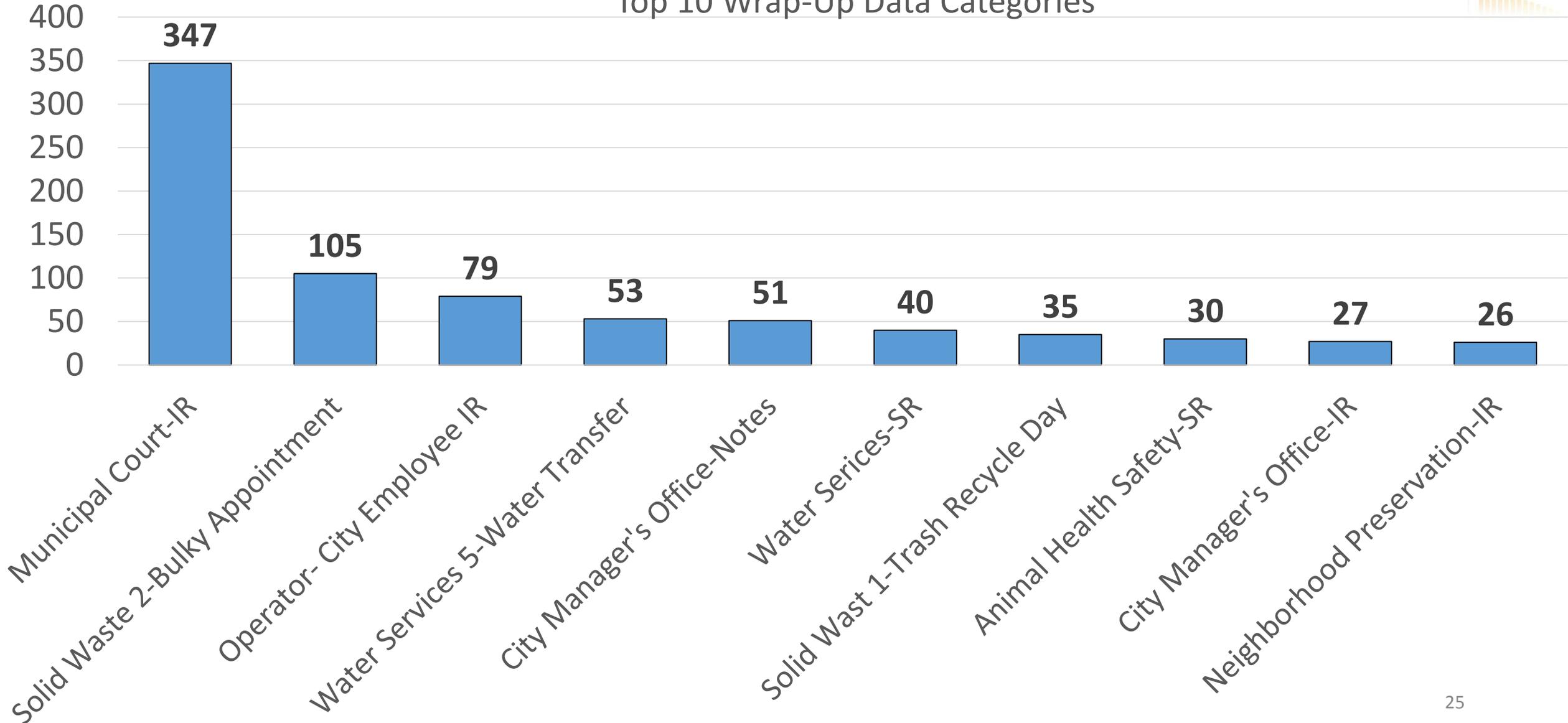
Improve online accessibility by providing self-service options for various types of transactions

### Related Measurements:

- Percent of 311 service requests via web or Twitter
- Citizen satisfaction with ease of using 311 via web
- Department Reports

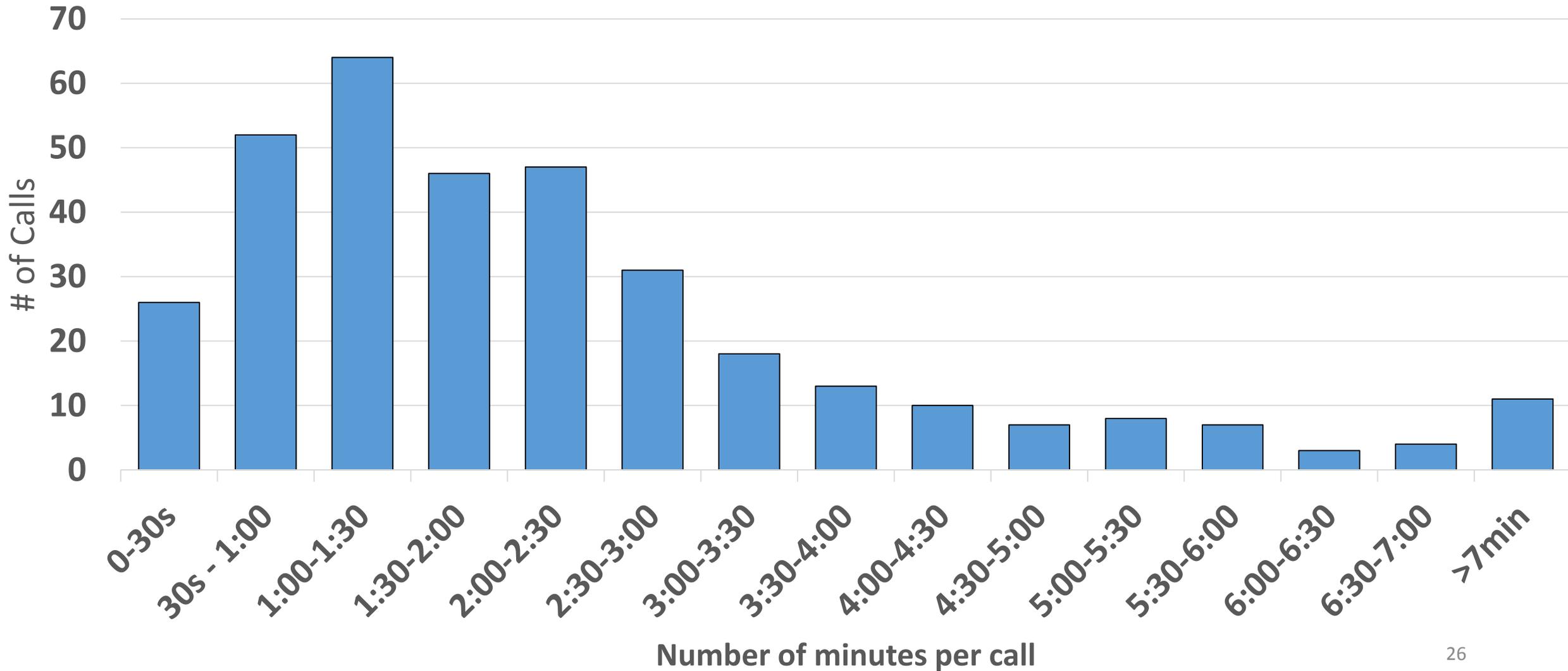
# Phone System Wrap Up Codes

Top 10 Wrap-Up Data Categories



# Municipal Court – Talk Time Frequency

Municipal Court Talk Times  
June 2015



# Efforts to reduce call volume to 311: Municipal Court Online Ticket System

- Go Live is late summer 2015!
- The new online system will allow customers to search for their ticket information by First/Last name independent of knowing their ticket number – current system requires both name AND ticket number

**MUNICIPAL COURT TICKET INFORMATION AND PAYMENT SYSTEM**

[Municipal Court Home](#)

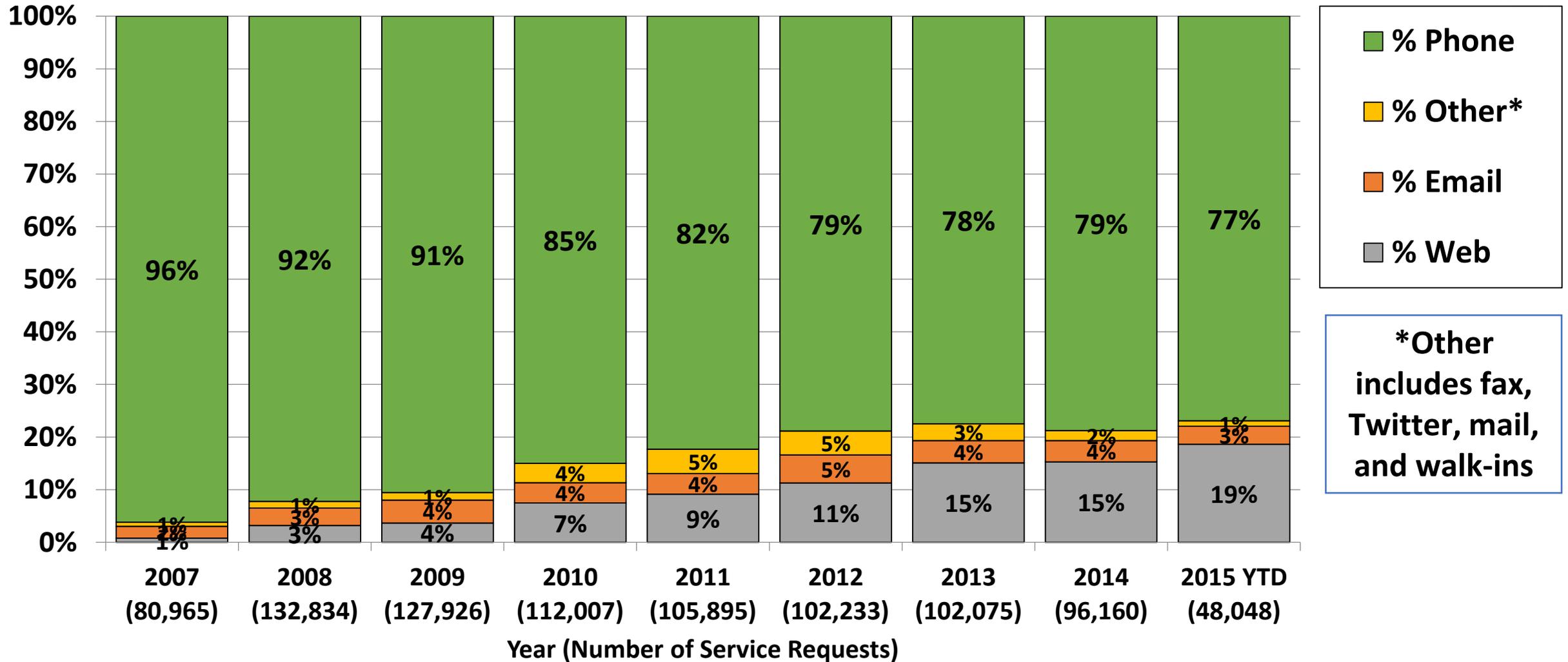
**SEARCH TICKET INFORMATION**

Select one from the following search criteria:

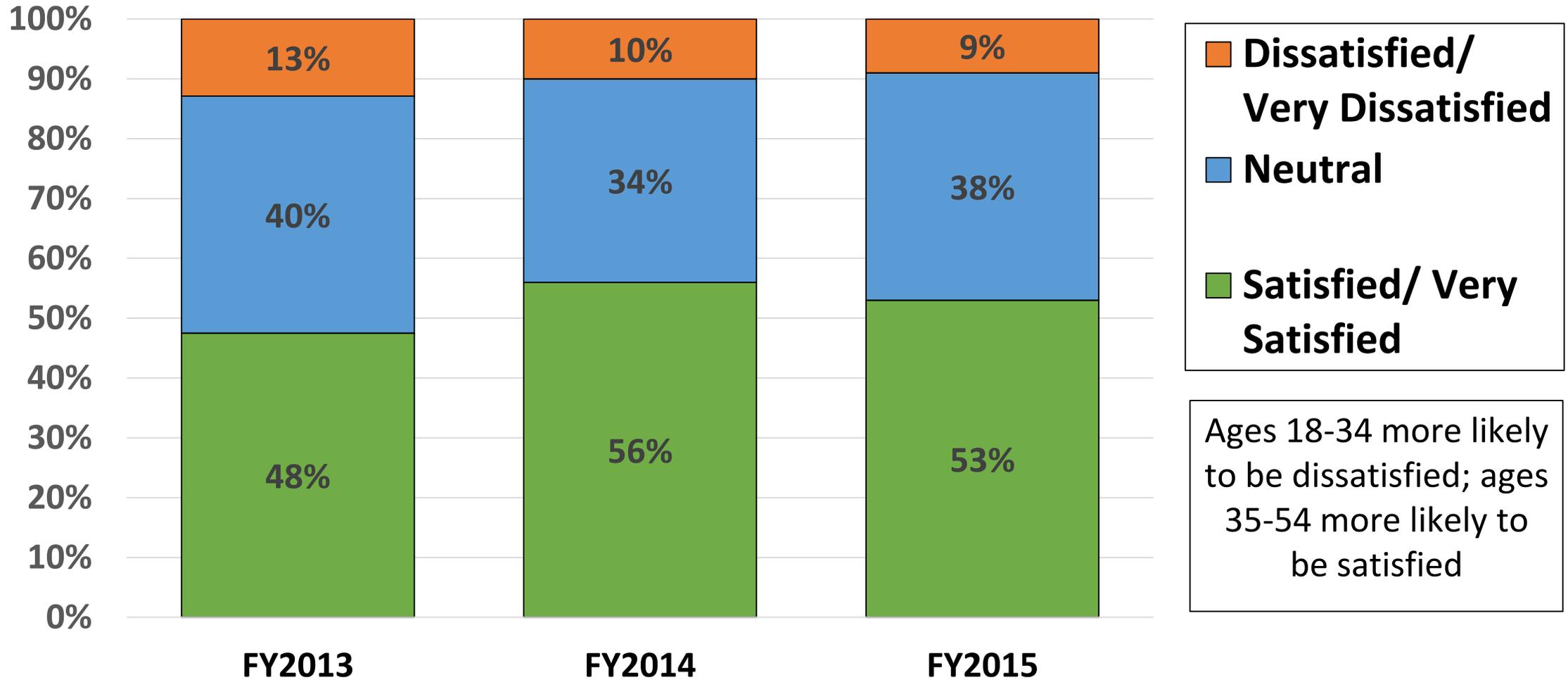


- Name (Last, First) and Date of Birth
- Ticket Number
- Vehicle License Number and State
- Operators/Driver License and State
- Bond Number
- Name (Last, First) and Docket Date

