

STATE OF KANSAS)
WYANDOTTE COUNTY)) SS
CITY OF KANSAS CITY, KS)

SPECIAL SESSION, THURSDAY, OCTOBER 26, 2017

The Unified Government Commission of Wyandotte County/Kansas City, Kansas, met in Special Session, Thursday, October 26, 2017, with eleven members present: Bynum, Commissioner At-Large First District (left the meeting at 6:36 p.m.); Walker, Commissioner At-large Second District; Townsend, Commissioner First District; McKiernan, Commissioner Second District; Murguia, Commissioner Third District (arrived 5:04 p.m.); Johnson, Commissioner Fourth District; Kane, Commissioner Fifth District (arrived at 5:04 p.m.); Markley, Commissioner Sixth District; Walters, Commissioner Seventh District (arrived at 5:02 p.m.); Philbrook, Commissioner Eighth District and Holland, Mayor/CEO, presiding. The following officials were also in attendance: Doug Bach, County Administrator; Ken Moore, Chief Legal Counsel; Melissa Sieben and Gordon Criswell; Assistant County Administrators; Bridgette Cobbins, Unified Government Clerk; Jon Stephens, Interim Director of Economic Development; Alan Howze, Chief Knowledge Officer; Brett Deichler, Director of Delinquent Revenue/311 Call Center; Debbie Pack, County Treasurer; and Officer Ron Sutton, Sergeant-at-Arms.

MAYOR HOLLAND called the meeting to order.

ROLL CALL: Markley, Philbrook, Bynum, Walker, Townsend, McKiernan, Johnson, Holland.

NOTICE OF SPECIAL MEETING of the Unified Government of Wyandotte County/Kansas City, Kansas, to be held Thursday, October 26, 2017, at 5:00 p.m. in the 5th floor conference room of the Municipal Office Building for a presentation by the Wyandotte Economic Development Council (WYEDC)/Workforce Development & Growth and MyWYCO Mobile App.

CONSENT TO MEETING of the governing body of Wyandotte County/Kansas City, Kansas, accepting service of the foregoing notice, waiving all and any irregularities in such service and in

such notice, and consent and agree that we, the governing body, shall meet at the time and place therein specified and for the purpose therein stated.

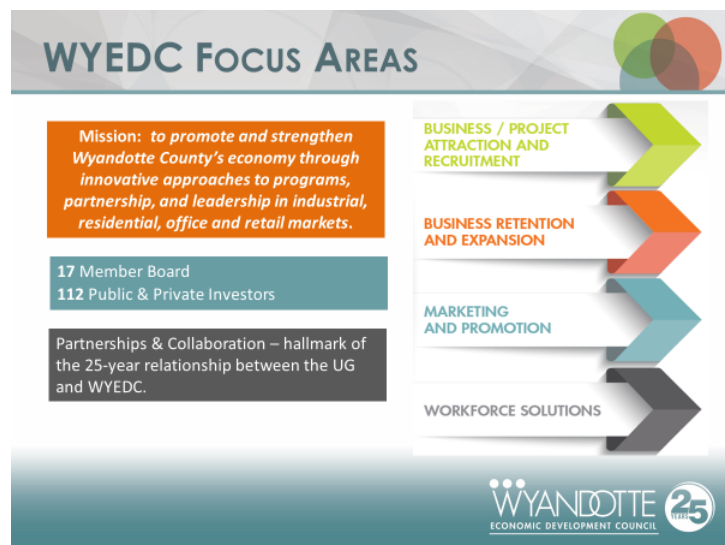
Wyandotte Economic Development Council (WYEDC)/Workforce

Doug Bach, County Administrator, said I'm excited to have the Wyandotte Economic Development Council staff here this evening with Greg Kindle and his group that have come in to go through this. We asked them to come over, and they had asked to come over, and really tell us about what they do as far as their operations and I will say from our operations from my office in the County Administrator's Office and Economic Development, they are very critical partners to us. They do a lot of heavy lifting on their end. When we come over here and we have projects that we're going through and we're working it's because these folks have spent many hours and days going through and working on different people, different projects, so they can come as far as they are to get so then we can start working through and putting it into a development agreement phase. Very pleased to have them here tonight and Greg I will turn it over to you and let you introduce your team and go through your presentation.

Greg Kindle, President of Wyandotte Economic Development Council, said I had to use Doug first off just to get my team to come up here so this is how we tag team and collaborate. I have an idea and then I have to get the team to do it. Immediately to my left is Cari Lynn, our Executive Assistant as well as Investor Relations Coordinator; Marcia Harrington, our Business Retention Coordinator; and then Danica Rome, who is our Senior Director for Business Retention Expansion and the Workforce Solutions. We also employ Loretta Colombel who is a contractor for us on the Business Retention side as well. From title alone you can tell we spend probably more time on the Business Retention side than anywhere else. To my right is Jon Stephens. While he doesn't work for us, without John and Doug and of course many of the departments we would never get done what we do here in the county as a tag team so we appreciate the investment and the time. Commissioner McKiernan is on our board as is Mayor Holland. Commissioner McKiernan, in particular, and Commissioner Philbrook participate very heavily on our Workforce Solutions Committee as does Commissioner Johnson on the Workforce Partnership Board and so we interact with you all on a regular basis and feel fairly familiar with you all because we're in the trenches with you all on a daily basis.

October 26, 2017

What I thought I would do is have a quick presentation. I know there are other folks that have presentations as well, ask questions if you have them.



First off you know our mission is essentially to do whatever it takes to drive the economy in Wyandotte County through whatever partnerships, whatever programs which you will see through the presentation sort of the evolution of the Economic Development Council over the last 25 years. This is sort of the ending of our 25th Anniversary.

We have a 17-member board. You have two members of the board here and about 112 public and private investors including you all.

We are probably, in terms of revenue, you all make up about a third of our revenue per year through your contract. Partnership and Collaboration for all the things that we do, it all comes back to relationships and working with people and connecting folks back to either sites and buildings, figuring out whatever the problem may be and we play a lot of different roles but it's always back to the relationship piece of it and making sure we're doing the right thing here in the community.

The four key areas attraction which tends to grab the most number of headlines but as you know from the folks that we have here on our team we spend more of our time on the Retention/Expansion side keeping and growing what we have. About three years ago we all collectively determined that we needed to do more to make sure we protect our base. There are a whole lot of folks looking to move our companies out of Wyandotte and a fairly small team of us making sure we keep them here. We have spent an inordinate amount of time and resources to

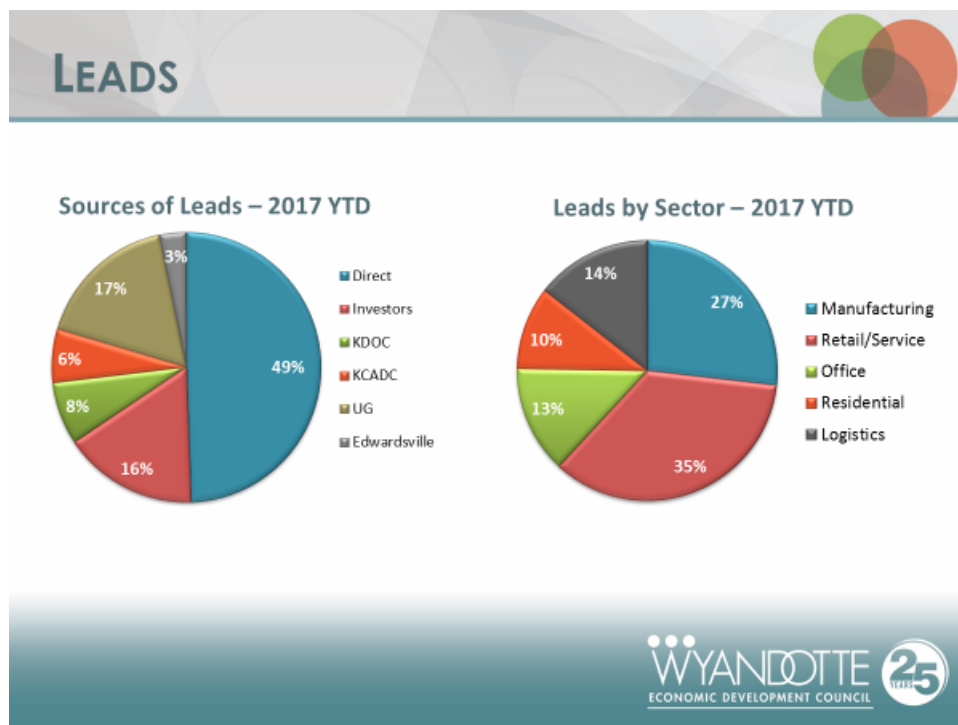
try to ensure that we keep the companies that we have and grow them so that's what our team does by and large to try and keep those folks. It isn't always successful and frankly not every company is perfect and not everyone is paying great wages and is a great community advocate, but business retention is a big part of what we do.

Marketing and Promotion, we usually say that anybody that will listen to us we will go talk to them regardless of size and scope. If they want to hear our story and the great things we're doing here in Wyandotte, then we're happy to go talk to them about that. Yesterday I was down in Atlanta talking to some site consultants about Wyandotte County and the State of Kansas and why they ought to come up to this location.

Lastly is Workforce Solutions. Less than two years ago the board agreed that what we were doing was not really focused on workforce developing. We weren't developing the workforce but what we were doing is trying to figure out how to piece together solutions for our employers, for our citizens, and to try to connect those jobs that were being created with the companies and with our folks and we will talk a lot more about that.



This is our board, everybody's mugshot so you will have a good feel for the cross-section of the public and private investors that are on our board.

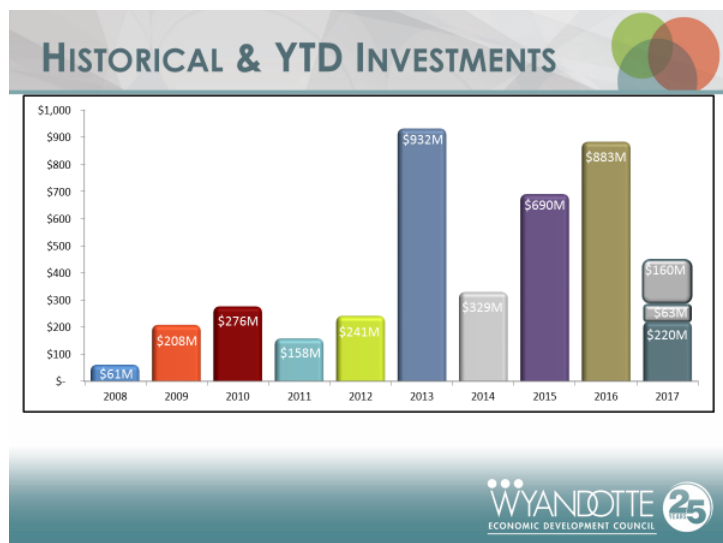


Before we kind of get into the programmatic piece, I just want to give you kind of an overview of just some general information. This kind of gives you an idea of where our leads come from. About half of them come directly to us so folks who pick up the phone from the real estate brokerage development, from maybe banks that may be site investors from across the country will call us directly and inquire about whether we have sites, buildings, programs that might work for them.

