



KCStat Follow-Up Memo

Customer Service and
Communications KCStat

June 4, 9:00AM



Full presentation and video can be found at
kcmo.gov/kcstat/meetings

Live-tweet stream can be found by searching
Twitter for #kcstat

This KCStat meeting focused on reporting progress toward the objectives and strategies under the goal of Customer Service and Communication, as outlined in the 2019 Update to the Citywide Business Plan. Major discussion points, follow-up items, and data questions are summarized below, organized around the Customer Service and Communication objectives and strategies. Follow-up items will be discussed at the next Customer Service and Communication KCStat meeting, which is tentatively scheduled for June 2020. For questions, please contact Kate Bender (kate.bender@kcmo.org).

Objective 1

Continually seek innovative and creative ways to connect with the public and staff while applying an integrated and strategic approach to all communication efforts

Strategy A – 4:47

Implement the City's strategic communication plan and ensure that it includes an integrated, strategic approach for communicating with residents about pressing operational issues

- Resident satisfaction with the effectiveness of communication over time decreased slightly from the previous year, which may be a result of decreased resident satisfaction in other service areas (e.g. potholes and solid waste). Satisfaction with City Communications' initiatives is generally up.
- *The opportunity to engage/provide input into decisions made by the city and the availability of information about City programs and services* remain the top two ranked communications categories by residents in importance-satisfaction
- The City's website is the communication channel that residents most prefer for receiving information from the City
- This strategy has been deemed complete. It is recognized as an ongoing process to try reaching residents across multiple communications channels
- Residents can continue to track the progress of the 2017 capital improvements program (Go KC) on the [Go KC Projects Explorer](#)

Strategy B – 7:40

Expand customer service and communications training for supervisors and managers through multiple channels in order to reinforce learning and further refine skills in these areas

- This strategy has been deemed complete. It will continue to be an ongoing effort as a part of the City's commitment to customer service
- Since May 2014, 1,602 KCMO employees have completed the two-and-a-half-day Customer Service Training

Strategy C – 10:27

Create at least one Public Service Announcement (PSA) per quarter on important City issues

- Resident satisfaction with KCMO video content (TV and online) increased 5% from last year
- The percent of residents who have watched Channel 2 has not changed from last year
- "KC in 60" is the number one highest viewed content on the City's public kiosks since July 2018
- City Communications has begun to embed videos on Twitter, instead of simply providing a link. This has helped drive Twitter views up over time

- Follow-Up: City Communications to work with Smart Media on the ability to broadcast content for emergency management purposes (City Communications)

Objective 2

Expand resident engagement in activities throughout the City, including the Citywide Business Plan and budget review processes

Strategy A – 18:29

Identify new methods of promoting resident participation at events, such as the Citizen Engagement University, Citizen Works sessions, and other public hearings.

- KCMO is above the national benchmark regarding resident satisfaction with the opportunity to engage/provide input into decisions made by the City
- The three 2018 Resident Work Sessions were the highest attended Resident Work Sessions that the City has hosted. Over 130 people attended
- Dates and times for the 2019 Resident Work Sessions are being scheduled for early August. 2020 Resident Work Sessions will be scheduled in the Spring, instead of the Summer, in order to get feedback earlier in the planning process
- There have been 311 total graduates of Community Engagement University since Spring of 2014
- An internal Community Engagement University targeted to city staff is in the planning stages
- City Communications is launching a new resident engagement branding (“Speakeasy”) that every department can utilize when holding engagement efforts
- Follow-Up: Explore providing daycare services for residents at the City’s Speakeasy events (Resident Engagement Committee)

Strategy B – 40:35

Identify and utilize interactive technologies to communicate directly with citizens on a remote basis, such as the City’s virtual town hall and other social media channels.

- Resident satisfaction with the City’s use of social media has increased 3% since FY18
- The biggest increases in satisfaction with City’s use of social media came from 45-54 age group (+9%) and the 65+ age group (+6%)

Objective 3

Promote trust and understanding through transparency.

Strategy A – 44:55

Determine ways to make information about the City’s performance, operations, and financial condition more transparent, user-friendly, and understandable to elected officials and the public.

- The new website design for KCMO.gov will be available to public in the first week of July
- Some features of the new website include clearer organization, easier search functions, higher ADA compliance, better mobile version and a comprehensive calendar of the City’s events.
- Follow-Up: Explore the possibility of doing a focus group to research what KCMO content residents would like to see (City Communications)

Strategy B – 52:16

Respond to the most frequent public information request by providing data on the Open Data Portal.

- The City recently received it’s first Gold Certification from What Works Cities. The certification is a national standard of excellence that recognizes local governments for excelling the use of data and evidence to deliver results for residents. KCMO is one of four cities nationally to ever receive a Gold certification
- The top 3 sunshine requests are Bids and Contracts, Email (Mayor, Council, Manager) and salaries/overtime
- Follow-Up: Put out salary/overtime data on Open Data (DataKC)

Strategy C –59:51

Identify ways to impart information more effectively to personnel in the field.

- There is still a significant gap about knowing what is going on in the City between office and field staff (Office staff: 60%, Field staff: 32%). Communication with field staff is often limited to face-to-face interactions and can be labor and time intensive
- Three departments are testing the use of Nixle to communicate directly with employees: Parks and Recreation, Health Department, and Water Services

Strategy D –1:05:08

Disseminate a manual on best practices to improve intra-and inter departmental communications.

- 2019 was the fourth year for the Deputy/Division Manager Exchange. The themes for this year's exchange were Customer Service and Work Culture. 20 employees participated
- Organizational Development, a section of the Finance Department, is developing a manual that provides guidance of best practices of internal communications within departments and between departments. The anticipated date for the manual to be posted on MyKC is December 2019

Objective 4

Improve the internal and external customer experience.

Strategy A – 1:09:08

Monitor established customer service standards that can be applied across all departments, and report performance

- 311 service requests for trash/recycling and streets/roadways/alleys doubled between 2016 and 2018
- The top four highest service request months since 2015 occurred between November 2018 through May 2019. 59% of the service requests during that time were trash/recycling (43%) and streets/roadways/alleys (16%)
- Satisfaction with the quality of the City's 311 service remains unchanged from FY18. Satisfaction with the courtesy/professionalism of 311 staff rose 2% between FY18 (69%) and FY19 (71%)
- Residents that reported contacting the 311 Action Center increased 4% between FY18 (53%) and FY19 (57%)
- This strategy is complete

Strategy B 1:13:22

Create a central repository for collecting feedback about customer service citywide

- There has been 360 employee kudos since the program began in January 2018
- This strategy is complete

Strategy C 1:15:13

Develop a Coaching to a Culture of Service training for supervisors and managers

- A new one-day Culture of Service training module for supervisors and managers will debut in 2020
- 75% of KCMO employees believe customer service is a top priority for their department
- A new catalog of over 90 classes and training programs for KCMO employees will launch this Fall