# Channels for 311 Service Requests



# Citizen Satisfaction with Ease of using 311 via Web

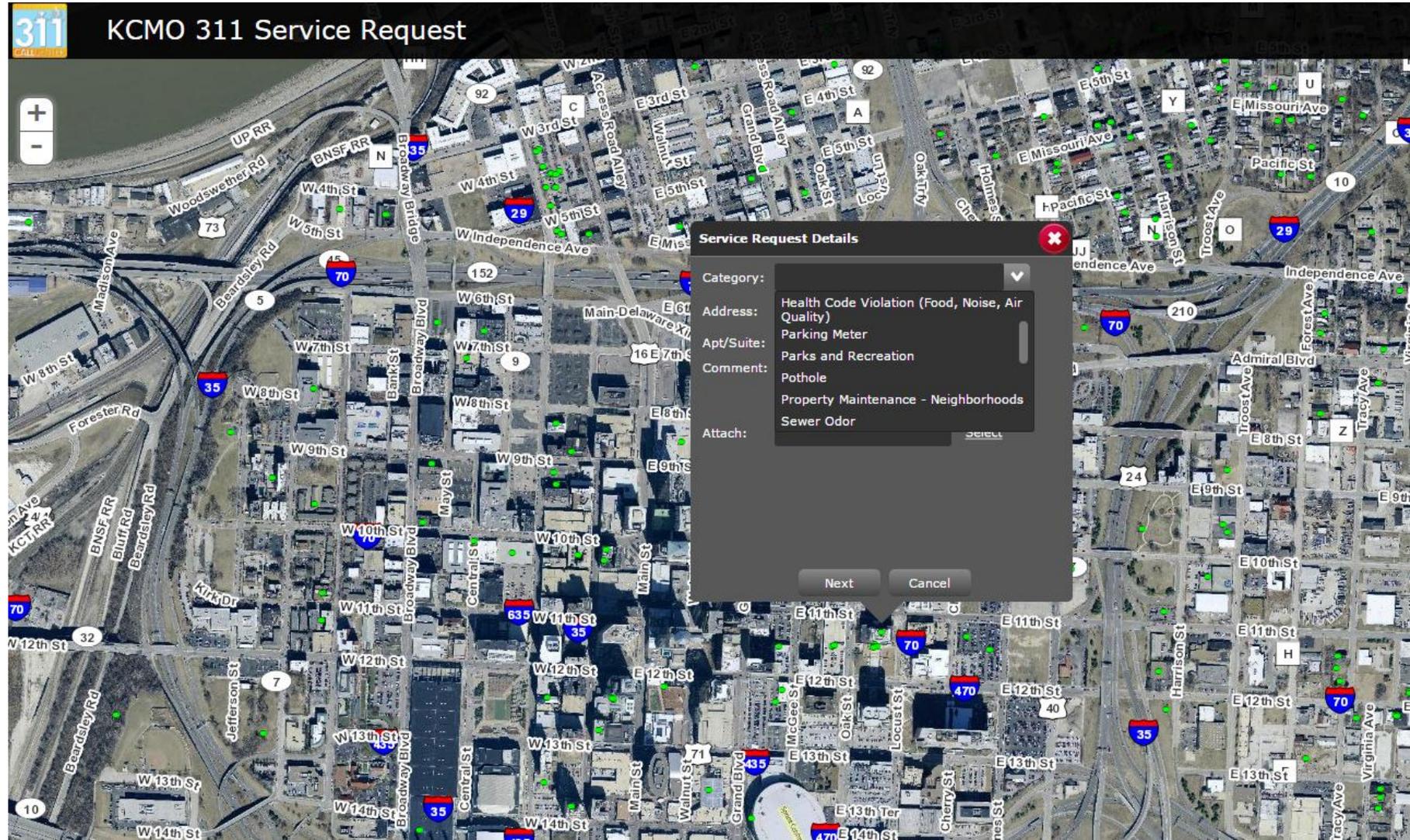


# 311 Web App and Enhancements



Enhancements coming!

➤ Drop-down list will soon include a most requested services, especially useful during emergency events



# Online Map Enhancements



Adding a “new alert”  
layer

Will allow citizens to  
see relevant alerts  
about city services that  
matter to them

The screenshot shows the "Parcel Viewer - City of Kansas" web application. The browser address bar displays "maps.kcmo.org/apps/parcelviewer/". The page features a search bar with the placeholder text "Enter Street Address" and a "Help/Feedback" dropdown menu. Below the search bar, there are navigation tabs for "Search/Tools", "Results", "Print Map", and "Download". A "Back to search tools" button is also present.

The main content area is divided into two sections. On the left is a "Parcel Data" table, and on the right is a map of a residential neighborhood in Kansas City, Missouri. The map shows a grid of streets including W 36th St, W 37th St, W 38th St, Central St, and Main St. A specific parcel is highlighted in blue.

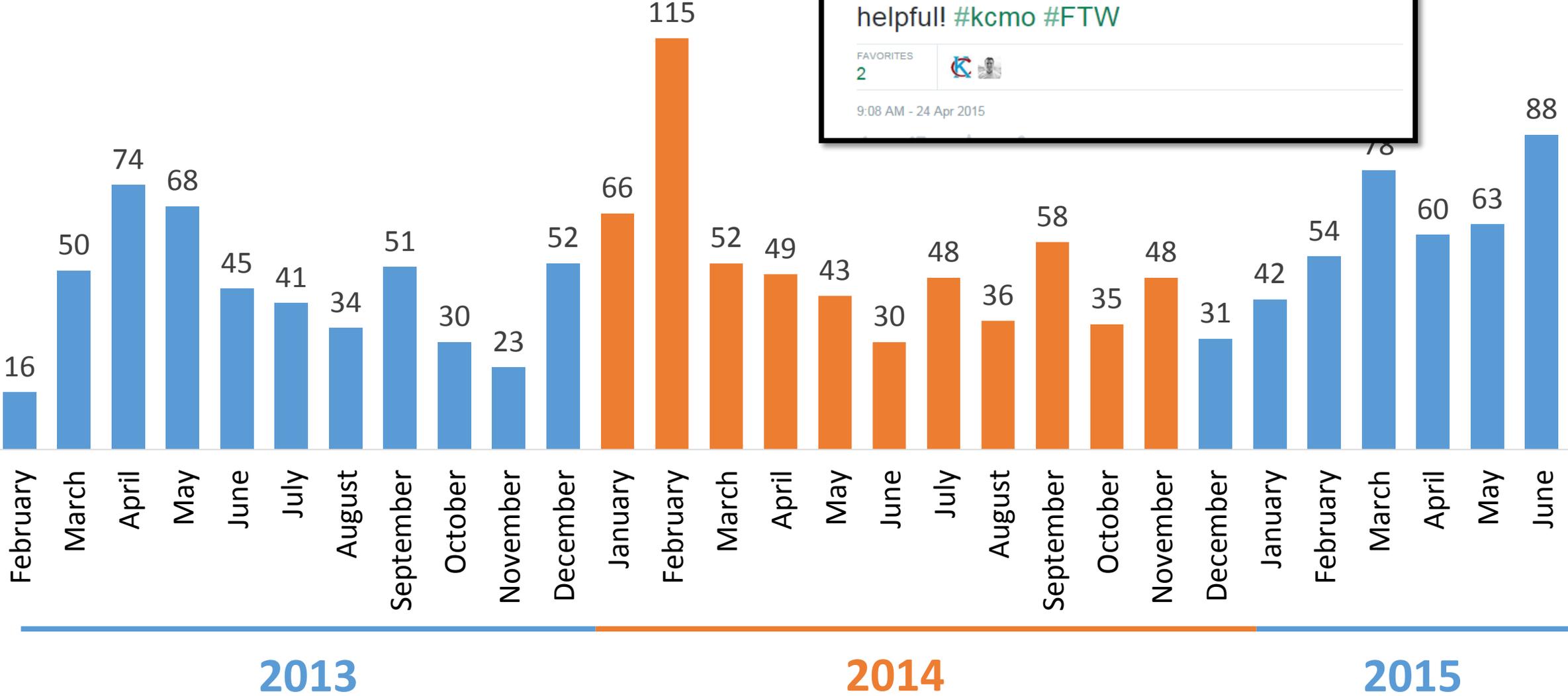
The "Parcel Data" table contains the following information:

| Parcel Data   |                                     |
|---|-------------------------------------|
| Kiva PIN:   | 132181 4 - Permits                  |
| County APN:   | JA3022010140000000                  |
| Subdivision:  |                                     |
| Block:  |                                     |
| Lot:  |                                     |
| Tract:  |                                     |
| Owner:  | RANDALL JACOB V & MEGAN A           |
| Address:  | 3649 CENTRAL KANSAS CITY, MO 64111- |
| Zip code:   | 64111                               |
| <a href="#">Open 311 Cases</a>                        |                                     |
| Council District:                                     | 4th                                 |
| Trash Day:  | Monday (Central)                    |
| <a href="#">Neighborhood &amp; Homes Associations</a> |                                     |
| Patrol Division:                                      | Central                             |
| <a href="#">Show Special Assessments</a>              |                                     |
| Census Neighborhood:                                  | Hanover Place                       |
| School District:                                      | KANSAS CITY MISSOURI 110            |
| Park Region:  | Central                             |

A pop-up dialog box titled "Targeted Curbside Pickup" is overlaid on the map. It contains the text: "This property **DOES** qualify for Targeted Curbside Pickup. [More Details](#)". Below the text is a checkbox labeled "Stop Displaying this Message" and an "OK" button.

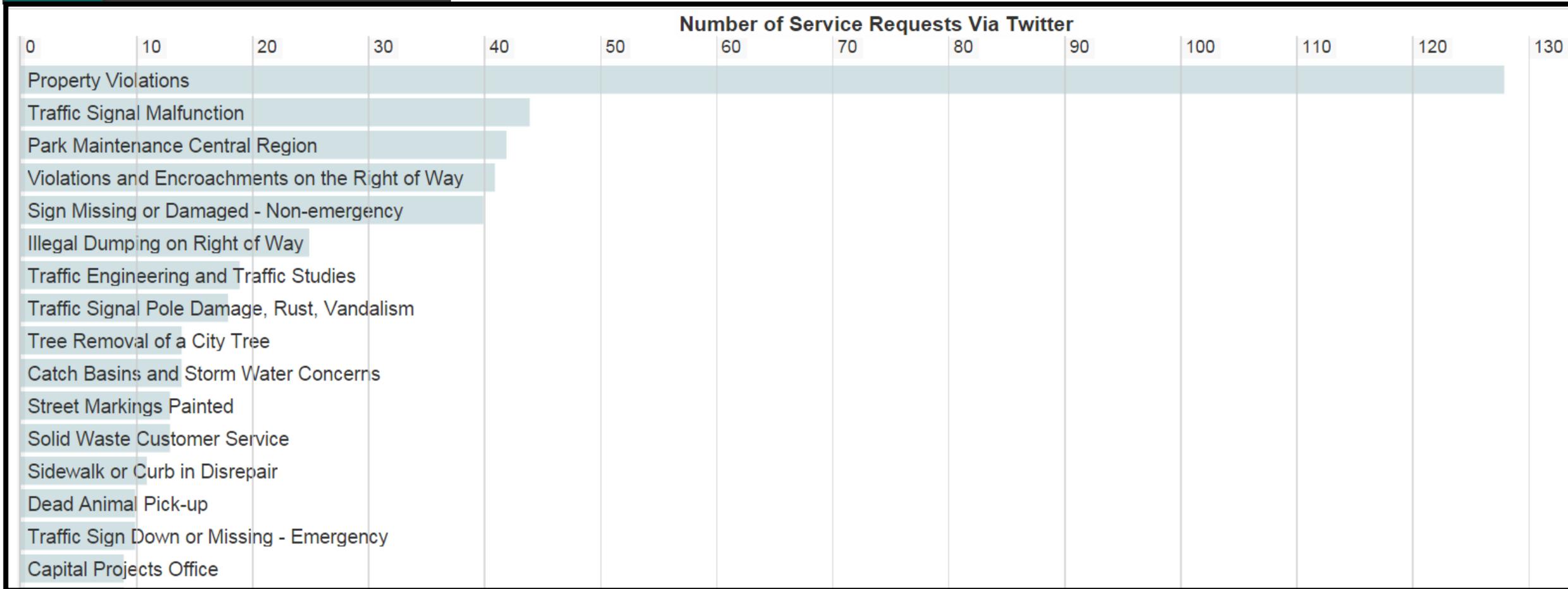
The bottom of the page shows the URL "kcmo.gov/storm/" and a scale bar indicating 0, 200, and 400 feet.

# Service Request via Twitter



Source: 311 Service Request System (<https://data.kcmo.org/311/Service-Requests-from-Twitter-Chart/2xu8-ew7f>)