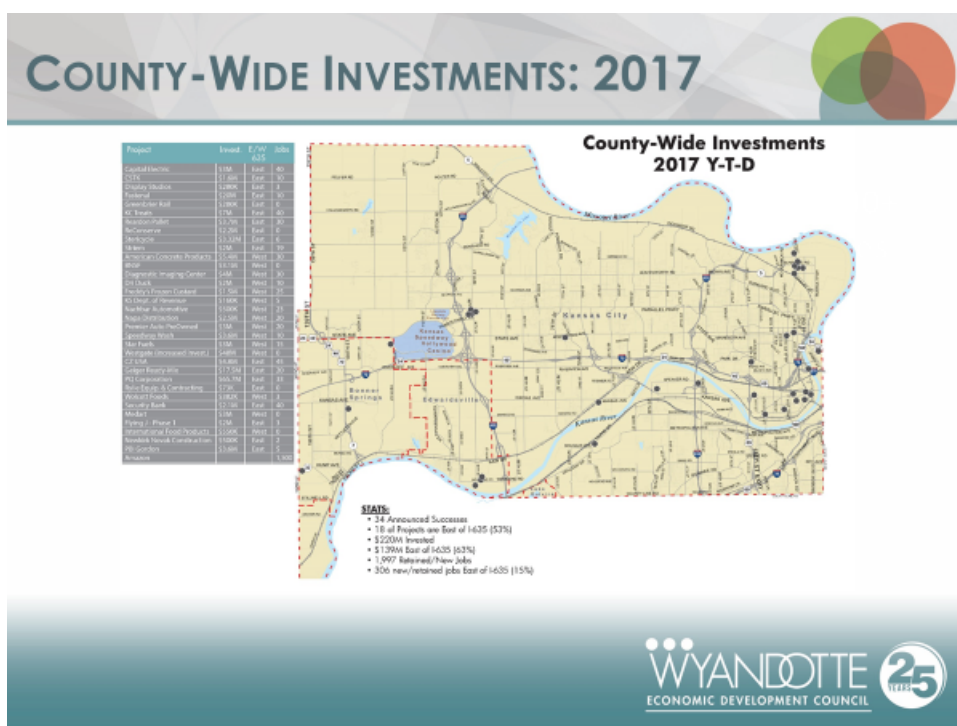
The next big chunk is really split between the Unified Government and investors so there has been a little bit of a switch here. For a little while the KCADC wasn't as big a piece of our lead generation, that has grown in recent months. The number of leads coming directly from our investors, which as you might expect, are a lot of developers in the market and the region have kind of come down just a little bit. Then you see how that kind of splits out between the UG as well as the big provider. I'm going back again to that collaboration where a project may start here. We may get involved to do some portion of it or vice-versa.

Leads by Sector; I think right now it's probably one of the more healthier mixes of the leads that I've seen in a good while. We're seeing a good mix between the manufacturing as well as the retail/service side of it. If I had to split that service/retail piece up, I would say it's more heavily laid out on the service side. Then you see office which has crept up quite a little bit in the last few months and then residential. Mostly on the residential side I would tell you

we're working with multi-family projects. The single-family piece is a little different, but multi-family we do get a little more engaged in that process.

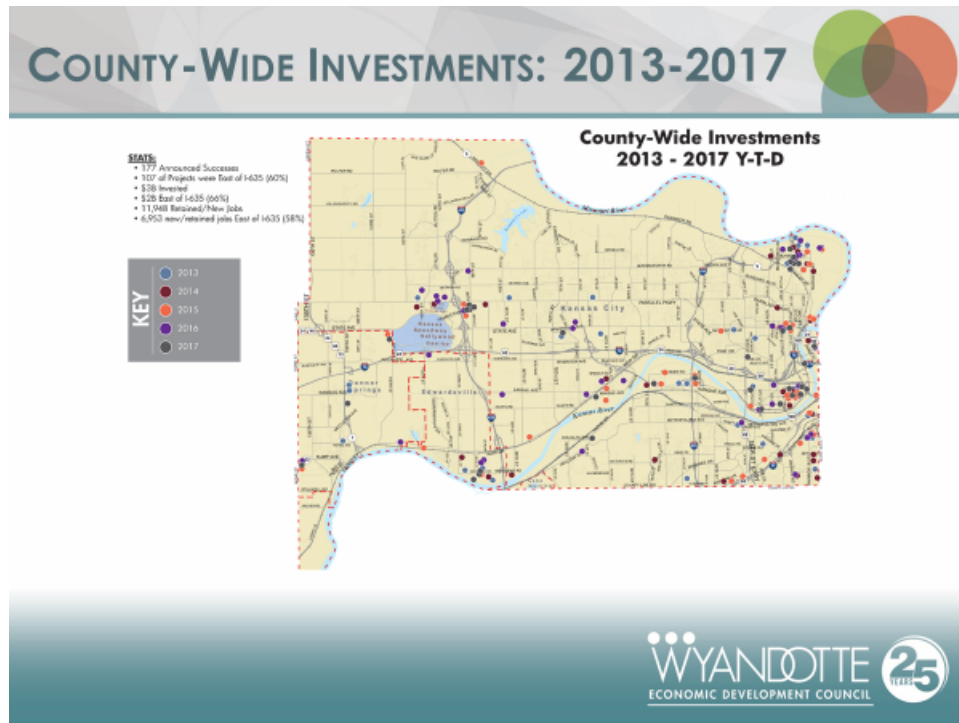


This is just for historical. Instead of listing the typical five-year stretch I kind of put this into a ten-year scope to give you a feel for where we are historically on capital investment. In years past capital investment is important. Without capital investment, we're not going to continue to grow, but I would tell you that the board of the EDC has lessened its focus on just capital investment because what we saw over the last four or five years is significant investment and significant wages, but we weren't seeing that connection to our citizens here in Wyandotte County. What we saw was this very large disconnect between all this capital investment and our household income. We're going to get much more into that piece of it because we're spending a lot of time on just that aspect of it. I think it's important to at least look historically that those years in 2009 and 2010 those were phenomenal years in all respects, but we've gotten pretty accustomed to some pretty strong years. In 2017, you see year-to-date we've announced \$220M collectively. There is another \$63M in pending projects and then the \$160M is actually the American Royal as you might expect and so we kind of broke those out to show you what that look like.

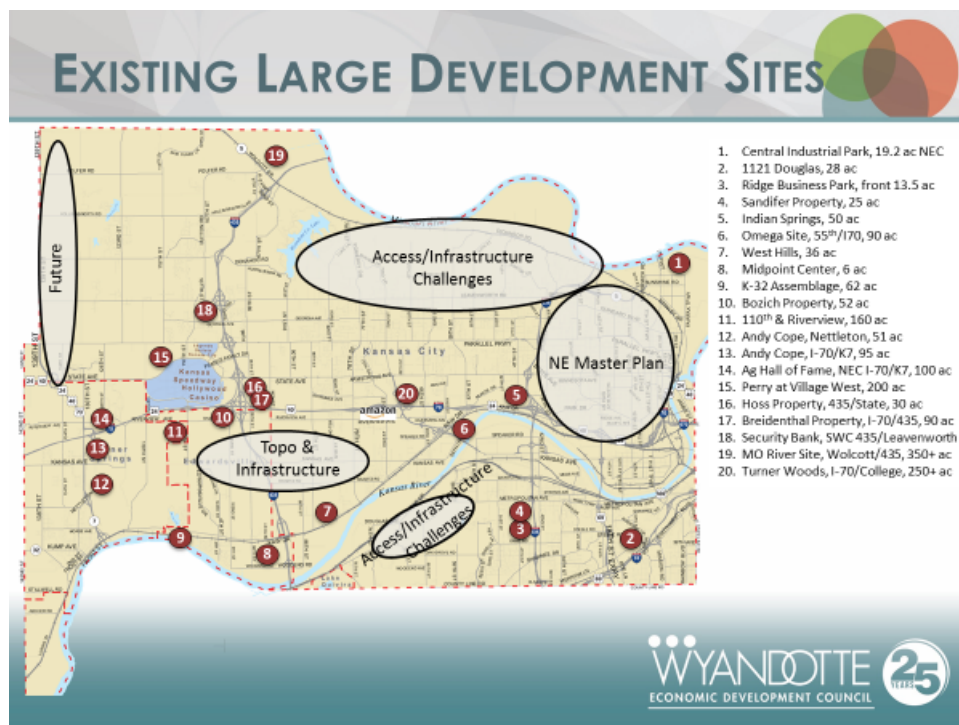


You've seen these next two slides. John had a presentation some months ago. I just kind of wanted to pick up on this. I didn't want to go back through all that, just to highlight where we are with investments. It's kind of tiny, kind of hard to read, but what you see is that we've had 34 investments already made this year. That is largely ahead of where we were this time last year. We anticipate another probably five to ten investments announced. What the trend is telling us on this side is that the size of the projects are getting smaller in terms of the value of those investments as well as the number of jobs because the companies that are making the expansions are smaller. That kind of goes back to the evolution of our Business Retention Program. The first year or two we really spent our time working with the largest companies, our biggest employers where we would have the biggest impact and that shows up in those investments. Now we're calling on smaller to mid-size companies. We call a lot more of them but they take just about as much time but that's equating into those \$250M investments so maybe three years ago we were looking at \$300-\$3.5M average investments, we're probably looking at closer to \$200M to \$1.5M investments. It's not a bad thing. That's where the NRA Program really comes into play helping those kinds of projects. Every one of those projects that comes through our office has to go through your offices as well in terms of the UG Planning & Zoning,

Engineering and Economic Development. Again, a lot of effort goes into making sure these projects all come to fruition.



This is just between 2013 to 2017 collectively 177 announced successes. That's a lot of projects when you think about it. It's a lot of buildings being filled, that's a lot land being developed but more importantly I think it's kind of interesting to see on this scatter gram that the balance between the east side of the community versus the west side, north and south. I mean you really can tell where the highways are, where the infrastructure is, where our parks are, where our retail developments are because they all line up right along those areas.



Now we start to look at how we respond to projects so we use this map fairly frequently because we will have a project like today who is looking for 20 acre sites, 200K square feet, a minimum of 75K square feet. We will go to something like this. We have one for sites as well, I mean for buildings, but this kind of shows you some of the large sites that are available today and even among this group there are varying stages of ready for development. We utilize this in working with the UG team to determine really what sites should we pitch for which projects. If you remember, what 3.5 years ago Doug, we pitched a site which now is Amazon for project Socrates. At the time, it was a bit of a Hail Mary because it was zoned residential and it was topographically a challenging site, but within that period of time we collected a lot of information, we kept pushing forward, we came in second on that project which was fortuitous because now we have a much better project in its place. Usually what happens is once a site gets kind of on this list, particularly these larger sites, this then becomes the sites that you see move over the next say 24 to 36 months because they become—you know easier sites will move down the list.

