City of Kansas City, Missouri

Docket Memo

Ordinance/Resolution #: 250338
Submitted Department/Preparer: City Auditor's Office
Revised 6/10/24

Docket memos are required on all ordinances initiated by a Department Director. More information can be found in Administrative Regulation (AR) 4-1.

Executive Summary

Directing the City Auditor to perform a performance audit of the City Communications Office to assess its policies against local government best practices including whether to decentralize some or all of city communications functions to departments and evaluate the policies with the City's values of transparency and accessibility, and to report back to the City Council within 90 days with findings and recommendations.

Discussion

Effective communication with the public is essential for fostering transparency, trust, and informed civic engagement in Kansas City's government. The City Council recognizes a distinction between "public relations" - which primarily focuses on managing the City's image, reputation, and brand - and "communications" - which centers on delivering accurate, timely, and useful information to the public about City services, policies, and initiatives.

Effective communication is especially critical in matters of public health, where timely, transparent, and flexible messaging can directly impact community safety and health outcomes. A comprehensive review of the City's existing communications procedures is necessary to ensure that both internal communications and external, public-facing communications are effective and well-coordinated.

The City of Kansas City is committed to ensuring that all communications reflect the City's core values of transparency and accessibility, thereby guaranteeing that information is shared openly, reaches all segments of the community fairly, and is accessible to people with disabilities and those who speak languages other than English.

Fiscal Impact

1. Is this legislation included in the adopted budget? ☐ Yes ☒ No

2. What is the funding source?
   Not applicable as this resolution does not require a funding source.

3. How does the legislation affect the current fiscal year?
   Not applicable as this legislation does not affect the current fiscal year.

4. Does the legislation have a fiscal impact in future fiscal years? Please notate the difference between one-time and recurring costs.
   The legislation does not have a fiscal impact in the future fiscal years.

5. Does the legislation generate revenue, leverage outside funding, or deliver a return on investment?
   No.

Office of Management and Budget Review
(OMB Staff will complete this section.)

1. This legislation is supported by the general fund. ☐ Yes ☒ No

2. This fund has a structural imbalance. ☐ Yes ☒ No

3. Account string has been verified/confirmed. ☐ Yes ☒ No

Additional Discussion (if needed)
No account string to verify as this legislation will not have a fiscal impact.

Citywide Business Plan (CWBP) Impact

1. View the Adopted 2025-2029 Citywide Business Plan

2. Which CWBP goal is most impacted by this legislation?
   Finance and Governance (Press tab after selecting.)

3. Which objectives are impacted by this legislation (select all that apply):

   ☒ Ensure the resiliency of a responsive, representative, engaged, and transparent City government.
   ☐ Engage in workforce planning including employee recruitment, development, retention, and engagement.

- ☐ Foster a solutions-oriented, welcoming culture for employees and City Partners.
- ☐
- ☐
- ☐

Prior Legislation

No Prior Legislation.

Service Level Impacts

N/A

Other Impacts

1. What will be the potential health impacts to any affected groups?
   Not applicable as this legislation does not have a fiscal impact.

2. How have those groups been engaged and involved in the development of this ordinance?
   N/A

3. How does this legislation contribute to a sustainable Kansas City?
   N/A

4. Does this legislation create or preserve new housing units?
   Please Select (Press tab after selecting)

   No
   Click or tap here to enter text.

5. Department staff certifies the submission of any application Affirmative Action Plans or Certificates of Compliance, Contractor Utilization Plans (CUPs), and Letters of Intent to Subcontract (LOIs) to CREO prior to, or simultaneously with, the legislation entry request in Legistar.

   No - CREO's review is not applicable (Press tab after selecting)
   Please provide reasoning why not:
   Click or tap here to enter text.

6. Does this legislation seek to approve a contract resulting from an Invitation for Bid?

   No(Press tab after selecting)

   Click or tap here to enter text.

7. Does this legislation seek to approve a contract resulting from a Request for Proposal/Qualification (RFP/Q)?
   No(Press tab after selecting)