# 311 Twitter Activity – What’s getting Tweeted

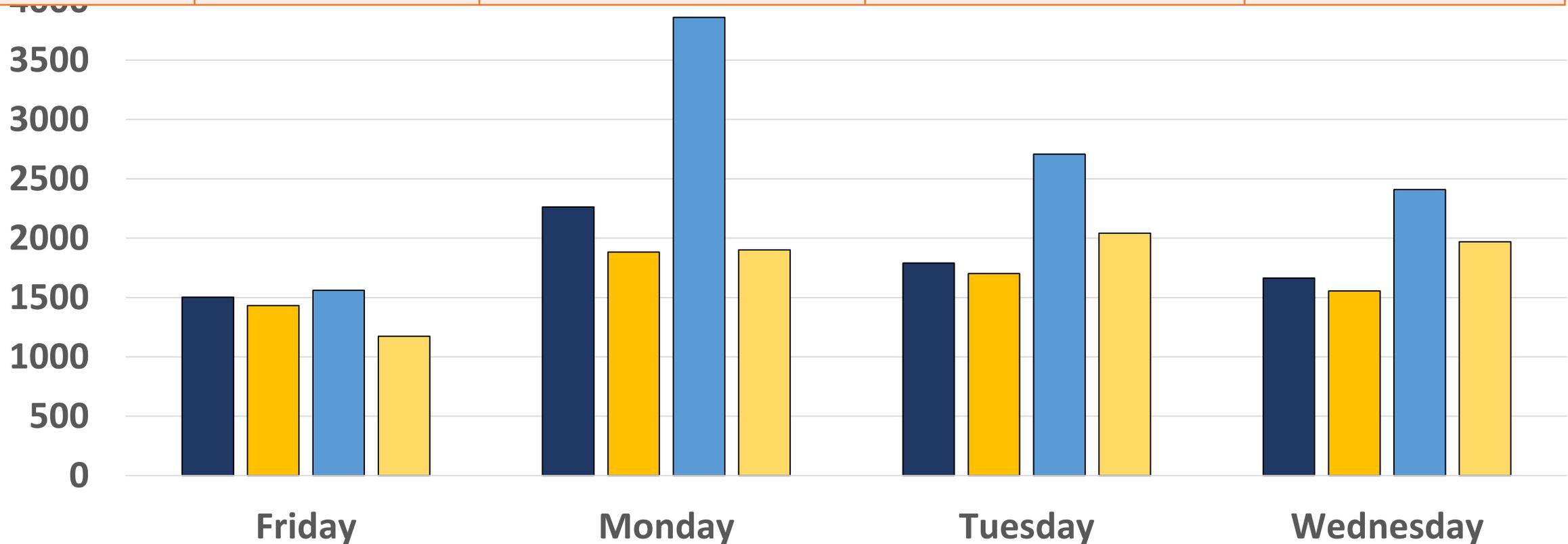


# 311 Response to June 25<sup>th</sup> Storm

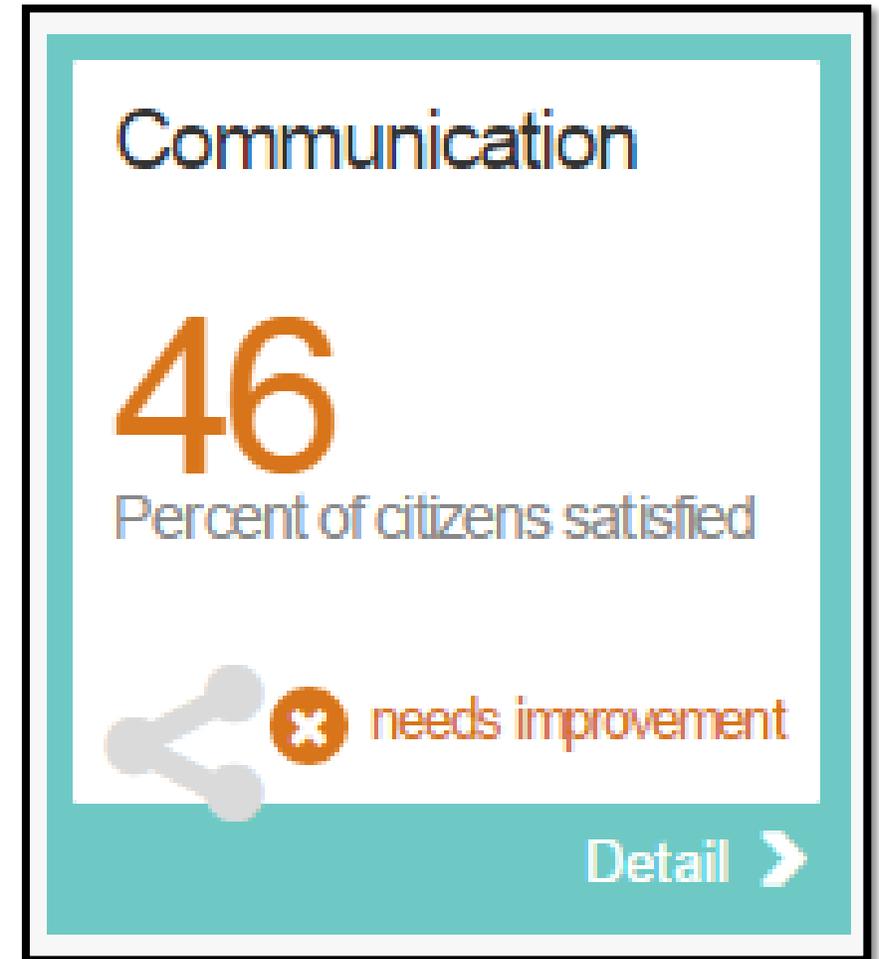


Average Day - Sum of Calls Received
  Average Day - Sum of Calls Handled
   
 Storm - Sum of Calls Received
  Storm - Sum of Calls Handled

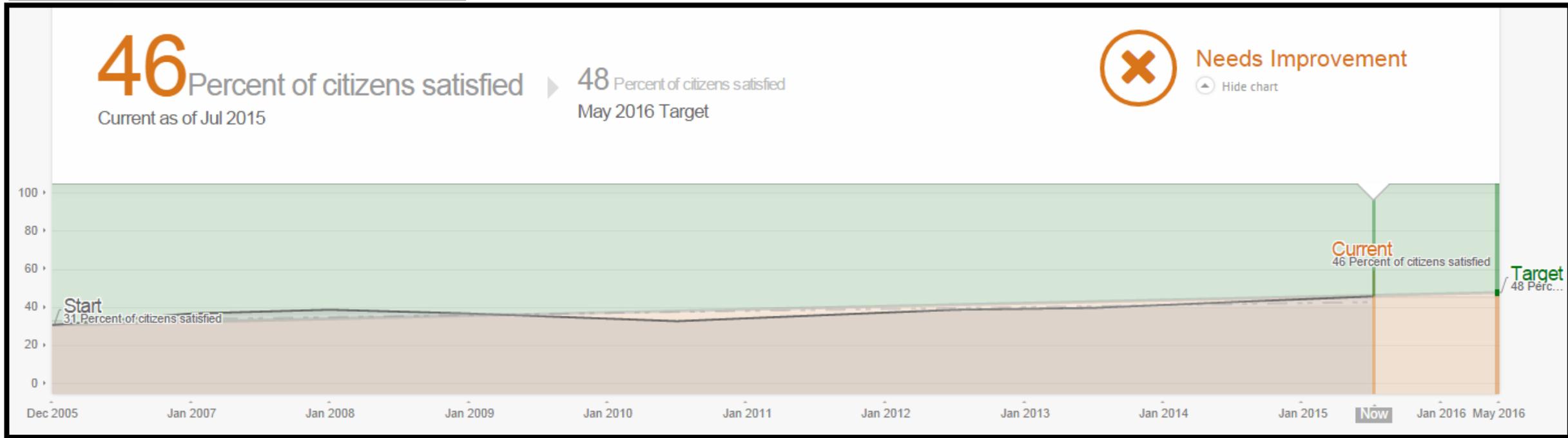
|                  |            |            |            |            |
|------------------|------------|------------|------------|------------|
| Abandonment Rate | <b>25%</b> | <b>51%</b> | <b>25%</b> | <b>18%</b> |
|------------------|------------|------------|------------|------------|



# Citizen Engagement and Communications



# Measuring Citizen Communications at the Highest Level: Citizen Satisfaction



**2014 National Average = 38%**

OBJECTIVE:  
ADOPT, IMPLEMENT AND  
MAINTAIN CITY STRATEGIC  
COMMUNICATIONS PLAN

Related Measurements:

- Progress on Strategic Communications Plan

# Update on Strategic Communications Plan



## Objectives:

Data + public input = Decisions

Make it easier to find information

Open & responsive communication with residents

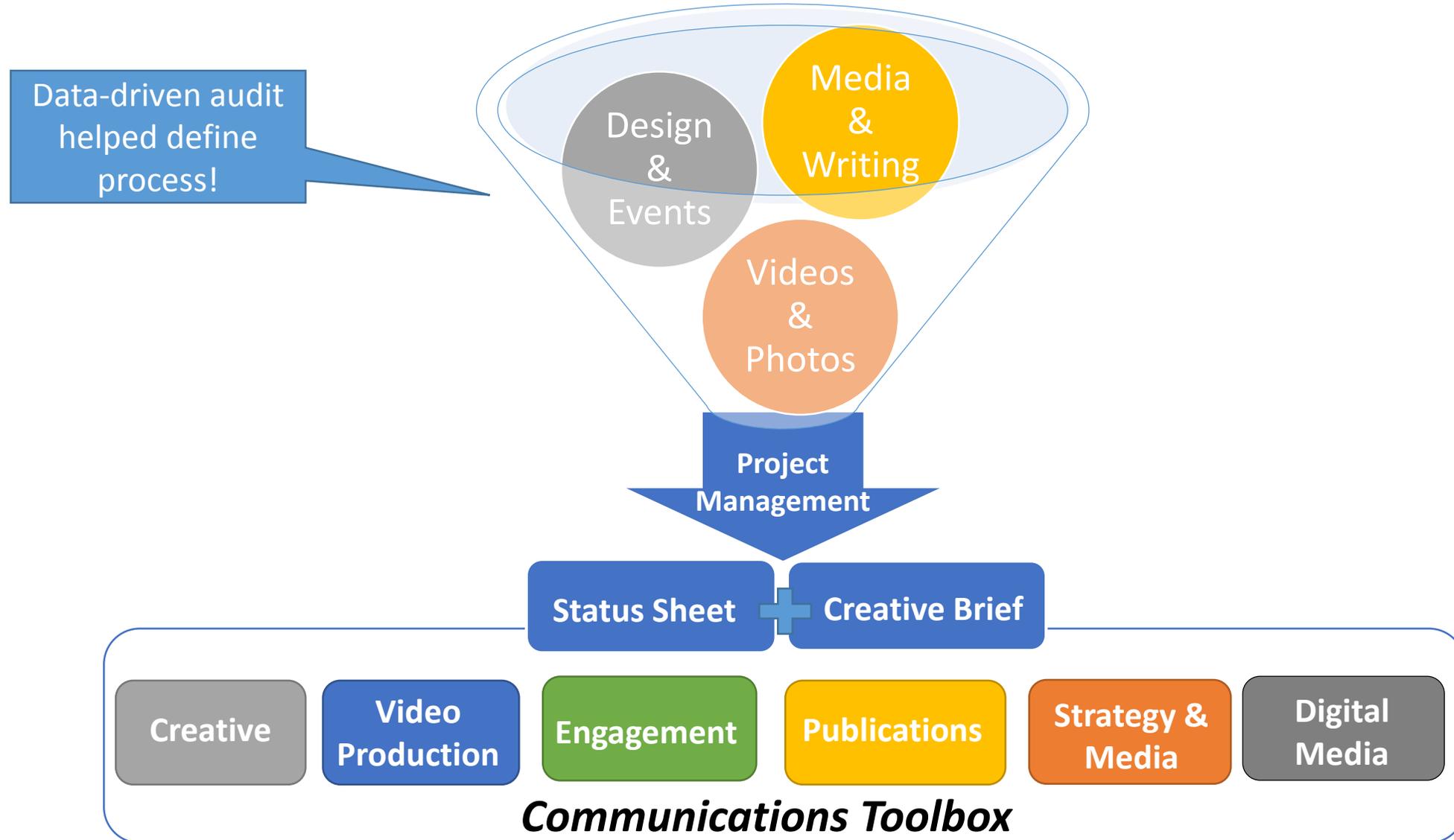
## Actions:

Consistent branding & messaging

Website & Printed publications  
Social media & online conversations  
Videos

Community engagement activities

# Internal Process and Message Alignment



# Your City Communications Team



- Strategic Planning
- Project Management
- News Releases & Messaging
- Benchmarking

**Strategist & Project Manager**



- Corporate Branding
- QA/QC for creative projects

**Brand Manager**



- Corporate Identity
- Creative projects

**Graphic Designer**



- Video Production
- Video Direction
- Video Editing

**Video Producers**



- Manages Channel 2 Programming & station activities

**Chief Engineer**



- Manages Web content & maintenance
- Web QA/QC

**Web Manager**



- Manage digital & social activity
- Manage employee intranet (myKC)
- Manage My Sidewalk

**Social Media Manager**



- Writes & Edits publications

**Publications Editor**



- Execution & communication of internal & external events

**Community Engagement Liaisons**



## OBJECTIVE:

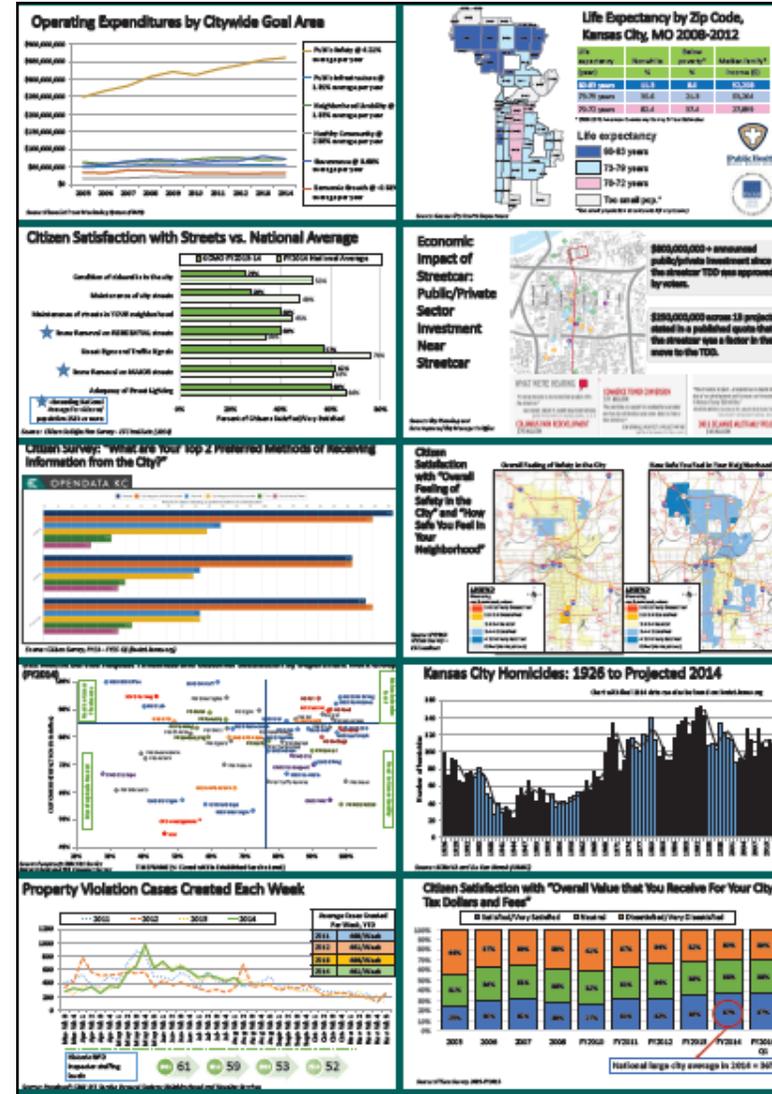
DEVELOP STRATEGIC CITYWIDE  
COMMUNICATION/ MARKETING PLANS  
FOR EXTERNAL COMMUNICATION THAT:

- DESIGNATES OWNERSHIP FOR FOLLOW-UP
- ENHANCES COMMUNICATION WITH CITIZENS
- EXPANDS COMMUNITY ENGAGEMENT

## Related Measurements:

- Citizen satisfaction with availability of information and individual communication channels
- Citizen satisfaction with involvement of public in decision-making