Site No. 2, for instance, is in Commissioner Murguia's district. We've been working on this site now for eons. That site is largely now going to be—is under contract. We hope that it will close by the end of the year but that then requires a lot more investment as well. To move that project forward, hopefully use Merriam Lane in a better way. The same is true with say Site

11. That's another site that we've talked about for a long time between Bonner Springs and Edwardsville. A lot of infrastructure was required, a lot of conversation between the UG, Edwardsville and Bonner Springs to make that all work and now we see that site developing under Lane4.

WHY WYANDOTTE

- **Diverse** employment base
- **Available workforce**
- **\$3B in new investments** over the last 4 years
- **State Policies** – Right to work, machinery and equipment property tax exemption, job creation funds, no inventory tax

Logos displayed: Tyson Amazon Sealy P&G Procter & Gamble Cerner Owens Corning GM

WYANDOTTE ECONOMIC DEVELOPMENT COUNCIL 25

When we talk to clients coming in, folks who don't really know us, we tend to start with things like a map like that before and we will say why Wyandotte. Why even select us and we often talk about our diversity of employment, diversity of citizenry, what kind of industries we have; there are some of them lined up there, the available workforce piece of it which is what we also used then for Amazon which we're using now for some of the other companies, how much investment that we have going on in the community. That kind of shows some trends to a site consultant and then we talk a lot about policies. In this case I highlight some of the state policies. It gives you a feel for how we begin to introduce the community to an outside party.



Location & Connectivity is a key piece. It's always been about Kansas City metro being in the center of the country, it would be easy to get in and out, the logistics of it. For us it tends to hammer home on a regular basis that you have available land and available workforce in the central part of the Kansas City metro with highways, rail, airport. The connectivity that we have in Wyandotte County is unsurpassed which is why we win a lot of projects. The county itself physically can sell a lot of projects just because of where we are. When we put everything else together with transit and all the other pieces and parts that story becomes pretty easy to tell.

CAPACITY & SPEED TO MARKET

Amazon Fulfillment Center

850K square feet
 terrain & access issues
 \$310.5M

amazon

WYANDOTTE
 ECONOMIC DEVELOPMENT COUNCIL

25
 YEARS

We usually have four or five slides tied to capacity and sometimes I have capacity and passion. I have capacity and speed of market. It depends on how I'm feeling maybe that day but what we tend to try to show whether it's the Amazon Project or the Speedway Project or the Cerner Project or Sporting where any number of these projects is the capacity of this community to put big projects together. In this case a big project. We relay that even to a smaller project to say look we can do on any size project any number of things very quickly. We talk about the speed to market and how quickly our Planning & Zoning can move projects through, how quickly you all move through the process, what it takes to get a project done and the close proximity of the team. When we walk in with Doug or Jon and the rest of the team it's a small team frankly, but it also cuts through a lot of what I call the red tape or the perceived amount of time it takes to get a project done. These kinds of projects when you line them up, three or four of them in a slide to a potential client, it does hammer home the fact that this community has done a lot of big projects very recently. Almost every year there is something big going on in this community and it resonates well with folks.

FINANCIAL TOOLS

Local:

- Property Tax Abatement/Industrial Revenue Bonds (IRB)
- Sales Tax Exemption on Construction
- Community Improvement District (CID)
- Tax Increment Financing (TIF)
- Neighborhood Revitalization Area (NRA)

Utility

- Economic Development Discount

State:

- Sales Tax & Revenue Bonds (STAR)
- Promoting Employment Across Kansas (PEAK)
- High Performance Incentive Program (HPIP)
- Job Creation Fund
- Kansas Industrial Training Funds (KIT)



Other:

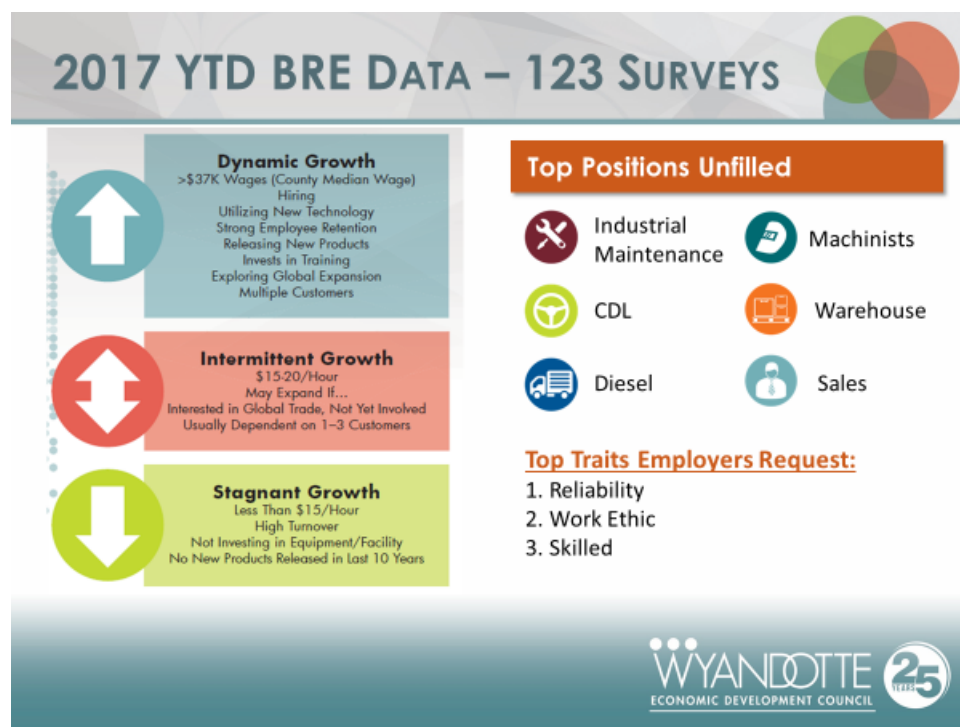
- New Market Tax Credits (NMTC)
- LISC Catalytic Urban Predevelopment Fund (CUPF)
- Small Business Grant



Generally speaking on a presentation, I would go into specific you know a local presentation, the State would do their piece of the presentation around incentives, but I at least wanted to put a slide up here to say here are generally the incentives that we utilize. I used to come in and give you the alphabet soup of incentives, it's still an alphabet soup, but some of that alphabet has actually dropped off so we don't use TDDs very often. It used to be Transportation Development Districts, now there are several other tools. Usually it's a CID we use and this kind of lays it out.

I also want to highlight the other piece of it so New Market Tax Credits. As we move to the east side of 635 in particular for redevelopment we're starting to talk a lot more about New Market Tax Credits. Even the north side of the Turner Diagonal is in a unique location in that we could use New Market Tax Credits where normally if we're talking about an industrial project or major redevelopment, they aren't always in a low to moderate income census tract. We're looking very closely at that because it ties in with not only new markets but also lists Catalytic Urban Predevelopment Fund which we had not frankly been great at pulling together until a recent meeting here at the UG where they wanted to have another conversation. It was reintroduced to us in a different way, a way that sounded much more flexible than we had originally interpreted the program and now we have several projects that we're working on collectively to move that money into the community.

The Small Business Grant projects that you all have, depending on what project we're working with, all of those things come into play.



When we're looking at the Business Retention Data, we're just looking at this year only year-to-date, we've done about 123 surveys. Last year I think we did 126, somewhere in that neighborhood, so we're on par to meet or exceed what we did last year in terms of retention surveys. We largely boiled it down into three sort of big buckets of companies based in part on what they're paying, what kind of investing they're making into R&D, what they're doing for their employees. It isn't necessarily rocket science but when you really start to look at now over 300 unique company surveys that we've done using a very specific tool that we utilize, you can really begin to see dynamics pop up from these companies that tell us within just a few questions is this company one that is going to be investing in themselves, investing in their employees, are they going to help us with transit, are they going to help us with barriers to employment, are they going to be happily working with us to find resolution if they've got a pothole out front; how they introduce that to us can often kind of fall back into what kind of company are they.

When we look at the top positions unfilled, this remains largely unchanged for the last couple of years where industrial maintenance is of high need. Machinists, folks who have skills. Warehouse workers, sales which is more of an office oriented. The diesel side of it, whether

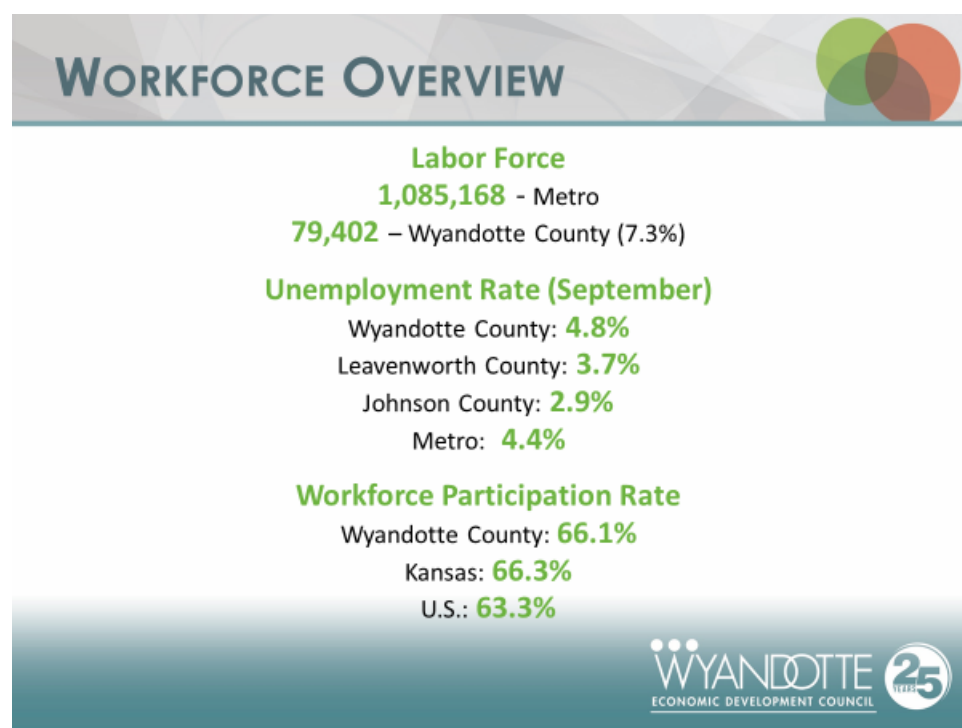
that's diesel mechanic or just CDL driving, that industry is huge. It's changing, it's still not considered what I would call a sexy industry, but it's a changing industry for sure into much more of a daytime kind of job and not over the road kind of stuff. We equate a lot of times with the diesel mechanic—just like when you go to the doctor you don't do anything until you're hooked up to a machine first so they don't want you to put a wrench on that truck until you've actually hooked it up to a computer which means that when we're talking to school districts everything is about stem right now. It doesn't matter what industry whether it's manufacturing, retail, you name it; you've got to have the ability to run a computer and understand stem through all of these industries.

Top Traits; this again is not going to be surprising to you that they are not hard skills. It's about soft skills through a liability of showing up, the work ethic, and then the skill shows up. What I think is interesting is that we used to find that property tax was one of the top issues that came up in our various calls, it has now consistently worked for us. Property taxes shows up around third give or take. It depends on who you are talking to.



As we start the transition into this workforce discussion, and this is a slide that we use with most of the clients that we come into contact with, we know that workforce is probably the number one discussion. If we have a site or a building that gives us a ticket into the meeting. They know

they are probably going to get a certain number of incentives from State and local, they have probably already figured some amount or some idea of what that looks like. What they are looking for from us is to show them without a shadow of a doubt that we can answer the question about workforce. Right now, it's all about the workforce. Recently Project Stamp, a large project, was more about workforce than it was anything else. We introduced them to a developer, they said great we kind of like the developer, we kind of like the location, what are you going to do about the workforce. It's about touring them to the tech center, meeting with those folks and trying to understand how we can fit it in, but it is a national issue. The question is, which communities across the country are going to find ways to address the workforce issue to resolve the business need so we're kind of leading off with that.



Here is our labor force. This is what it looks like in the metro. This is what our piece of it is, we're about 7.3% of the labor force. Our unemployment rate right now is the lowest it has been historically. We're still the highest in the metro. We're still in the bottom quartile of unemployment rates across the state and we have counties across western Kansas that are less than 2%. We would normally say that anything less than about 4.5% is considered a full employment. The federal government equates 5.2% or less to be full employment. This is an indicator because we have this discussion at Workforce Solutions all the time, it is one indicator.

We know that in many parts in urban areas that is probably double that. Even so, if you look at it as a trend, that number is coming down but we can do a lot better and we will talk some more.

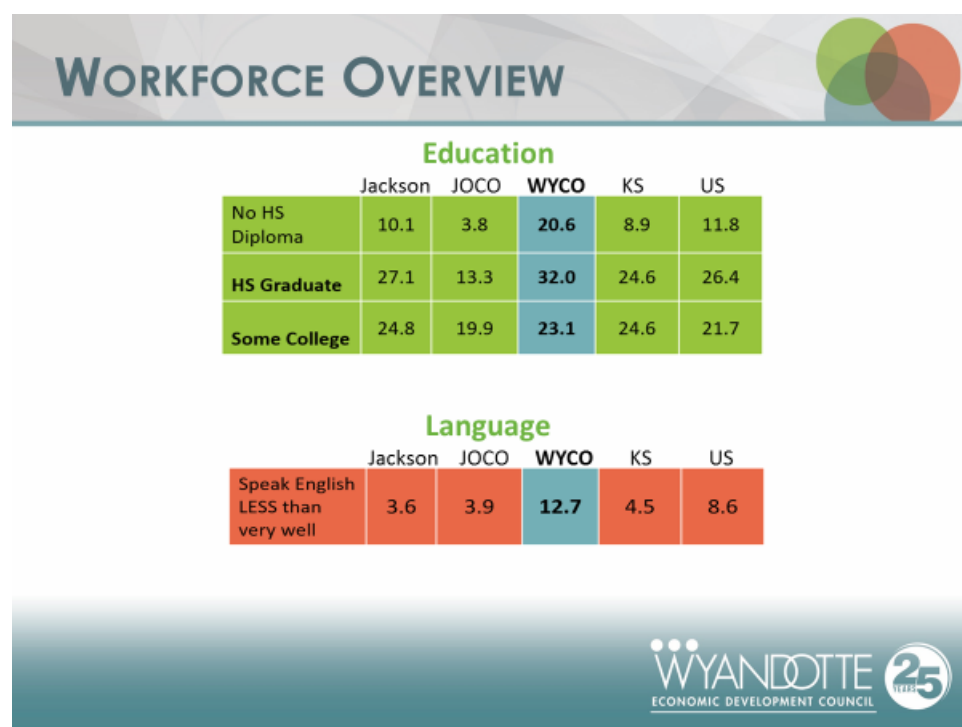
Commissioner Murguia asked, Greg, do you have the national unemployment rate, the average national unemployment rate. **Mr. Kindle** said it is oh golly, I didn't put it on there. **Commissioner Murguia** said just roughly. **Mr. Kindle** said we are .7% so they are 4.1% nationally. The reason I know that is because I was trying to figure out if this was the closest we had been to the U.S. average in a certain number of years. We've had a couple other times where we were .5% from the national average. My goal, of course, is to get us to the national average but I don't control that as well as I would like. **Commissioner Murguia** asked do the difference between the unemployment rate west of 635 versus east of 635 in Wyandotte County. **Mr. Kindle** said we can get down to that. It's a lagging (inaudible) so this is another big discussion type we have when the American Community Survey information comes out its lagging so you can get into census tracts, but it's at least a full year if not two years of lagging. You will see the same trend but as you go into our lowest household income census tracts you will also see a corresponding higher unemployment rate. **Commissioner Murguia** asked I guess what is the highest you've seen east of 635. **Mr. Kindle** said I've seen census tracts more recently and I didn't look at it today, I should have, as high as 13 or 14% still but I'm looking for the outlier. I've been trying to figure out where is the highest unemployment. We had identified those when the Amazon project came in so that when we went out to promote the Amazon Job Fairs we over communicated into those churches and into social service agencies so that we would hopefully get a larger percentage of folks from those zip codes. In that case we got it from zip codes. We did not get stuff back from a specific census tract back from Amazon, but we do know that the folks they ended up hiring what zip codes they came from because that was the idea. Let's make sure that we're making a truly bigger impact. Those census tracts that have the highest unemployment also have the lowest median household income. Like in your district, you won't see unemployment rates like that. You will see unemployment rate—because your lowest household income, I did look at this today, and I didn't look at every single census tract, but among them the lowest one might be 26-27K in one census tract but then it will go 37 to 45 pretty quickly. **Commissioner Murguia** said right, because the average is 37. **Mr. Kindle** said in your district. The county is a little higher than that but yes, that would make sense. I guess to

some of that decree we are trying to become much more sophisticated with our datasets and the information so that we can answer that question as well. It's always a question of when did the data come out. Did it come out this year, did it come out a year ago, what data are we looking at and that's a challenge that we have. We want data today but it doesn't always correspond to when we want it.

Commissioner Murguia asked do you know what the participation percentage is in USD 500 and the SB 155 Program that's training people to fill those positions you were just talking about. **Mr. Kindle** said I don't have an answer to that one, not off the top of my head anyway. **Commissioner Murguia** said just curious. It's a great program. It's free for 11th and 12th graders and they can graduate the Whole Diploma Plus Program they're doing and I just wondered how much success they have had. **Mr. Kindle** said this year is the first year the freshmen class has enrolled in the College & Career Academies so we're kind of looking at this year being maybe perhaps more of a baseline than even last year. It's really a new program but I will tell you what, 80% of the jobs being created do not require a four-year decree. I mean this is right up your alley, right? **Commissioner Murguia** said right. **Mr. Kindle** said and so we've got to move that pendulum back and say you've got to train your kids for the jobs that we're creating not the metro, in Wyandotte, wherever; but to suggest that all these kids need a four-year decree just is not plausible. You can get a certificate and Associates Decree at the school districts cost before you ever graduate. **Commissioner Murguia** said right and go right into a job. **Mr. Kindle** said go right into a job. Ideally and we're getting way into the presentation, but ideally if we could really get sophisticated enough, those kids would have some sort of experience in their sophomore, junior and senior year to the point that those companies that they are having any experience with would say look why don't you become an intern with us, we will go ahead and bring you on as part-time. If you need a four-year decree, let's go ahead and give you a scholarship and help you, but you have to come back and work for us. In many cases when you graduate why don't you just go ahead and come work for us and we get that sophisticated that we don't lag with folks not having a good paying job.

The only other thing I would note on this participation rate is at one time there was some conversation about well gosh this antidotally Wyandotte Countians are just lazy in the workforce. What the data suggest is no, that isn't the case at all. Our folks are working. We just have a lot of working poor. No matter how many jobs they have they are going to stay in

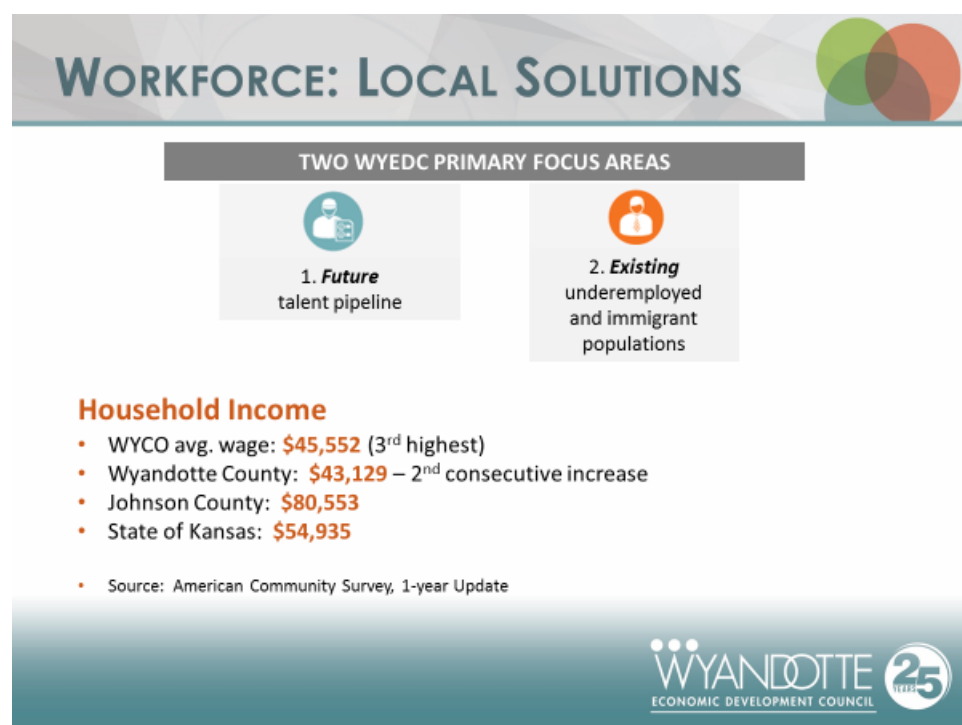
poverty and so that is part of this whole discussion about how do we do a better job of connecting folks to these jobs. **Commissioner Murguia** said we have some data if it's helpful at all at the Regent level that will attest to the biggest stumbling block is affordability and accessibility so if that helps your case. **Mr. Kindle** said it would help our case. **Commissioner Murguia** said if there is a decline in Wyandotte Countians attending four-year institutions but that's why I'm curious about the data if they're taking advantage of SB-155, that's actually a good thing because that puts them in an immediate job placement. **Mr. Kindle** said I know that everybody is supportive of it. I have not seen the data on last year's class but I know this year, that first year that College Career Academy piece of it with the Business Advisory Council around each one of the career academies rolling out. We're getting there. I don't think we're fully there.