# Kansas City on Exhibit: The Art of Data

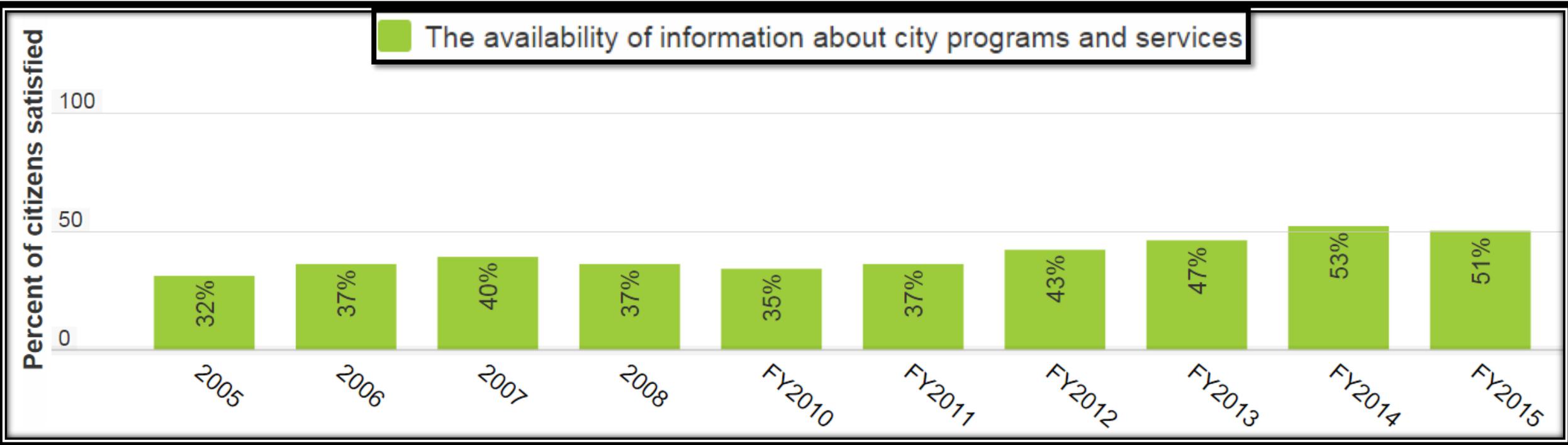




# Kansas City on Exhibit: The Art of Data Page views



# Communication: Availability of Information

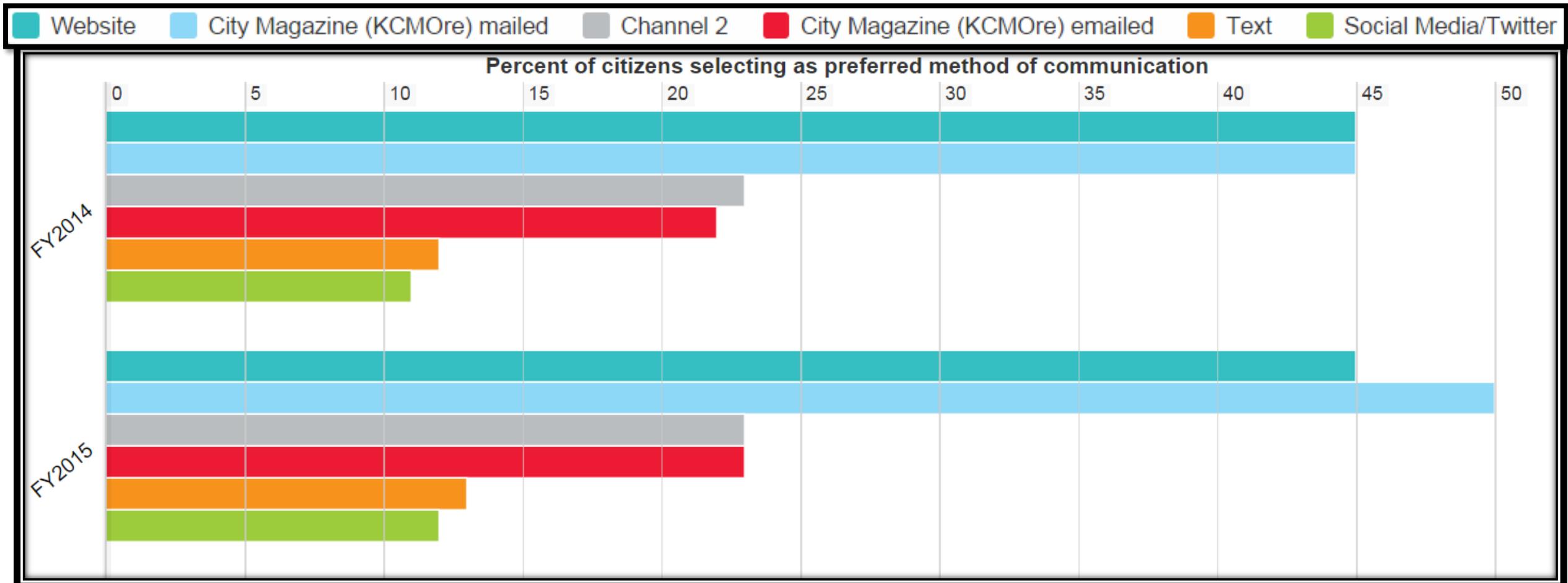


# Satisfaction with Communications – By Council District



| Question/Council District                             | 1 <sup>st</sup>                         | 2 <sup>nd</sup>                       | 3 <sup>rd</sup>  | 4 <sup>th</sup>                       | 5 <sup>th</sup>                            | 6 <sup>th</sup> |
|---|---|---------------------------------------|--|---------------------------------------|--|-----------------|
| <b>Availability of Information</b>                    |   |                                       | More likely to be <b>Very Satisfied</b> AND <b>Very Dissatisfied</b> | More likely to be <b>Satisfied</b>    | More likely to be <b>Very Dissatisfied</b> |                 |
| <b>Usefulness of city's website</b>                   |   | More likely to be <b>Dissatisfied</b> |  | More likely to be <b>Satisfied</b>    | More likely to be <b>Very Dissatisfied</b> |                 |
| <b>Level of public involvement in decision-making</b> | More likely to be <b>Very Satisfied</b> |                                       | More likely to be <b>Dissatisfied</b> and <b>Very Dissatisfied</b>   | More likely to be <b>Dissatisfied</b> | More likely to be <b>Very Dissatisfied</b> |                 |

# How do citizens like to receive information?

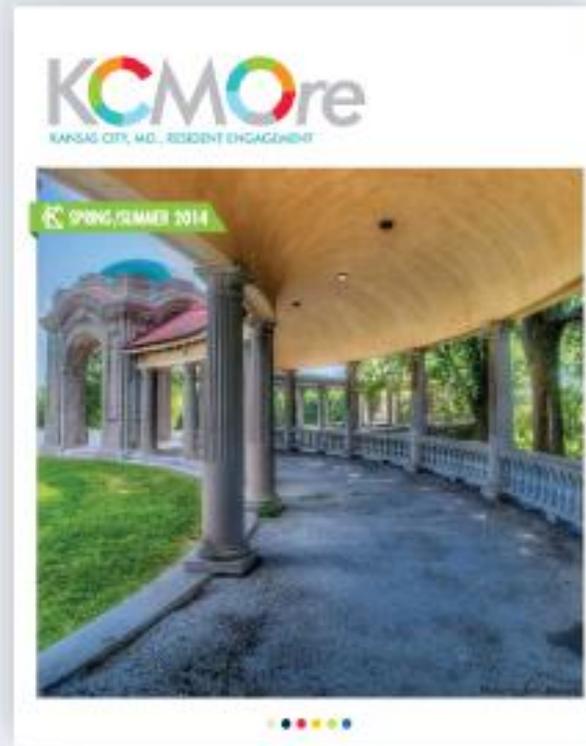


# KCMORE

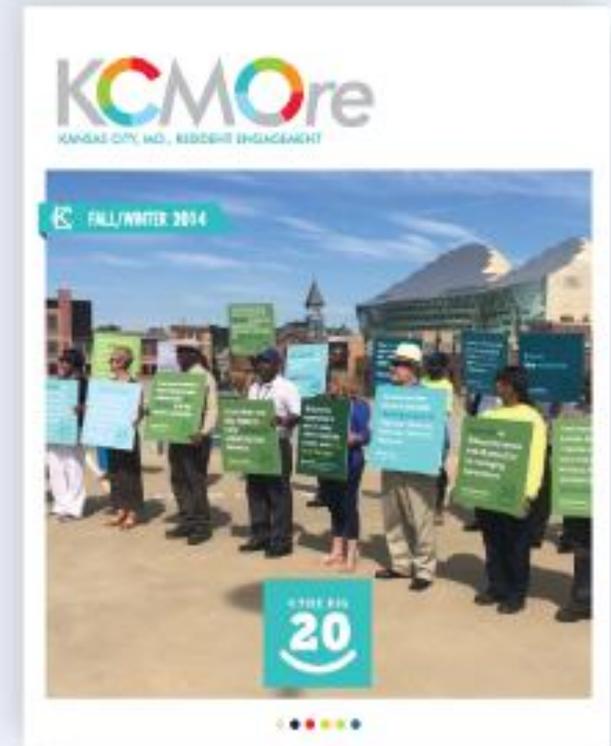
KANSAS CITY, MO., RESIDENT ENGAGEMENT MAGAZINE

COMING  
SOON!