A workforce piece of it education, this goes again back to this whole discussion that we have almost 53% of our population have high school diploma or less. I'm not so concerned about just having a high school graduation diploma, but we are knocking it out of the park for not having high school diploma and that's not where we want to be number one. If we can decrease that number, we will change the household income in the community as a whole. I'm not going to tell you that the EDC alone is going to solve that, but around the table that we have Workforce

Solutions Committee; we have about 25 to 30 folks showing up every month to talk about these issues and these are the topics that we're now focusing very heavily on.

The language piece of it; diversity is fantastic. We market that to the hilt but not speaking English very well is a hindrance to employment no matter where you are and Wyandotte County being no different. We need to work harder on making sure that folks have some cursory knowledge of English.



In terms of our local solutions we've really tagged it to two pieces. The future talent pipeline which is the College Career Academies and then the existing underemployed and immigrant unemployed, that working poor segment. When we look at the household income and this again goes back to why we've really taken a much heavier focus on this workforce piece, we have the third highest wages paid in the state, but our household income is in the bottom quartile. We're not at the bottom as some might suggest, but we are in that bottom quartile. However, our rate of increase is outpacing everyone else in the metro and in the region so this year we're now at 43,129. That's a 3% increase over last year, a little over 3% which is twice that of the metro and twice out the state which is good. Last year we had a 14% increase so those on the board knows that I was hoping for a double-digit increase and we didn't get two in a roll, but this is only the first time in 20 years that we have seen two years consecutive of increase in household income.

Not just us, but also the state and the region. We need in order to catch up to the state—so one of the metrics that we have at the EDC now is that we will take on the idea that we want our household income in Wyandotte County to match that of the state. In order to do that at this present rate we would need about a 5 to 5.5% increase in our household income annually and the state would have to remain about 1.5%. We would have to continue to highly out form the state and I think we can do that. Amazon and some of the other things we've been doing in the last couple of years haven't even begun to catch up yet so the hope is that we're priming the pump for great things to come, but this is the number that we're tracking and tagging.



Much around this whole idea of collaboration and partnership is the idea that it takes an awful lot of folks to move this discussion forward. This is just a smattering. The employment consortium, a whole bunch of social service agencies, there are some other union folks that are involved with this initiative. These are folks who have put a lot of time, some money into this and are participating in core meetings and I just wanted to make sure everybody understood that this is not just the EDC, this is a big collaborative effort, and the UG is a big part of that.

WORKFORCE TRAINING

Logistics
Preventative Maintenance Technician
Entry Level Program
Two Programs Completed

College & Career Academies
Implementation Underway

Food Manufacturing
Apprenticeship Training Interest



WYANDOTTE
ECONOMIC DEVELOPMENT COUNCIL 25

On the workforce training side, Danica in particular, is coordinating a number of very specialized pieces of this so we can affect certain industry sets particularly around preventative maintenance. Technicians, we're talking about College & Career Academies taking a lot of time with that. This next piece is we will be running the food manufacturing. We have about 36 food manufacturers and they are all primed to grow.

AMAZON CASE STUDY

Overview

- \$310.5M investment/2.3M useable square feet
- 3,000 Jobs/\$13 per hour plus full benefits
- Operational August 2017
- Workforce a key driver

Logistics

- Community engagement/planning
- Partner outreach – collaboration/messaging
- 1 full day job fair per Commission District
- Corporate outreach

Outcomes To-Date

- 25,000+ applications/3,500 via job fairs
- Wyandotte Countians represent 1/3 initial employees hired



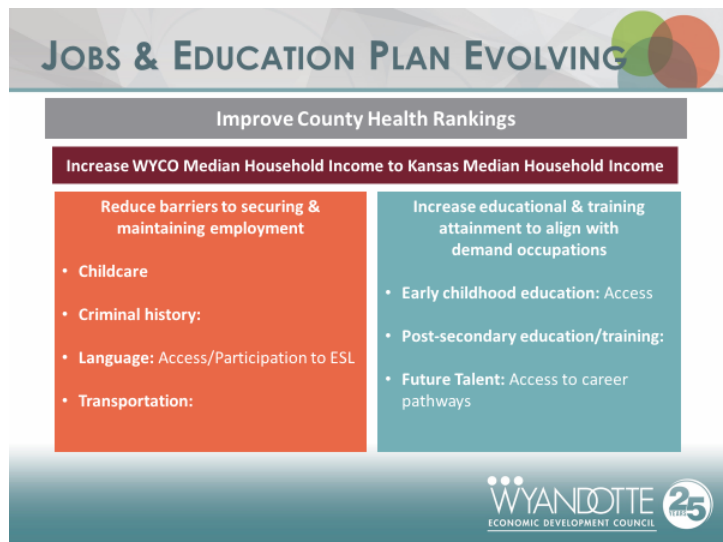
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Amazon Case Study, you all know a lot about this, but I can't help but make sure that we keep hitting on the fact that this was really one of the things that we said if they come into the community this is something we're going to do. We want to push hard that Wyandotte Countians get a good shot at these jobs. Ultimately, 25,000 people applied for 3,000 jobs which means at least 25,000 people thought that a \$13 an hour job plus benefits was worth inquiring

about and 3,000 folks got those, 1,000 of them are Wyandotte Countians. Now the challenge for us is how do we grow that thousand, how do we make sure those thousand stays in those jobs and if they begin to transition out of Amazon, how do we make sure they don't fall back through the cracks. That means we have to have a very tight relationship with that HR team at Amazon. That is still ongoing discussions as they build their team as well. What I will say are the partnerships that came together to help make that happen isn't like anything else we've ever done in the community from the job fairs we did in each of your districts. We appreciate your roll in that because this was our first foray to see if we could even do it. Can you do job fairs, can we get people engaged, would people even participate and what we found is that they will.



The last couple of slides are really about next steps around workforce so when all did the Community Health Assessment I participated in that. I will be the first to say that I thought I was largely there as a placeholder for the business community just to make sure we were trying to engage the business community, what were their thoughts, how would they be touched. When the survey came back and said the number one thing that would affect their health was jobs and education I think I was as stunned as anyone when they said so what are you all going to do and we all kind of went I don't know exactly because we've never been in this position before where we helped the UG in the County Health Department, we've never really worked for the County Health Department before. Suddenly we have this whole new set of relationships developing with another part of the organization to ultimately help grow the economy and they have been phenomenal to work with.



Jobs and education was number one. We're now looking at a process to develop a five-year plan around jobs and education. This is an interview process. It is evolving on a regular basis. Right now, what we're trying to do is develop a plan that is actionable, that is focused, it won't solve for everything, but it will solve for a certain amount of the issues around jobs and education keeping in mind we have the lens of economic development. Danica is very much a part of helping craft this. I'm the spokesperson today but she is doing a lot of the heavy lifting here. These are some of the areas we really want to focus on. Reducing those barriers to employment, then you see childcare is number one, criminal history, and we just had this conversation on the language piece of it and then transportation. Transit is a constant discussion among companies as well, how do we get those employees. On Workforce Solutions, a lot of times it's just a matter of saying don't wait for the bus. If the bus is showing up late to the stop and your folks are getting dinged for being late to the shift, then take a van of your own and go to the main transit center and pick them up there and that way they get to your place on time. It isn't rocket science necessarily, but it's just reminding folks that bus can't be at the same place at the same stop for the same shift for every company at the same time and we can't assume the UG is going to solve for all transit issues by just putting more and more money into buses. There has to be public/private partnerships.

On increasing education and training alignments with demand occupations, this is a lot about early childhood education. This also ties back to childcare in making sure we have programs in place for all age groups that they are given a good head start on where we are.

The post-secondary education piece of it, trying to identify where do they need to go. Do they need to go to the community college, do they need a four-year degree, trying to anticipate what they need and then access to those companies and making sure we have reduced that barrier into entry to begin with.

GOING FORWARD

- Identify Key Assets (Buildings/Land/Corridors/Utilities/Rail)
- Product Development
- Land Use/Zoning
- Northeast Planning
- Technology Park, Flex Use
- BRE/Small to Mid-Sized Companies
- Global Trade
- CHIP – Jobs & Education Work Plan





These are the areas we will focus on from a traditional economic development perspective, but I did not want this workforce piece to get lost because we are spending an awful lot of time on that with your guidance and help. There is an awful lot of this discussion around Global Trade. That's one of Marcia's area and we think our companies have a much better chance of succeeding long term if they will take leap to participate in Global Trade. Most of them are not. The Northeast Planning process is hugely important to us. As you know we're an advocate for having a serious conversation about the land use and that whole part to drive retail, residential development in the long term. Product Development is a constant area of challenge making sure that we overcome the infrastructure challenges, but utilize the assets that we have. We're fortunate to have great highways and a lot of infrastructure in the ground. Then really talking about Business Retention is going to focus increasingly on that small to mid-size companies which may mean you won't see huge investment dollars, but you may see a lot of smaller companies.

Commissioner Townsend said great presentation. Going back to the slide that you talked about next to the last, the current barriers we're working to fix and the criminal history. Could you, for

the sake of people listening who may be in need of a job with a criminal history or a relative or anyone out there listening, talk about what the current timeframes are. There may be somebody out there who is hesitant to call and you know the time restrictions we talked about today they needn't worry about that. Can you talk about that and who should anybody in that position call on your staff? **Danica Rome, WYEDC**, said as far as criminal history is concerned it does vary by company to company and based on their company policies. What we tend to hear is we make decisions based on a case-by-case basis and I believe that's what their Legal Department has told them to say. That typically is overarching barrier that we have to get past is to say okay, what is really the answer here and when do you make that decision. When you say case-by-case, what will completely throw someone out. When we go overall and I hate to say what every company is doing in Wyandotte County, but what we tend to hear is that there is a seven to ten-year criminal history felony in the past seven to ten years so if it's beyond that, they are more likely to have the option to be hired. Most of the companies, and what we try to do is just reeducate them, get them in front of people who are specialized in the reentry program itself and that's where we go to Wyandotte County Corrections. They have an excellent program and they have excellent reentry specialists as well as the State of Kansas. I don't want to just say there's an overall number itself, but we try to continue to improve to our players to look at a case-by-case basis and to be as open as possible.

Mayor Holland asked is there a way that we could connect proactively? Our Community Correction folks who are working on reentry with some of our businesses, and maybe are already doing that, to do some education ahead of time; particularly these groups that have so many openings to say we know for a fact a lot of people have felony convictions. Some of have done felony activity that need to be held accountable for. We also know there is a huge disparity social economically that people whose daddy can't afford an attorney end up with more felony convictions than people who can. We've created a whole underclass in our society of people who have these felony convictions and then they can never get a job and then we're surprised when there is recidivism. Is there a plan to connect proactively? **Commissioner Philbrook** said the answer is not only yes, but hell yes there is and we're right in the middle of working on programs throughout the whole region about helping to deal with that. We have a lot of different players at the table right now; Kansas City, Missouri, us, Johnson County. A lot of us are

working through Workforce Partnership in Kansas and other community groups in Missouri about putting together a way to address this issue in an organized manner, believe it or not, where we come together and ask the same questions, can go down through and help someone so they're getting the same information across the board. Yes, that's in play, but anything you can do to encourage people to work with us, I appreciate it. **Mayor Holland** said I would be glad to.

Commissioner Townsend said, Ms. Rome, identify yourself and a phone number for people out there who are hearing this and might want to follow-up. A few minutes ago, you talked about getting someone, and I'm not sure if you meant the companies that you're working with or individuals who are seeking employment that were going somewhere. That's what I want to clarify. **Ms. Rome** said my name is Danica Rome and my phone number is 816-885-9688 and my email is also another great way to connect with me which is drone@wyedc.org. One of the things that I've kind of taken on as my own personal mission as well is to follow what Commissioner Philbrook said, this needs to be an organized unified message that the employers are hearing. The best way to do that is as a community and all too often we have—I'm going to get on my post here, but all too often we have many different social service agencies that are working separately very, very hard but they are working just with their caseload. What we're trying to do is spread that out to everyone so that we are having a unified message and to do that we have to have everyone at the table. We work together as a team to build a network of community partners and that is everything from local churches to social service agencies to employment agencies to the guy down the street who has a mission and we have an updated contact list. We will use this list and we used it for Amazon, but it's to connect in a grassroots effort with the local community and get this information out. If there is someone you know or anyone else knows that's looking for a job it makes sense to utilize that and get the word out. It's basically a networking system. As we all know, how do you get a job, it's who you know. **Commissioner Townsend** said I do know someone so I will have them call you.

Commissioner Johnson said I do want to give kudos to you and your team Greg for the work that you did at Amazon. I expressed this to Doug, it was a very deliberate endeavor to try to get Wyandotte Countians jobs and you and I worked on some other projects and I found the experience to be quite sobering in terms of you just can't lead the horse to the water and you

can't make them drink. I wanted to take time to say kudos to you for that. I think of that thousand, those thousand persons, that were hired from Wyandotte County I think about 40% of those came from 66102 and 66101 which speaks to the fact that you did a lot of effort in terms of reaching out to all parts of the community. I know you all are working on endeavors to try to figure out how we can improve those processes. I think what we established in this model is something that can be used in the future, but certainly we do have challenges as are outlined here. I don't know if you found out any more about some of the things that were there that were challenges in terms of getting our folks jobs. I think 35-36% is great. I think if we can get more, that's even better but when I look at issues like childcare and transportation, did those things come up through our dialogue also with Amazon? I'm just curious as to reasons why some of our folks were not able to get even more jobs. **Ms. Rome** said absolutely, and one of the things we tried to do we knew this was a barrier going into it so we made sure that there were agencies available. For instance, transportation, Justus Welker from Transit was at or someone from his team was at every single event and not only just being available to talk but with maps, times and schedules so that anyone who walked in there could come and get the information.

As far as high school diploma, that was another thing because that was a requirement by Amazon so we said if anyone walks in here without a high school diploma, we want to give them an opportunity so the next time the next Amazon comes they will have a high school diploma and GED equivalent and they will actually be able to apply for a position.

Mayor Holland said, Commissioner Johnson, I want to commend this Commission for your commitment to not only Wyandotte Economic Development and the continued funding, but also to the transportation because this Commission authorized additional bus routes to serve it. We did not want any of our residents not to have access to these jobs. Because of the bus routes we expanded it and Mr. Bach's office just on Tuesday expanded to a larger bus because of the utilization with Amazon. Kudos to the Commission as well. We saw an opportunity and we jumped at it so thank you all for your commitment to the transportation.

Commissioner Philbrook said I really do appreciate the hard work that this whole group has done. It's just amazing and it has been very exciting for me to be part of it on the edges most of the time hopefully to encourage this. What I do want to say is also involving Workforce

Partnership our federal/state folks locally really jumped in there and were of a lot of help, but they are also staying very, very engaged and are doing some restructuring to help even more the youth that are aging out of foster homes into the streets or no job or whatever and we're working on that also. That is a big thing and we have people at the table working together. The other thing is, I should have mentioned that first, and that is people that came in through this grouping, through our eight meetings and the last two, all of them were put into Workforce at the state level which means that even if they didn't get a job with Amazon, they're in that system and we can continue to help them and so that's a big thing.

Commissioner Bynum said I just have a brief question, and Mr. Stephens you might be chiming in on this, the upcoming Lewis & Clark Viaduct construction combined with the potential bridge replacement on the Missouri side, I cannot stop thinking about the transportation issues in the Fairfax District that those construction projects are going to cause. I just wondered is that something that WYEDC or our own Economic Development Department is going to find yourself more deeply engaged in in terms of talking with those businesses in Fairfax, working with them on whatever the work around is going to be for getting trucks in and out of that area? I can't stop thinking about that. **Mr. Kindle** said the trucks will figure it out pretty quickly. They will take alternative routes. That part is probably the easier part. What I haven't thought about doing, however, until you mentioned it is checking with KCATA and Justus to see what routes those buses are going to take coming back over and what affect that might have on those bus stops and whether that will delay or change because we could see a rash of retention calls that say our folks are missing their shifts because the bus is late. At least we've had enough calls at this point that I think most of our companies will reach out to us and say is there something off because they are all showing up consistently late. We may want to work with the Fairfax Industrial Association and some of the others to do some messaging around have a little patience with your employees as we sort of renegotiate this whole transit system here for a couple of years. **Commissioner Bynum** said good point.

Mayor Holland said I want to thank WYEDC, I want to thank the whole team for your work all the time for our community. There are not many economic development organizations who are as focused on the people in the community as they are on the businesses in the community and

you are focused on both and that's remarkable. Mr. Kindle, you and I have talk about this all the time, you never envisioned you would be worrying about workforce and education, early childhood education. That's not been your area of expertise but as you drilled into what are the needs in Wyandotte County to grow our economy, we've got to grow businesses and that means we have to grow people and we have to grow the workforce and they should be mutually supported. Your focus and really cutting-edge work at working with the people in Wyandotte County to connect the people with those jobs is terrific and it's working and we appreciate it so thank you very much. Keep up the good work and we look forward to another billion dollars in economic investment in 2018.

MyWYCO Mobile App

Mayor Holland said we're going to switch out. We're going to go to 311. If you're watching at home, get out our smartphone and get ready. I installed it this morning. Get out your smartphone. The new Unified Government app is ready for downloading.

Doug Bach, County Administrator, said as the next team makes their way up here I'll go ahead and give a brief introduction to it. This is really another direction of the Commission to fine ourselves ways to be more customer friendly. How we can do that, how we can increase our efficiency in our operations and bring it all together and that brings us to our new mobile app that the team has been working on for some time. The project they are presenting tonight is not a finished one and as people have mentioned they are downloading. There is still some testing going on so our official launch is still to come to get it out there to say we've got everything worked out, but we have it available to start working through and there are additional pieces that will be added to it as we go along that Mr. Howze will get into.

Alan Howze, Chief Knowledge Officer, said I'm here tonight to talk about MyWYCO, a mobile app that was rolled out on Tuesday this week so this is really, really fresh. We wanted to kind of present to you what it is the app can do as well as how this fits into our broader customer service and 311 approach into expanding and increasing our customer service.

I have on my right Mike Plunkett, CFO and Co-founder of PayIt, who was our vendor for this project. To my right Brett Deichler, Director of 311 and to my left Debbie Pack,

Treasurer, and I will say on a brief note Debbie is leaving to be the CFO of Salina. Tomorrow is her last day so she is spending her last evening with the UG with the Commission. **Mayor Holland** said congratulations. **Mr. Howze** said we're delighted to have her and she has been a great partner.

As mentioned this is a Beta version of the MyWyco app. It is available on the Apple App store and the Google Play store. We will hear tonight that it is iterative. As Mr. Bach said, we're looking for feedback, we're collecting feedback from employees, from initial users and we see this as the start of a journey and not as the end.



What we're doing here is in support of the Commission goals so we've really—three of the goals that are affected here, improving customer service, the reduction of blight, and increase safety and the perception of safety and it ties in with I think one the Mayor's priorities around innovation. We're pulling this together here in new ways to provide service.



The other point I really want to emphasize here is that this is a collaborative effort. It has involved multiple departments from across the Unified Government and we're really pleased and proud of the teamwork that has gone into solving the technical challenges as well as the business side challenges; what are the processes, what are the things the departments want and that our citizens are requesting. There are a number of folks here in the audience, maybe they could just raise their hand who have been involved in the projects and, again, from cross-departments, from our vendor partners we've had a good team and we're getting stuff done. I should say too that if this was easy it would already have been done. There have been a lot of technical challenges as we've gone into it, but we have made a lot of headway.