*Two annual print  
editions!*



SPRING/SUMMER 2014

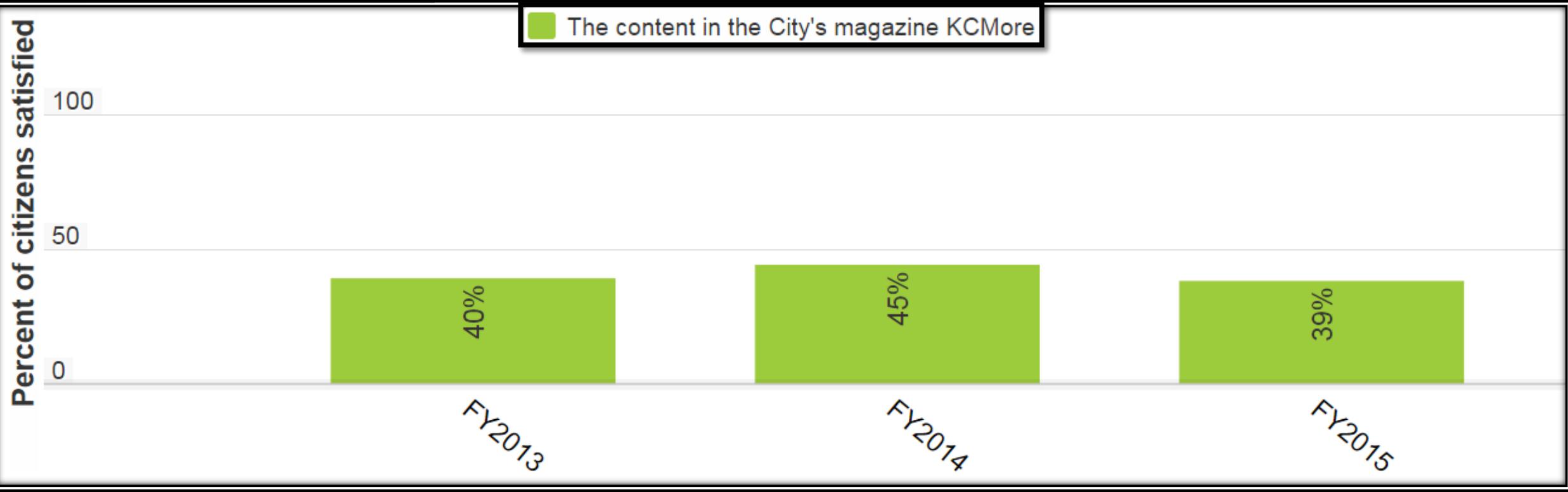


FALL/WINTER 2014

# KCMORE



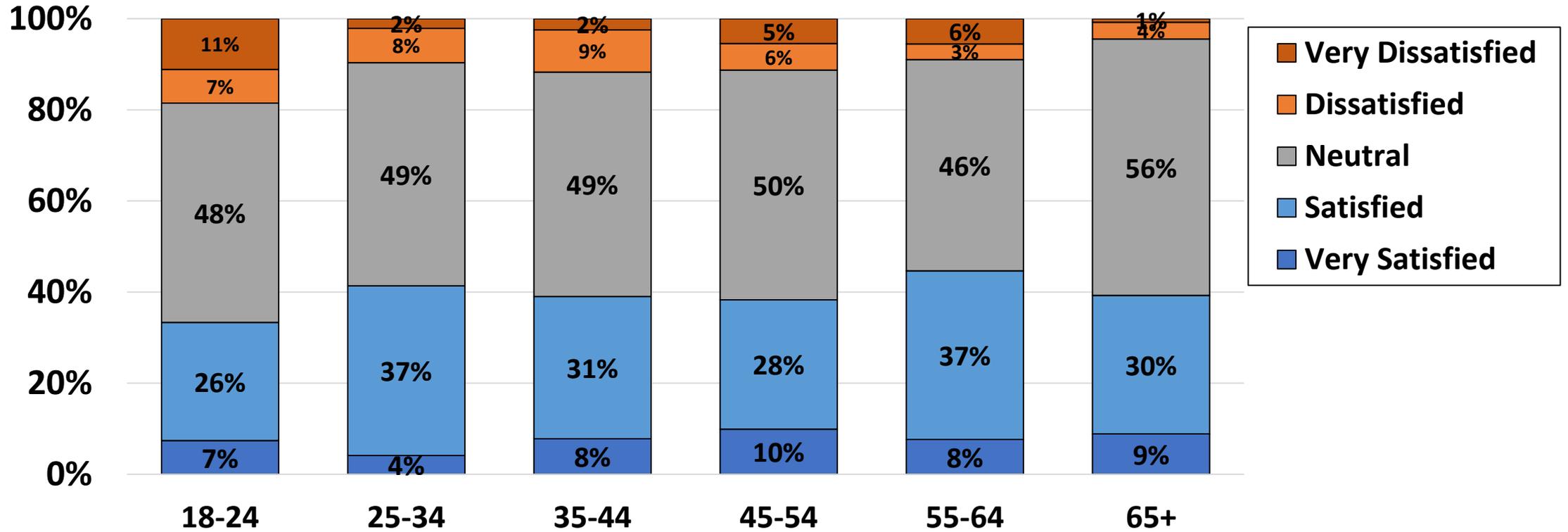
 OPENDATA KC



# Satisfaction with KCMOre by Age Group

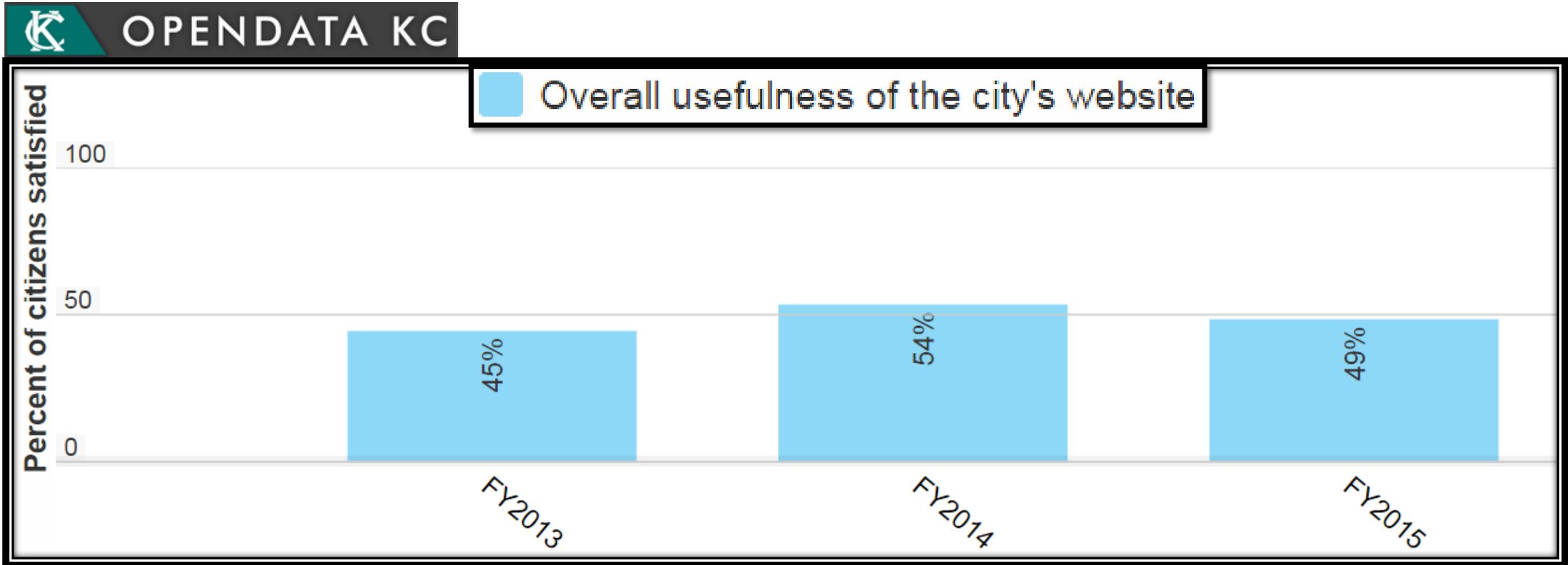


Satisfaction w/ content of KCMore by Age Group

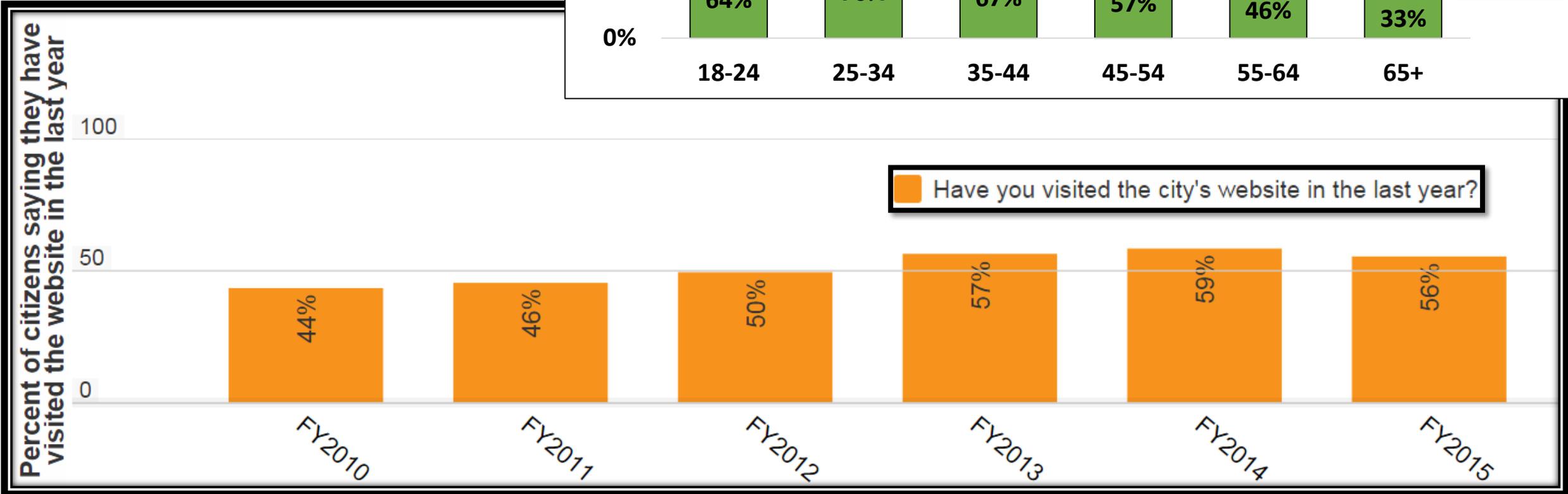
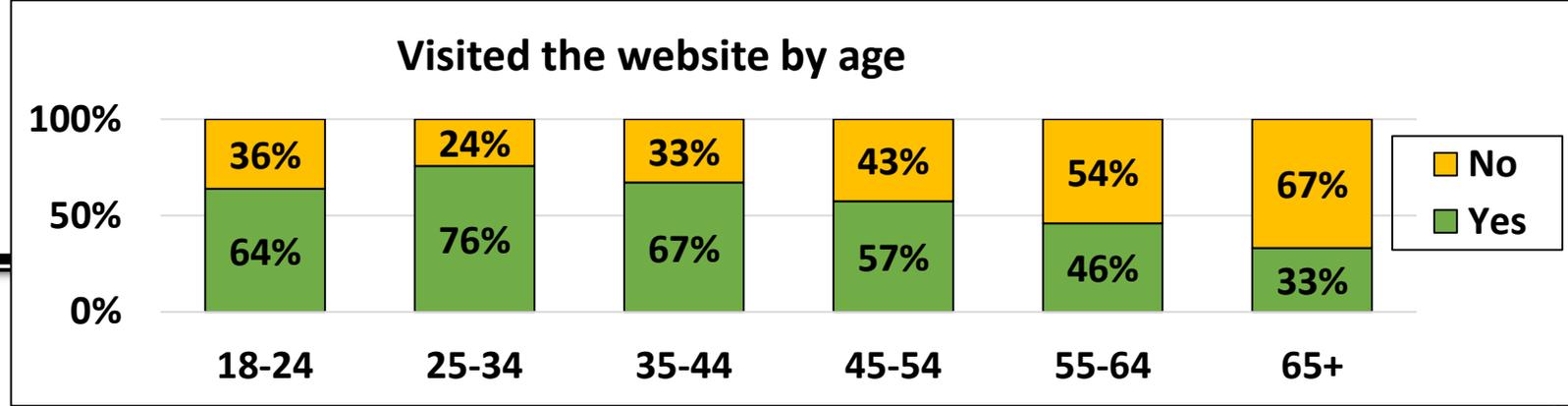


|                   | 1st | 2nd  | 3rd   | 4th | 5th  | 6th |
|-------------------|-----|--|---|-----|--|-----|
| Content of KCMore |     | More likely to be <b>Very Dissatisfied</b> | More likely to be <b>Very Dissatisfied/Dissatisfied</b> |     | More likely to be <b>Very Dissatisfied</b> |     |

# Citizen Satisfaction with Website



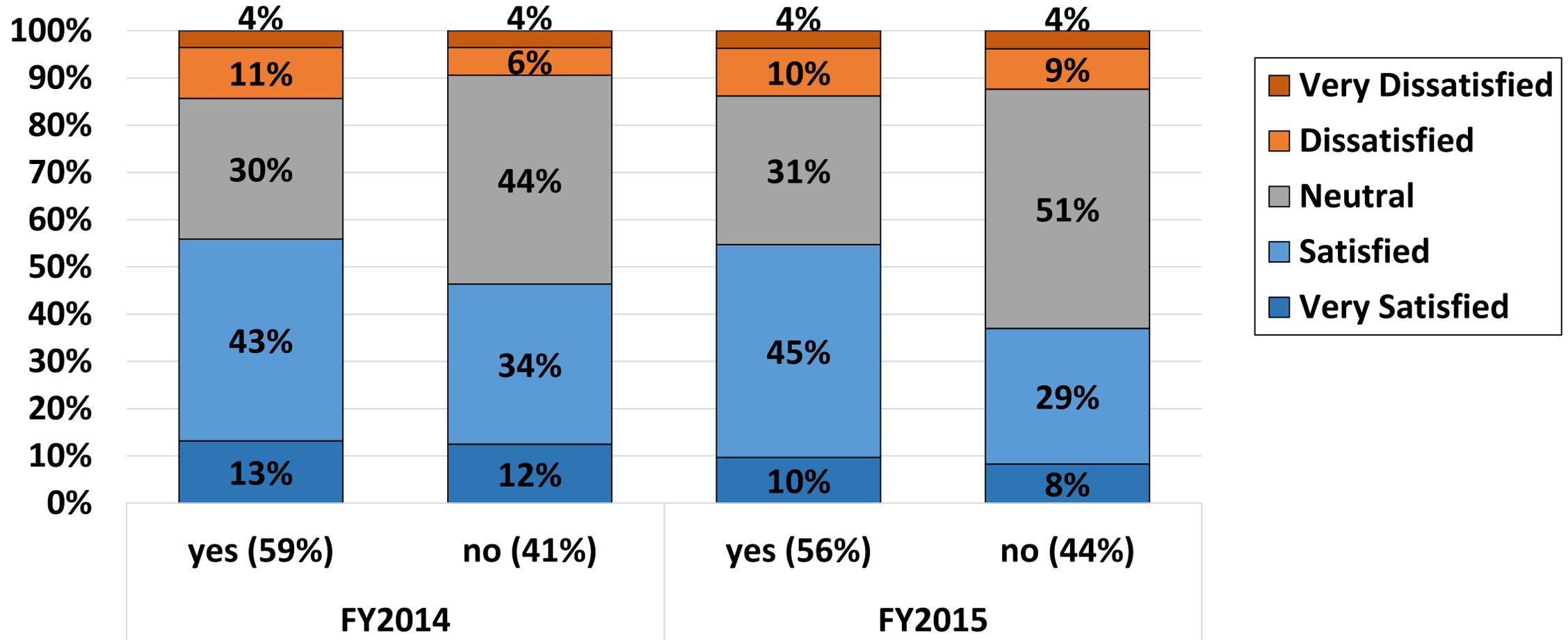
# Have you visited the city's website in the last year?



# Citizen Satisfaction with Website By Users



## Usefulness of website by visited website

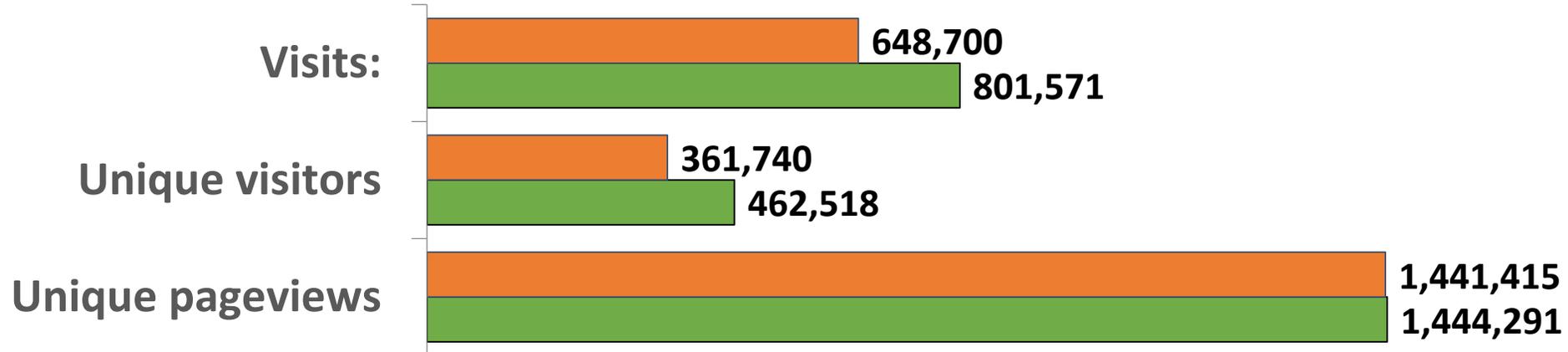


# Website Visits

All data is for March 1 to June 28 for 2014 and 2015

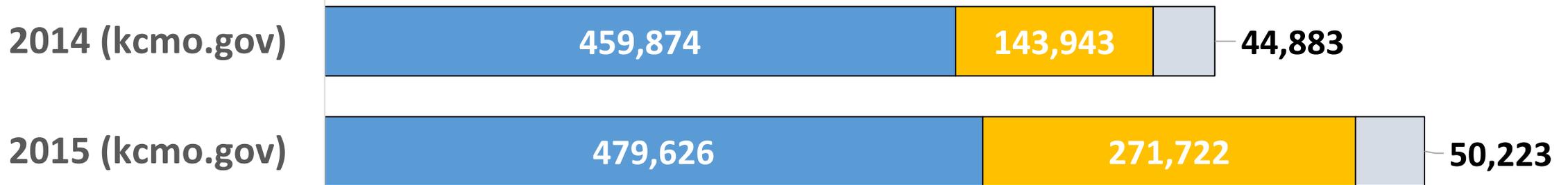


2014: KCMO.gov 2015: KCMO.gov



## Primary Device Used for Visit

Desktop Mobile Tablet



# Design Effectiveness of kcmo.gov

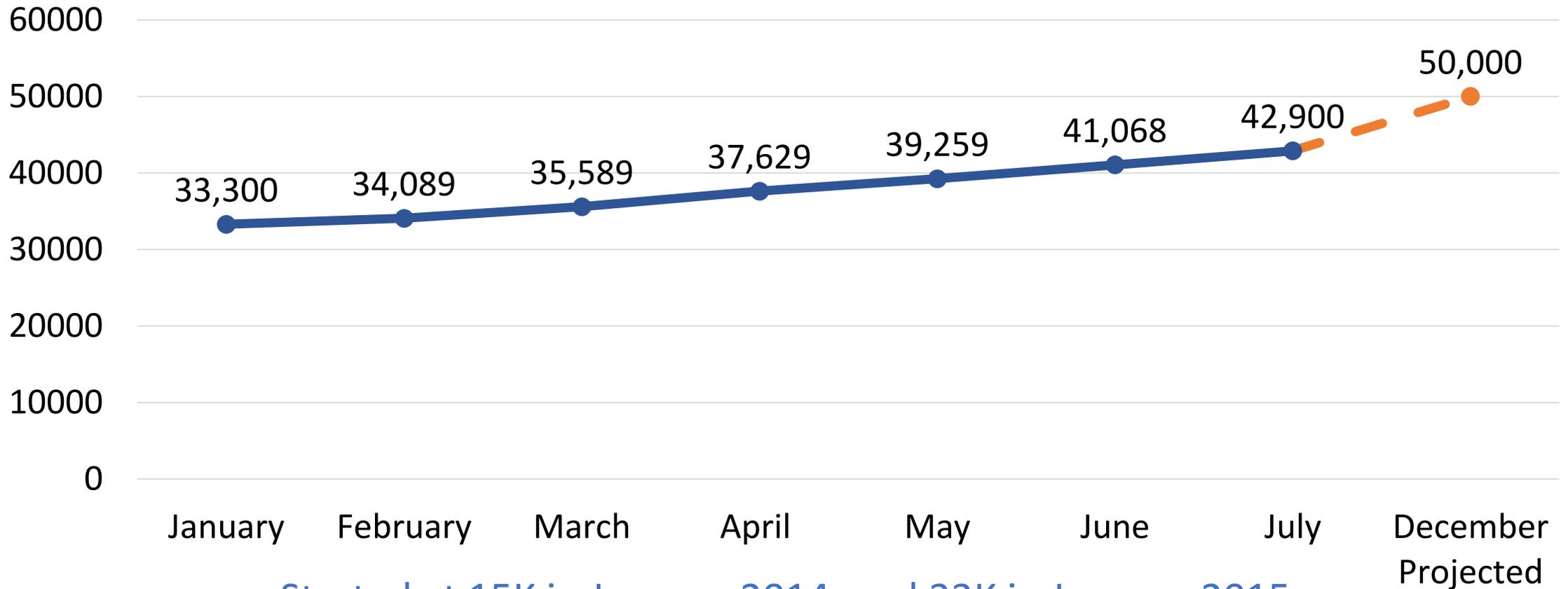
While the visits to the home page are down 18%, **nearly every page** on the site has seen **double-digit increases**. This shows that people are finding things easier, either by search or by the clear navigation at the top and footer of every KCMO.gov page. Some of the highest increases among our top 50 pages are:

| Page                              | Mar 1, 2014 - Jun 28 2014 | Mar 1, 2015 - Jun 28 2015 | % Increase    |
|-----------------------------------|---------------------------|---------------------------|---------------|
| Court Dates and Warrants          | 16,078                    | 36,991                    | <b>130%</b>   |
| Bulky Item                        | 8,954                     | 25,855                    | <b>189%</b>   |
| Leaf and Brush drop off           | 9,512                     | 21,729                    | <b>128%</b>   |
| Trash                             | 5,735                     | 14,640                    | <b>155%</b>   |
| Police reports/records            | 3,230                     | 10,673                    | <b>230%</b>   |
| Vehicle Auction (Tow)             | 207                       | 8,941                     | <b>4,219%</b> |
| Claim your vehicle (Tow)          | 948                       | 8,178                     | <b>763%</b>   |
| Liquor Licenses                   | 1,155                     | 6,773                     | <b>486%</b>   |
| Online Food Handler Training      | 1,970                     | 6,619                     | <b>236%</b>   |
| Birth/Death Certificates (Health) | 1,264                     | 6,022                     | <b>376%</b>   |
| Trash Holiday Schedule            | 631                       | 5,911                     | <b>837%</b>   |
| Homicides/Crime Stats (Police)    | 1,717                     | 5,011                     | <b>192%</b>   |
| Recycling Drop Off Centers        | 826                       | 4,918                     | <b>495%</b>   |
| Missing Persons (Police)          | 222                       | 1,097                     | <b>394%</b>   |

# Social Media – Twitter Followers



Twitter follower increase 2015



Started at 15K in January 2014 and 33K in January 2015.

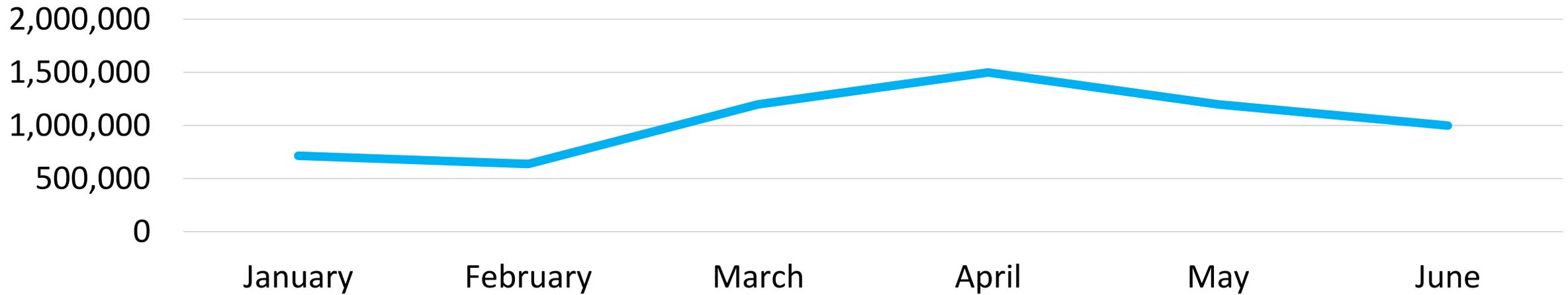
Gained 9,517 followers so far in 2015!

Projected to hit 50,000 followers by end of 2015!

# Social Media - Twitter



## Number of Impressions



**Top Tweet** earned 7,877 impressions

Happy New Year, Kansas City! Welcome to 2015! [pic.twitter.com/lfeBioFEEI](http://pic.twitter.com/lfeBioFEEI)



← 1 ↻ 36 ★ 45

**Top Tweet** earned 24.4K impressions

Today's **#TBT** photo shows preparation for Big 8 Basketball Tournament in 1988 at Kemper Arena. **#Big12MBB**  
[pic.twitter.com/l2aobnhJf1](http://pic.twitter.com/l2aobnhJf1)



↻ 46 ★ 56

**Top Tweet** earned 12.5K impressions

Congrats to the **#Royals** with their 5-0 win over the Cardinals! They currently have **@MLB's** best record.  
[pic.twitter.com/HDXC9xXm1D](http://pic.twitter.com/HDXC9xXm1D)



← 1 ↻ 70 ★ 102

# Social Media Engagement Strategies



## Budget Twitter Chat



**Tyler Caby** @iamtylercaby · Feb 24

What new programs and initiatives will the updated budget support/fund?  
#kcmobudget

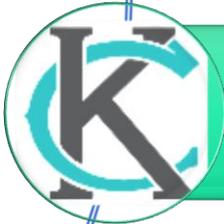


## KCStat Live-Tweeting



**Alex Krause** @AlexKrause · May 5

Are these domestic violence instances repeat offenders? Can we prevent them from having their preferred instrumentality (guns)? #KCStat



## KC Events Cross-Promo



**Kansas City, Mo.** @KCMO · Jun 22

All right, #KC. You have stepped up to help for the #VoteRoyals campaign. Tomorrow, it is time to #VoteKC: [kcmo.gov/vote/](http://kcmo.gov/vote/)



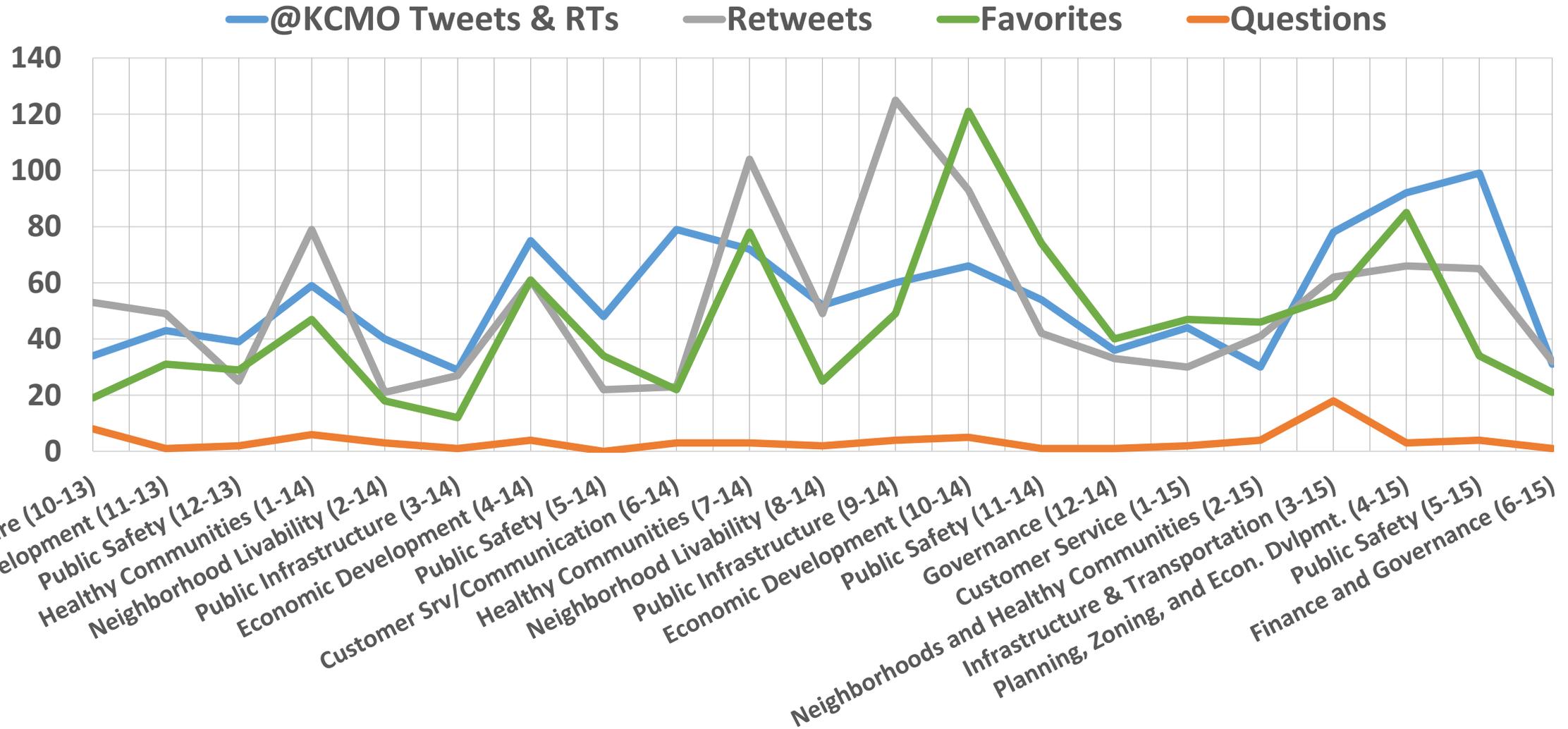
## 311 service requests



**Chris Dolt** @cdolt287 · 6h  
@KCMO311 Big tree down from 2wks ago @40th&Wyoming. Not sure property owner will take care of it.



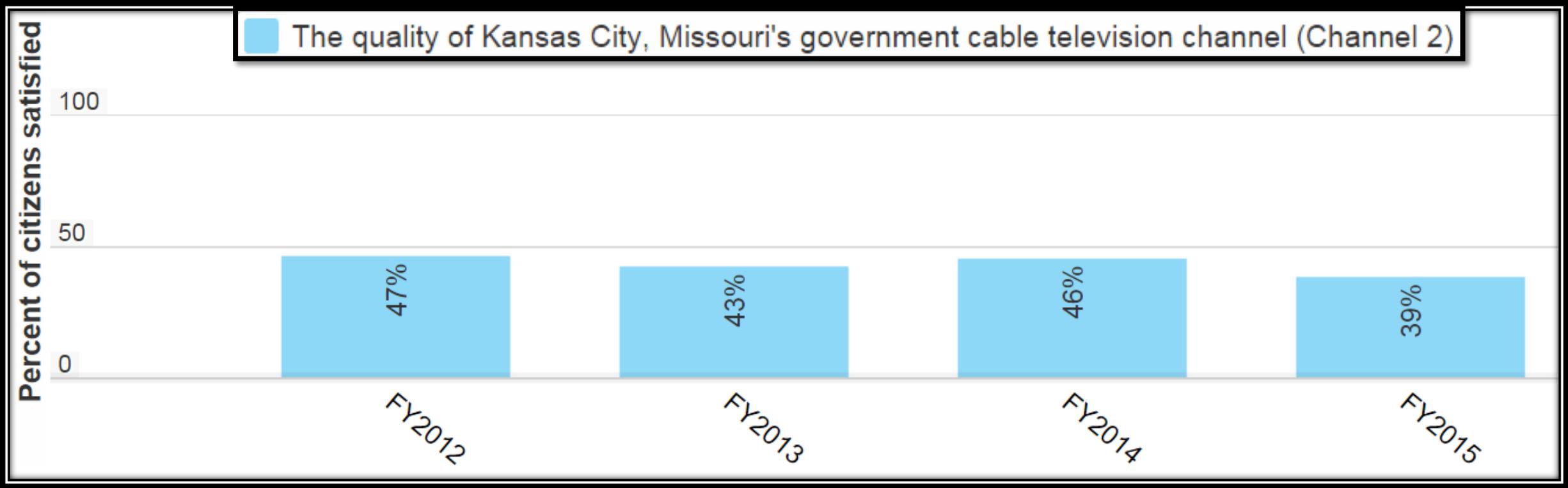
# KCStat Live-Tweeting



# Citizen Satisfaction with Channel 2



 OPENDATA KC

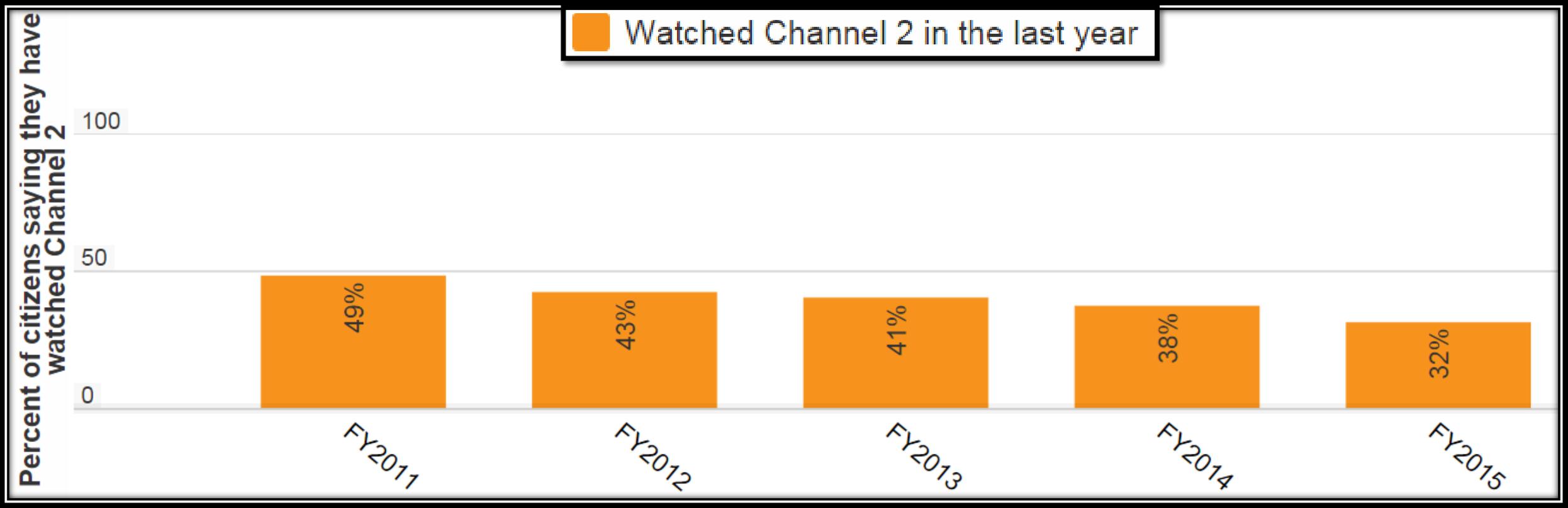


Source: Citizen Survey, FY11 – FY15 (kcstat.kcmo.org)

# Have you Watched Channel 2 in the last year?



OPENDATA KC



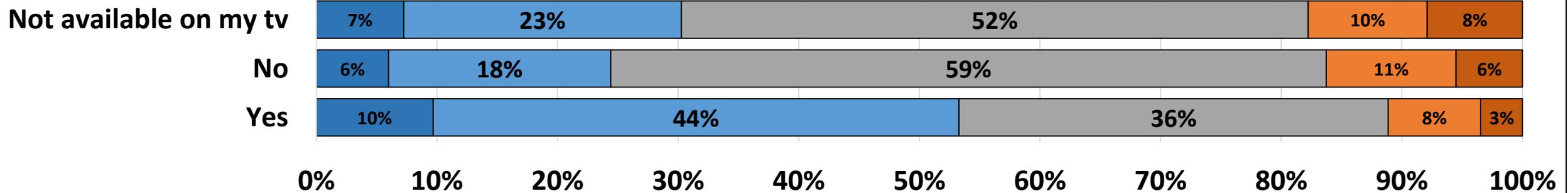
Source: Citizen Survey, FY11 – FY15 (kcstat.kcmo.org)

# Citizen Satisfaction with Channel 2



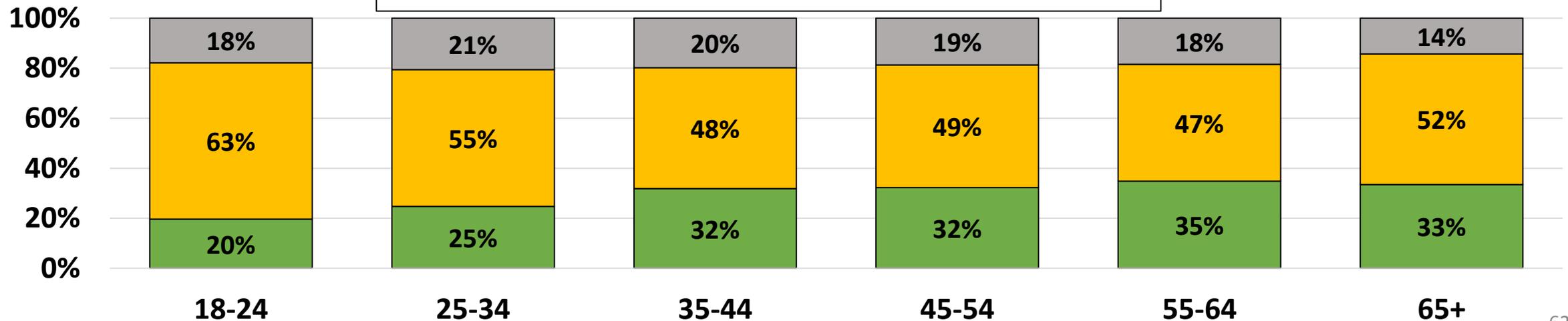
## Quality of Channel 2 by Channel 2 Watchers

■ Very Satisfied  
 ■ Satisfied  
 ■ Neutral  
 ■ Dissatisfied  
 ■ Very Dissatisfied