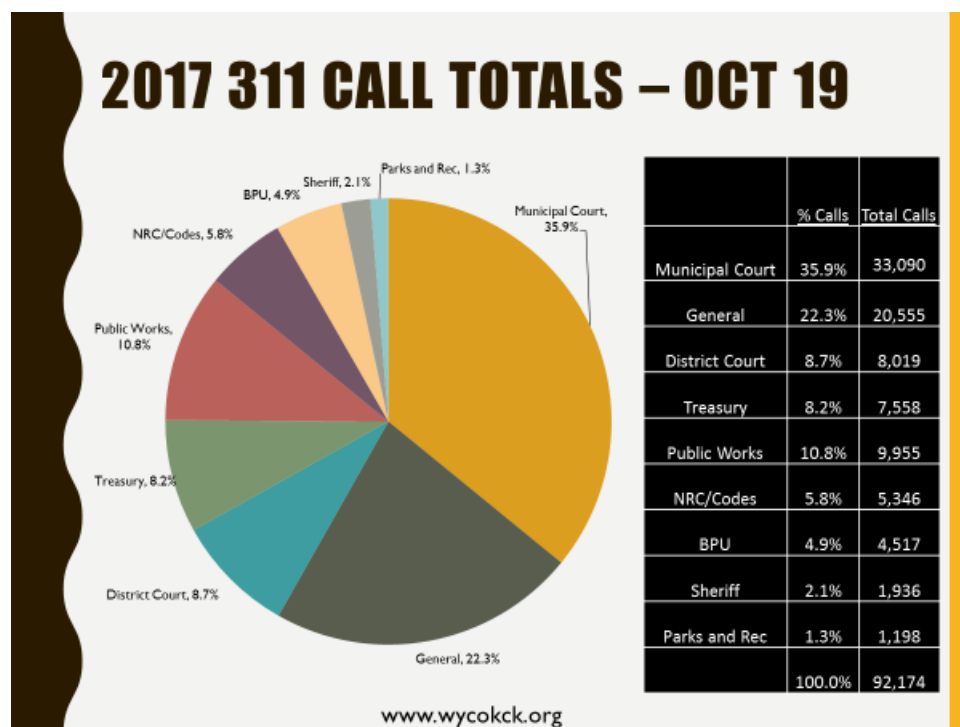


Customer Service goals

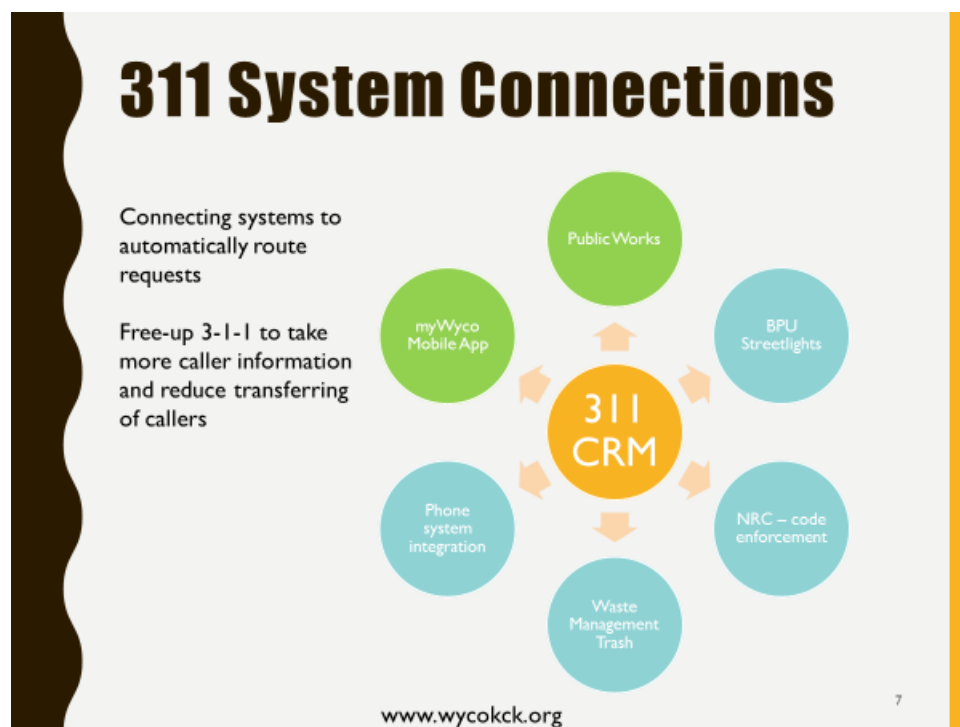
- Better serve, engage and communicate with residents
- Provide great self-service options
- Meet residents where they are — mobile devices

- 75% of Americans own a smartphone
- 92% ages 18-29
- 74% ages 50-64
- 42% 65 and older (up 12% since 2015)
- 64% of households below \$30k (also up 12%)

To sort of set the stage in terms of the mobile app, 311 and the Customer Service Goals really serve us, engagement and communication with residents being a one-stop shop. Providing self-service options and we have 311 online now. That has actually been replaced as of Tuesday with the new PayIt online as well so we have a mobile experience and a web experience that match each other and really meeting residents where they are. If you look at the data nationally, and this is from 2017 data, 75% of all Americans own smartphones. It ubiquitous in the 30 and below category, but the biggest growth has been in 65 and older so 42% of Americans 65 and older have a smartphone and 64% of households below \$30K in annual income have a smartphone and that's also up significantly.



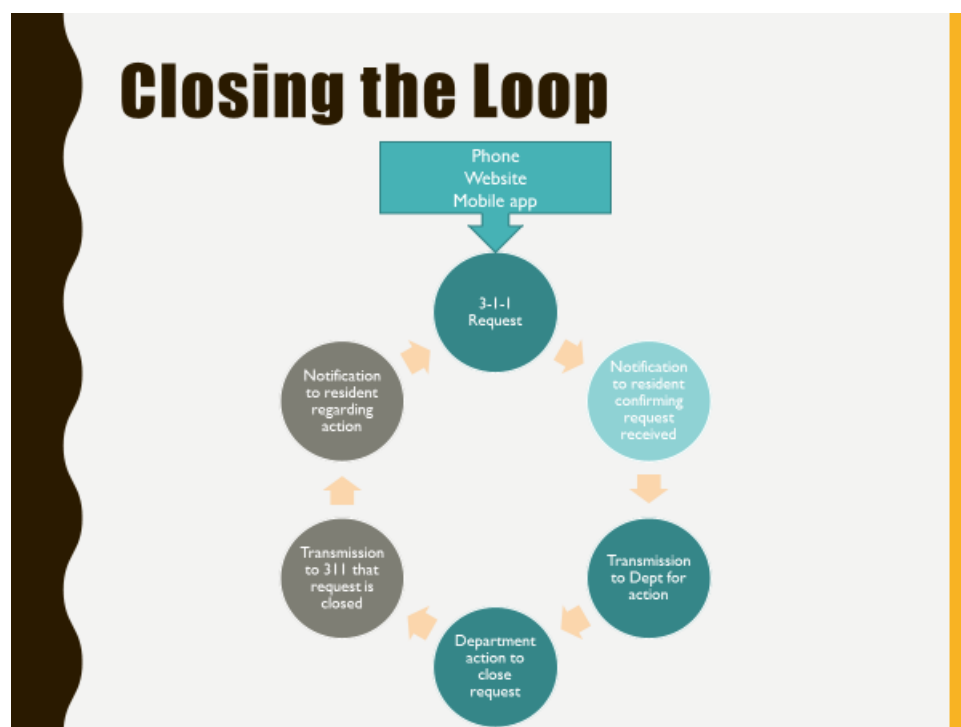
Again, looking at how do we reach people where they are and give them expanded service options and not just 8 to 5 when 311 is open but 24/7. As of October 19th, the 311 call volumes 92K calls or contacts, calls in or emails to 311 this year. Municipal Court continues to be the lead at about 36% and you can just get a feel for the types and variety of calls that are coming in here and this varies depending on sometimes seasonality and some of the other issues.



Part of what we're doing from an overall perspective is seeing 311 and the CRM system that it has as the hub, customer service hub, that connects to multiple different departments. It is the point of first contact and it connects and we are in the process of connecting it to the systems of other departments. The ones in green there are the ones that we are literally are on the verge of connecting electronically, automatically. In the case of Public Works, we are in final testing now where if something comes into 311 gets logged into the CRM system will automatically show up if it's a Public Works related issue in the Public Works Lucity system.

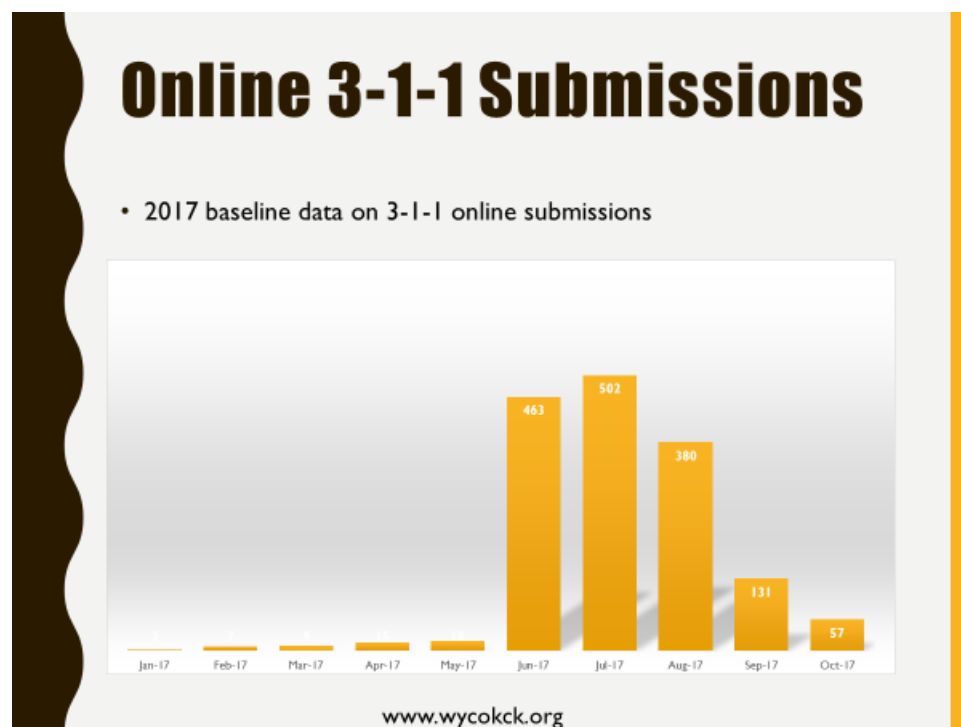
Commissioner McKiernan asked could you go back one slide please. That's one years' worth of calls. **Mr. Howze** said this is as of October 19th. **Commissioner McKiernan** said that's not even one full year worth of calls. I think we need to really get sobered by the fact that there are 92K unique phone calls there. Let's do the math. Assuming 365, that's 252 calls a day so I think we really need to appreciate the enormous amount of calls and data that's coming into this division, this department and all of these people that are fielding those calls and that is an amazing number of calls. **Mayor Holland** said in an hour, more than 10 an hour. **Commissioner Markley** said think about it in terms of our population. At this rate by the end of the year it will basically be as though every resident called once. That's how many calls are going to have gone through. **Commissioner McKiernan** said good job taking all of those calls.

Mr. Howze said Brett and his team field all variety and a high volume as well. So, connecting making these connections from CRM to these different systems we're looking at NRC and we're going to be connecting up there for Code Enforcement information, we're in discussions with Waste Management when something gets submitted as a trash complaint it automatically shows up for quicker action. The same thing, we can take street light requests and we can transmit that as well to BPU so there are a lot of opportunities to use the CRM system as the hub for customer service inquiries. The other thing it does, you mentioned the call volume, the more we can free up 311 call takers to answer questions to spend a little more time with people and help them resolve on the frontend, that's a better customer service experience as well.