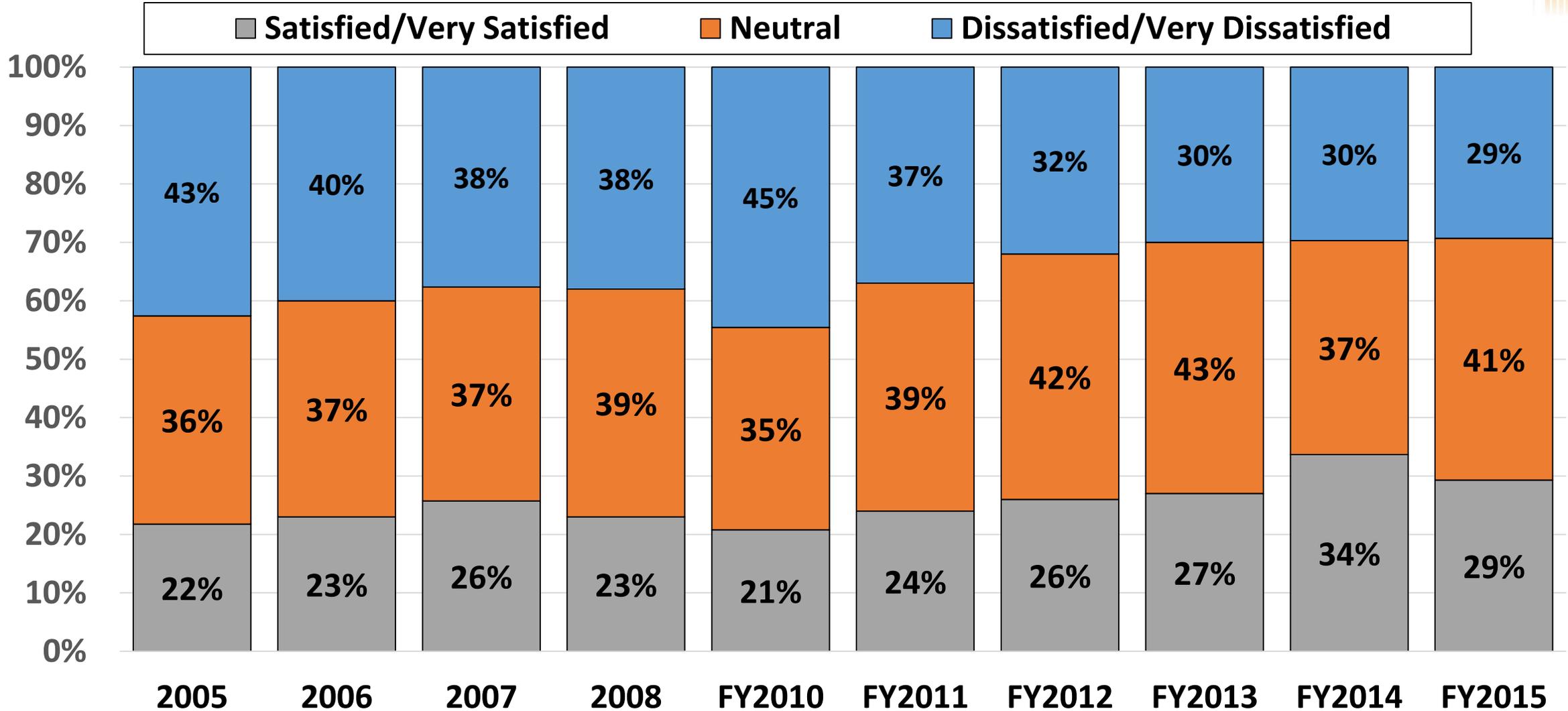


## Have you watched Channel 2 by Age

■ Yes (31%)  
 ■ No (50%)  
 ■ Not available on my tv (19%)



# Citizen satisfaction with Public Involvement in Decision-making



# KCMOMentum



www.kcmomentum.org

Home Search

Sign Up Sign In



## KC Momentum by Kansas City, MO

Welcome to the KC Momentum by Kansas City, MO profile on mySidewalk!

Here you can add a response, share posts and see how your input can directly inform local decisions like these.

Next

1 of 2

Posts

About

Initiatives

Places

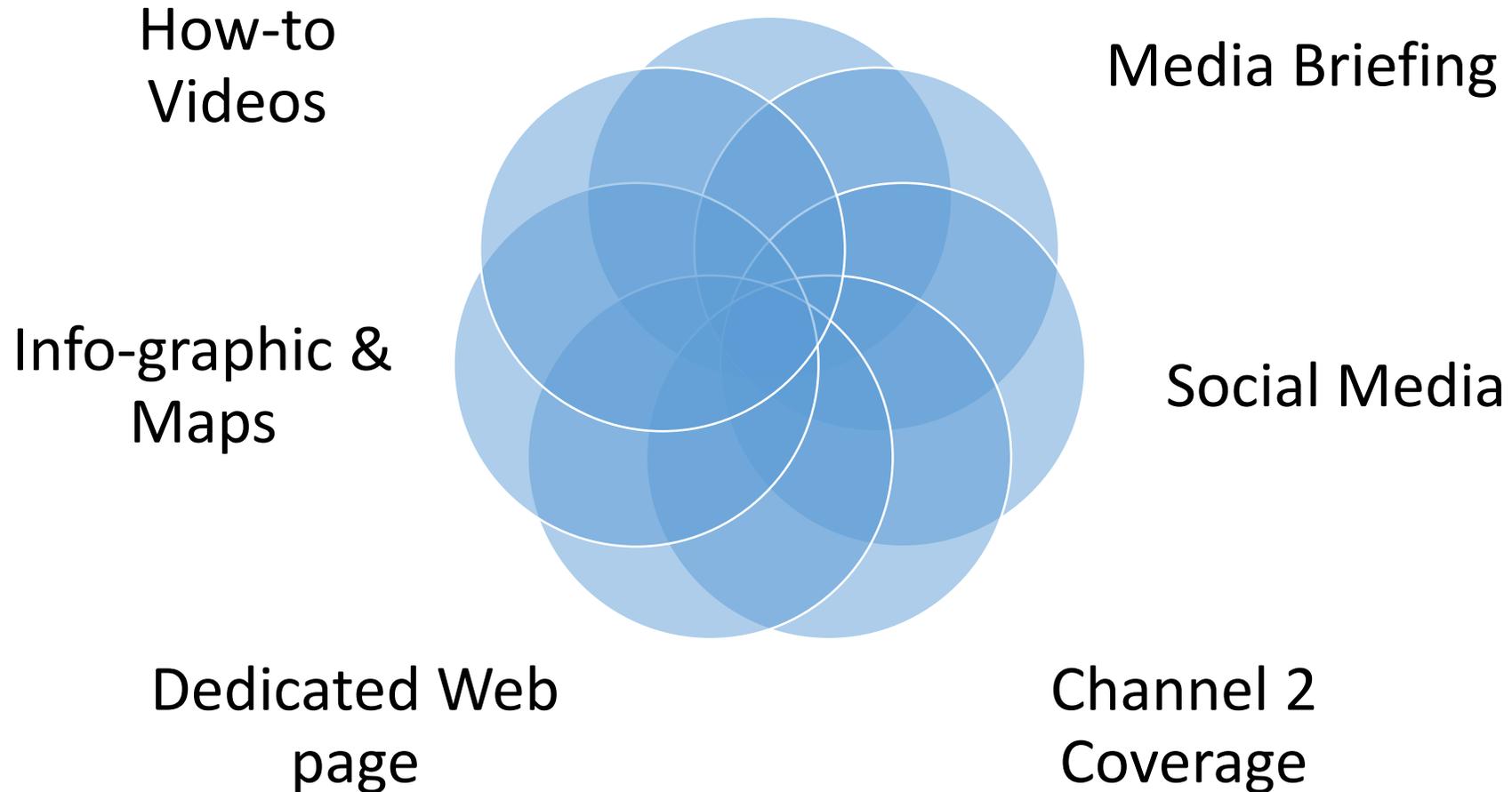
People

The City of Kansas City, Mo. is looking for new ways to hear from the community. Significant changes have been made in recent years to establish priorities, improve accountability, and measure our success in meeting our goals.

We are looking for your feedback on a variety of topics that relate to... [Read More](#)

# Case Study: Storm Response 2015

Inter-departmental  
& Community  
Coordination



# Case Study: Storm Response 2015

## Social

- 65 Tweets
- 181 K reach

## Web: Storm Page

- 2,000 unique page views
- 358% Increase in unique views to leaf & brush site (90-1,132 views)

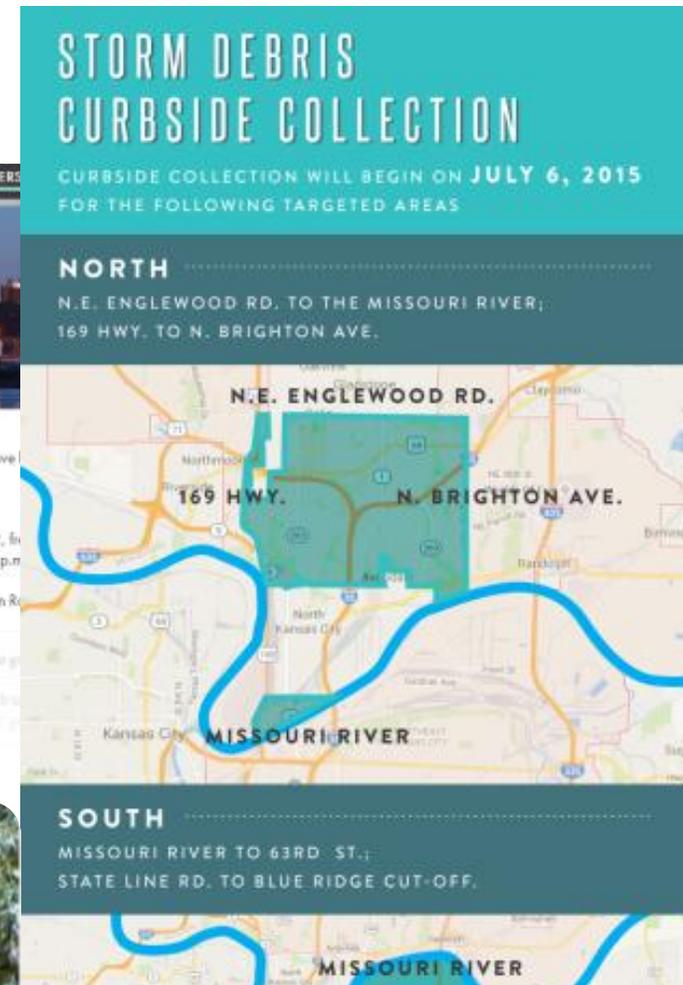
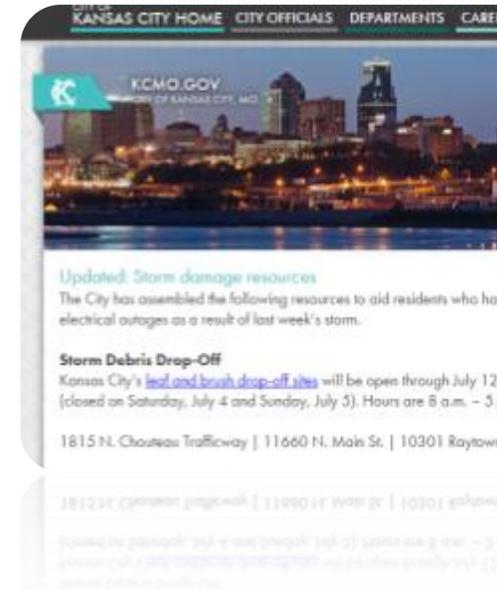
## Media

## Info-Graphic

## How-to video

## News Releases

## Nixle



# Top Tweets during the storm

|  | Impressions | Engagements | Conversions |
|--|-------------|-------------|-------------|
|  <b>Kansas City, Mo.</b> @KCMO · Jun 26<br>Storm damage update: 40,000 City trees had at least some damage. It will take time to clear them. Thank you for your patience.  | 11,463      | 159         | 1.4%        |
|  <b>Kansas City, Mo.</b> @KCMO · Jun 26<br>Find out where to report storm damage, power outages, etc. in <a href="#">#KansasCity</a> on our special Storm Info page: <a href="http://kcmo.gov/storm-jun26/">kcmo.gov/storm-jun26/</a> | 8,947       | 164         | 1.8%        |

OBJECTIVE:  
SERVE OUR DIVERSE  
CITIZENRY BY EXPLORING  
WAYS TO COMMUNICATE  
EFFECTIVELY IN  
MULTICULTURAL SITUATIONS

Related Measurements:

- Citizen satisfaction measurements
- Bi-lingual communication efforts
- Hispanic Community Engagement

# KU Partnership identifies areas for outreach



## T W O W O R L D S Dos Mundos

El Periódico Bilingüe Para la Comunidad Hispana de Kansas City desde 1987

### City bestows trees, trust on Southwest Boulevard

By Jesus Lopez-Gomez, photos by Michael Alvarado

Ciudad otorga árboles y confianza en Southwest Boulevard



KANSAS CITY MO

# 311

CENTRO DE LLAMADAS

SU CONEXIÓN PARA  
**SERVICIOS DE LA CIUDAD**  
e  
**INFORMACIÓN**

- INFORMAR DE UN PROBLEMA
- PEDIR ASISTENCIA
- HACER UNA PRESENTA DE LOS SERVICIOS OFRECIDOS POR LA CIUDAD
- ENTÉRESE QUE HAY DE NUEVO EN SU VECINDARIO Y CIUDAD

**MARKET:**  
311 • 816-253-1313  
Horario 7 am. a 7 pm. Lunes a Viernes

**CORREO:**  
311 Call Center  
214 E. 134 St.  
Kansas City, MO 64104

**DESCARGA NUESTRO APP:**  
<https://www.kansascity.gov/311>  
<https://www.kansascity.gov/311>

**CORREO ELECTRÓNICO:**  
311.CallCenter@kansascity.gov

**FAX:**  
816-253-1303

**TWITTER:**  
Manda un Tweet a @KCMO311

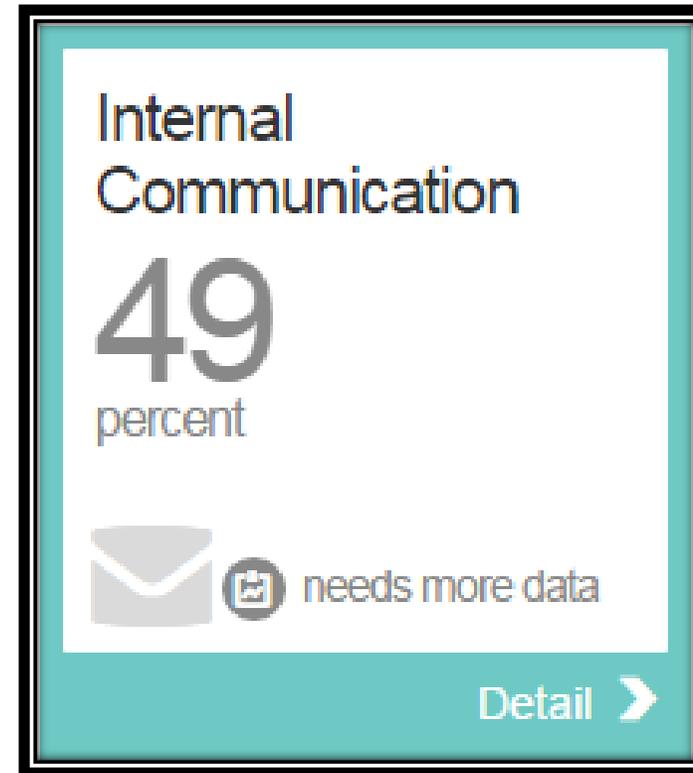
**SITIO WEB:**  
[www.kansascity.gov/311](http://www.kansascity.gov/311)

Consente todos los términos, las condiciones relacionadas con los servicios de la ciudad y todas las políticas de privacidad de 311 y sus socios para más información sobre cómo usar nuestro servicio que puede encontrar.

# NCLR

## NATIONAL COUNCIL OF LA RAZA

# Internal Communication



# “I know what is going on in the city”

Increase the percentage of employees who have a general knowledge and know what is going on in the City to 53% by October 2016.

This goal is measured by tracking employees general knowledge of the city in percent. [Explore the data](#)

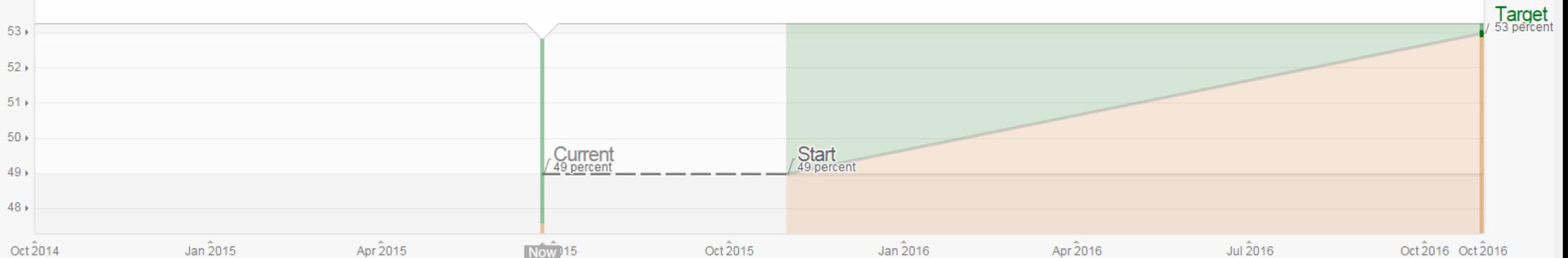
**49** percent  
Current as of Oct 2015

**53** percent  
Oct 2016 Target



Needs More Data

Hide chart



OBJECTIVE:

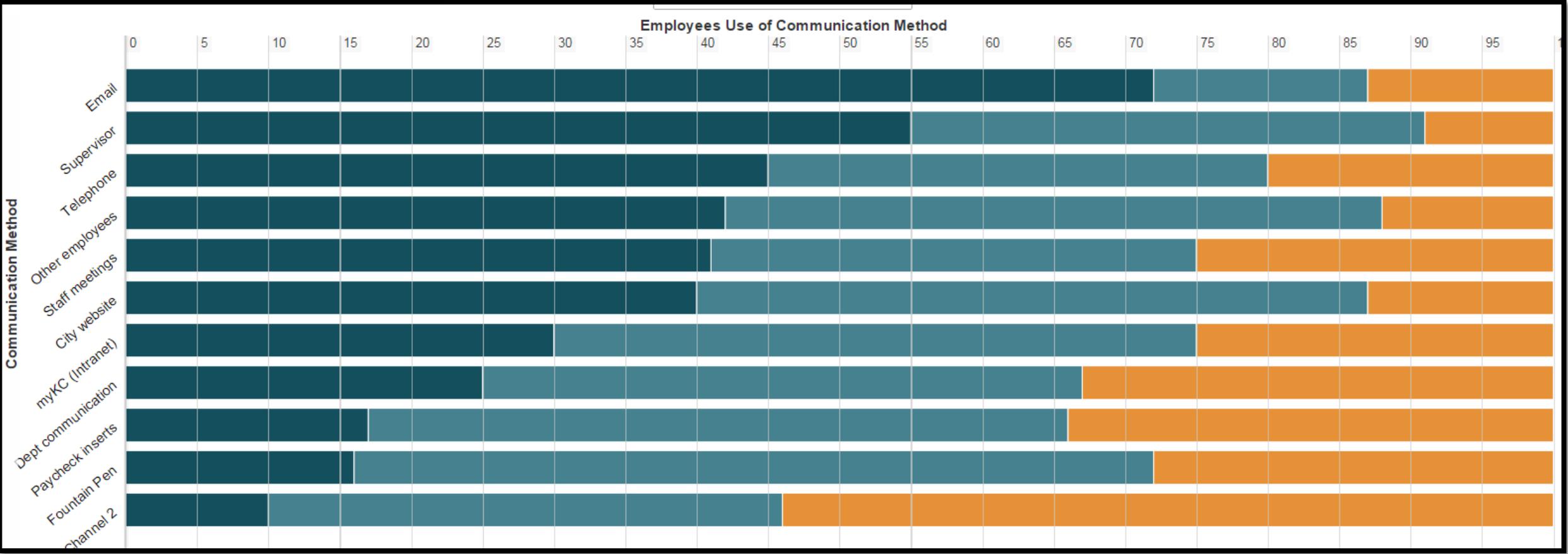
DEVELOP STRATEGIC CITYWIDE  
COMMUNICATION/MARKETING  
PLANS FOR INTERNAL  
COMMUNICATION.

I.) REQUIRE EACH CITY DEPARTMENT  
TO DEVELOP A COMMUNICATIONS  
PLAN TO ENHANCE INTERNAL  
COMMUNICATIONS, WITHIN AND  
BETWEEN DEPARTMENTS

Related Measurements:

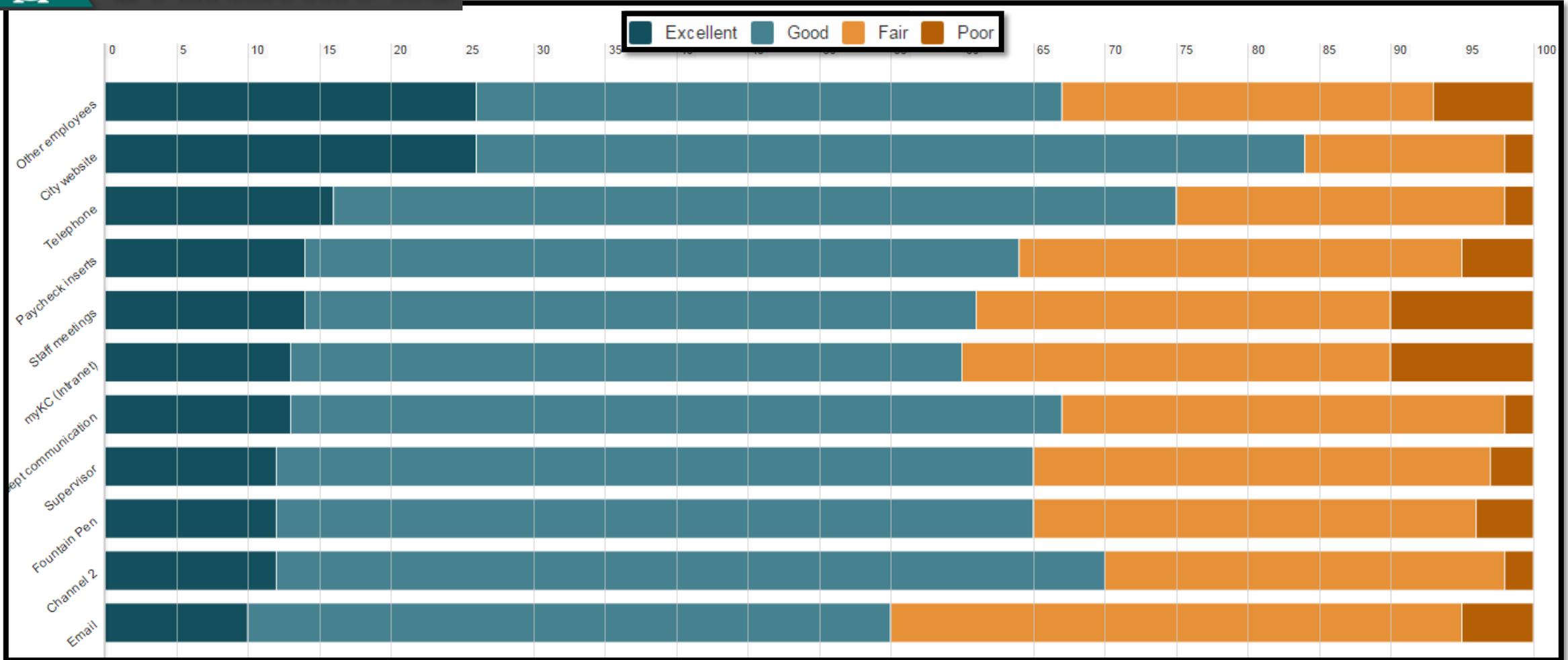
- Employee knowledge of their department
- Management communication with employees

# How city employees get their information



Supervisor, Other Employees, City website and Email are the most frequently relied on communication methods

# How city employees feel about the ways they get their information



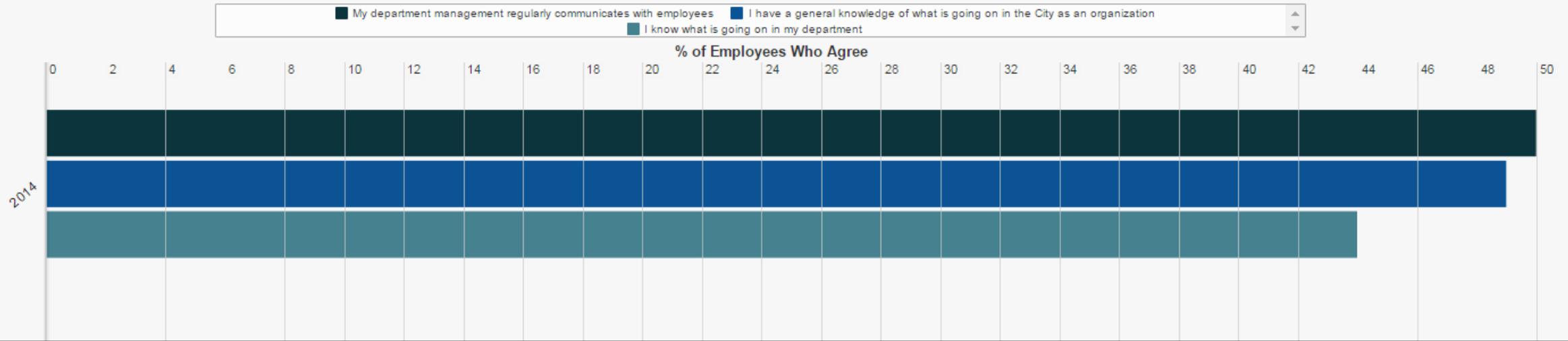
Other employees was rated as one of the most frequent ways of getting information, but had a relatively high level of fair/poor ratings

# City employees' knowledge of the organization



## Internal Communication

The chart below shows the percent of employees who "strongly agree" and "agree" with a series of questions regarding employee communication. Roughly 50% of employees agree that their department management regularly communicates with them and that they have a general knowledge of what is going on the City. A slightly lower percent of employees feel that they know what is going on in their own department. This data came from the 2014 Elevate KC survey, an internal employee satisfaction survey.



Launched  
February  
5, 2015

Home 311 Payroll Calendar KCMO.gov Fountain Pen Employee Discounts Access Outlook PeopleSoft Sharepoint Find a Number

my KC

Departments Human Resources Fountain of Health Corporate Safety Tools/Resources Employee Policies IT Requests/Tools

### What's Happening ([Submit Request](#))



Starting on July 1, there will be a new Kansas City Health Care Trust Medical Kiosk on the 8th floor. [Read More](#)



Sign up for Community of Excellence New Employee Onboarding class for supervisors on July 15. [Read More](#)



The June issue of the Fountain Pen is out. Find out how to use myKC more effectively and more! [Read More](#)

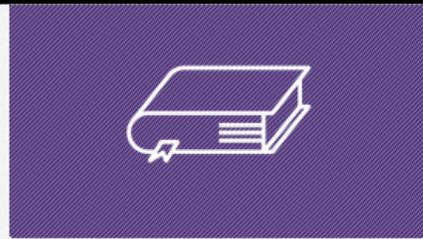


Events came to a close on Saturday, June 27. Please look for final official results coming soon from Yvette Tunley. [Read More](#)

### Search myKC

Search across all sites:

# Fountain Pen



A photo gallery of great dads



City hosts special day for girls and boys



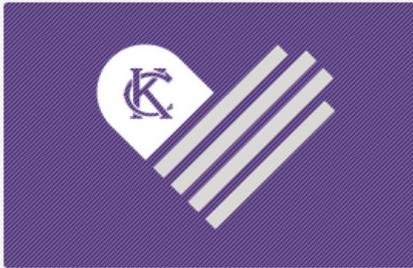
City plays supporting role in newly revived film commission



Corporate Challenge cheerleaders



Suggest an audit



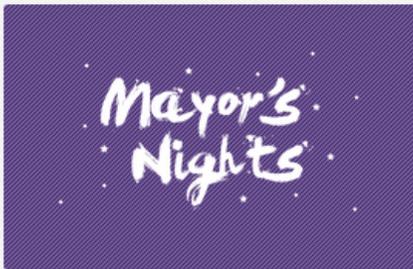
Chartland blog



Employees win award for outstanding service



Tips for using myKC intranet site



Spread the word: Mayor's Nights return!



Notable notes



**Vanessa Williams, real estate manager**

Running a city of half a million people and more than 300 square miles is a complex business, especially when it comes to managing City-owned properties. Vanessa Williams is up for the job—as Kansas City's real estate manager, she works to help find tenants or buyers for City properties that are no longer in use.

Here's how the process works. The City Real Estate Office reviews a list of properties to make certain they're not needed anymore. The City Council then passes an ordinance to declare the properties as surplus and the office puts them out for public bid. Typical buyers are citizens, developers, business owners and adjacent landowners.

Williams joined the City Real Estate Office last fall. She says the first six months in her position required dedication to researching and reclassifying the City's existing inventory, including land and buildings.

"Many of the properties owned by Kansas City have a really rich history," said Williams. "Our team classified structures such as fire and police stations which were built by the Work Progress Administration in the 1930s."

Kansas City's real estate portfolio has almost everything—including parcels of land, cell towers, bridges, parking lots, and vacated police and fire buildings. There are more than 2,500 properties in total. To Williams, this diverse portfolio represents a remarkable opportunity for the City, tenants and prospective buyers.

Most of the property marketed by the City Real Estate Office is zoned for commercial use; however, some pieces of property are perfect for other uses—such as partnerships with non-profit groups who are in need of some real estate. For example, the City's Municipal Farm which was built in 1911 is now an important place for nonprofit organizations such as Boys Grow, which teaches youth about agriculture and business. The farm also houses a soap box derby track, community gardens, and a helipad used by Kansas City's Police Department.

# ElevateKC – Internal Communication subcommittee Recommendations



|                        |  |                   |  |
|------------------------|--|-------------------|--|
| Internal Communication | Provide City email to all employees; provide training via new employee orientation, EJ4 video training, and in-person meetings if necessary              | Short/Medium term | AR directing IT to create active emails for all employees  |
|                        | Provide access to internet in city buildings via wi-fi and/or internet-connected technology  | Medium term       | Assessment of needs and allocation of resources for hardware/network   |
|                        | Establish MyKC as main communication channel; establish communication liaisons within departments to serve as content contributors and relay information | Medium term       | Minor IT default changes, more branding/outreach by Communications Division, communication liaison requirement from top down |
|                        | Facilitate employees in using their own cell phones as technology/communication assets   | Medium term       | Long term labor class negotiations may be required to fully implement with labor class employees                             |
|                        | Augment existing communications training for managers and supervisors  | Short term        | Consider as part of HRMA or utilize EJ4 to require managers and supervisors to receive training                              |
|                        | Create an internal "Communications Toolkit" for Departments and Divisions to use.  | Short term        | Assign an owner and a deadline.  |

# Final Thoughts or Questions?