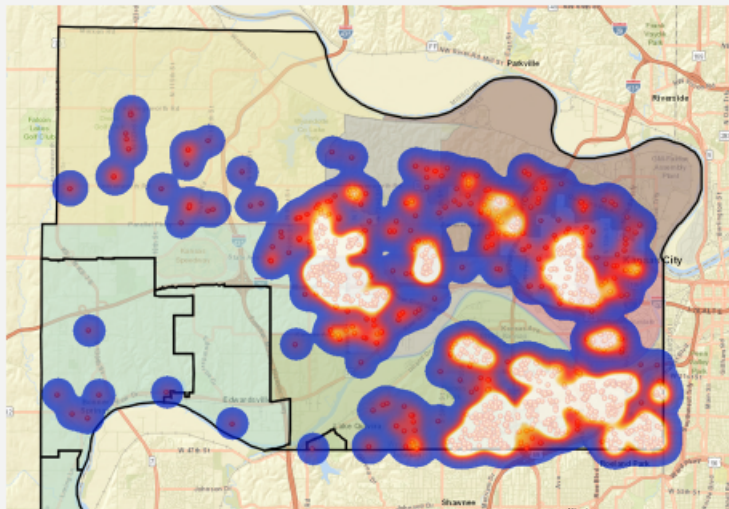
The other part and I know this has been a great interest of the Commission is how to we close the loop; how does a resident get notified that some action has been taken. Again, 311 is the locust whether it's phone, website, mobile app request; it comes in there. Today if they are using the PayIt app they will get an email notification that they in fact did submit their request and it will say what that ways. We are also implementing that for the CRM system so even if you call and we have your email, you will also be able to get a notification confirmation of receipt. Those get transmitted to departments for action. The departments do take actions obviously in their day-to-day business to close those. In the gray areas on the left there is significant work still to be done

is then closing that loop, getting that information back from departments to the 311 CRM system and then notifying the residents. Those pieces are in motion to make that happen.



Online 311 submissions, just to give you a baseline of where we are today, you can see it kind of putters along there and then June, July and August a significant spike and that was directly related to two things. One was the storms we had and two, was the publicity that was put out in response to those storms saying use the mobile app or use the website to submit those requests so there is a direct correlation there.

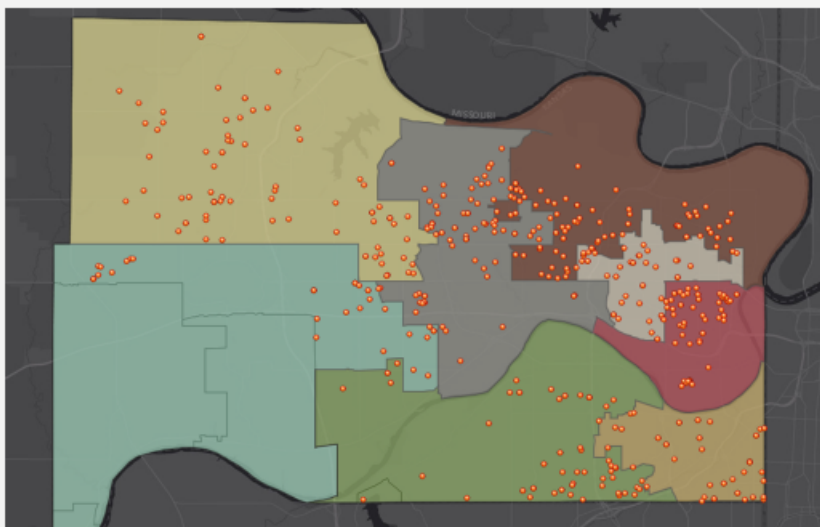
Storm debris removal



www.wycokck.org

How do we use that data? Apologies if you've seen this before, but Commissioner McKiernan to your point, we can use all those data points about storm debris removal to identify where those hotspots are in the community and then Public Works took this information and was able to use that in the dispatching of their crews. In fact, if you look to this and overlaid it with the National Weather Service map, you would see this is exactly the storm tracts they took through the community so it lines up pretty well and it gives us again additional National data for the operational side of the organization.

Improving trash service

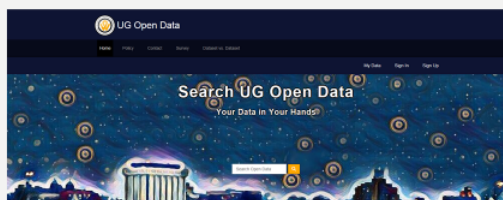


www.wycokck.org

Likewise, on trash service so we can map all the trash service calls that we get and use that to work with and hold to account our vendor on waste and trash. We're actively collecting this data now and transmitting it on a daily basis to Waste Management for action. That's another way we are using 311 and using the data we get from it.

Open Data

- 311 data will be placed on the Open Data portal
- Providing information to support neighborhood improvement efforts
 - Stabilization, Occupation and Revitalization (SOAR) initiative
- Making data publicly available for residents and neighborhood groups
- www.YourData.wycokck.org



www.wycokck.org

Going forward, this is not set-up yet, but it will be. We have our open data site. We're going to be putting that 311 data out there as part of the open data site. There is a national 311 Open Data

Stanard and we will be working to meet that standard with our 311 data. That information is also being used for SOAR and we want to make that information available to neighborhood groups. We presented it to Liveable Neighborhoods this morning. We spoke to the Kensington Neighborhood Group earlier this week and showing them how that data is specific to their neighborhood can help neighborhood organizations in understanding what's going on, some of the dynamics, and perhaps with their neighbors and residents in need.



Our roadmap; we have our 311 CRM that has been migrated to the Cloud system. That went live in September. That open up new possibilities for how we integrate with other systems. We are actively passing test cases back and forth from Public Works to the 311 system so we anticipate that going live with live data in the next week, early next week. We launched the mobile app and we're implementing this new map on open data for the 311 requests.

Going forward we're looking at phone system integration. This is when you call it recognizes your number and it says okay, this is Alan Howze and it brings up your record and says you called about three things over the last six months so it gives you a much richer customer picture. It's not just, as you were saying, those individual calls and contacts that we can then begin to put that in the context of a person and understand better what the needs are and what people are calling about.

Likewise, working actively on the Waste Management integration and the NRC integration as well.



We've made progress, but more to go.



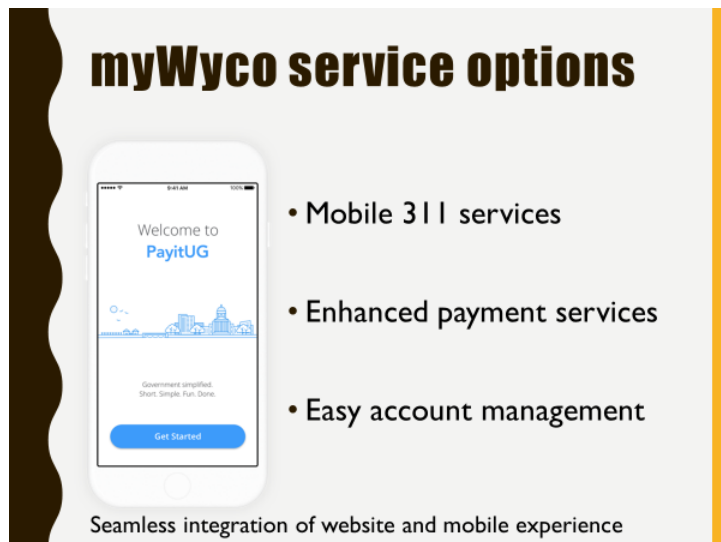
Over to the 3-1-1 app; what do people want to do on a mobile app? They want to report problems/complaints. They want to request service, they want to pay bills, ask questions and receive alerts and reminders and we want to provide that for them.

Partnering with Payit

- Kansas City based company
- Manages Kansas Turnpike authority mobile payments
- Selected as mobile payment provider for State of Kansas – opening opportunities to offer state services through the myWyco app
- Clients include:
 - State of Illinois
 - State of Florida
 - City of Grand Rapids, MI
 - City of St. Louis, MO
 - Beaufort County, SC
 - Shelby County, TN

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We partnered with PayIt. It's a Kansas City based company. They manage the Kansas Turnpike Authority mobile payment system and so if you have that on your phone, there is an app for the turnpike. That's how I got my little smart thing you can go through without stopping. They are also selected as a mobile provider for the State of Kansas and so going forward what we're talking with them and the State about is are there state services; motor vehicle renewals and other things that have state involvement that could be services that residents could do via mobile app. There is a list of some of those clients as well.



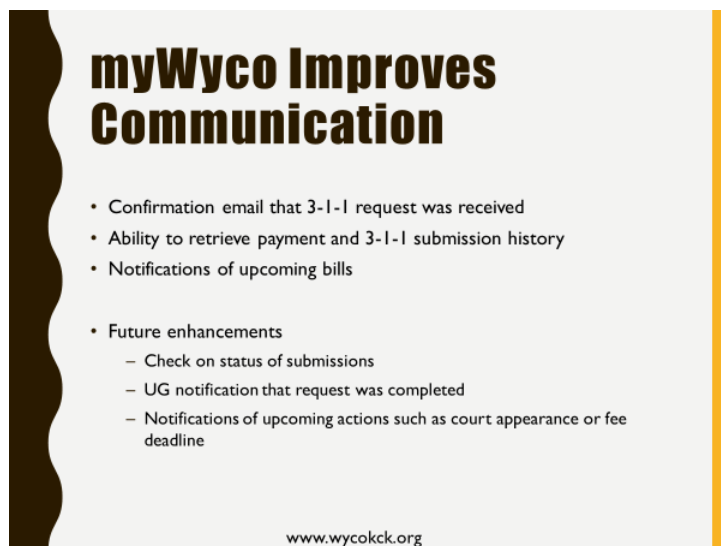
myWyco service options



- Mobile 311 services
- Enhanced payment services
- Easy account management

Seamless integration of website and mobile experience

Some of the service options; we talked about mobile 311, enhanced payment services and we will get to that here in just a second with the ability to pay real estate and personal property taxes is coming next month and easy account management.



myWyco Improves Communication

- Confirmation email that 3-1-1 request was received
- Ability to retrieve payment and 3-1-1 submission history
- Notifications of upcoming bills
- Future enhancements
 - Check on status of submissions
 - UG notification that request was completed
 - Notifications of upcoming actions such as court appearance or fee deadline

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So, the ability to store payment information securely to have receipts of payments and a 3-1-1 submission request to be able to go back and look at that and say who did I pay last year or if I need to document that and provide it to a bank for some other purpose I can go back and get that without having to call the Treasury Department and asking them for that. Again, it provides a seamless integration of the website and the mobile experience so those are consistent regardless of the platform.

I know a priority of the Commission has been how do we improve communication. We talked a little bit about the confirmation email and recognizing that people got and submitted a request and it was received. The ability to retrieve the payment history, the ability to also get notifications about things before they happen so a reminder this payment is coming up so that people know it's not just playing catch-up on people, but also helping them stay ahead of what their needs are.

There are a number of future enhancements. The ability to implement closed loop information into this so you can check the status of those submission, something we will be adding in, again, the notification that something was completed. Say you submitted a pothole, the pothole gets filled, it gets closed out on the Public Works side and then you get notified that in fact happened.

On the court side, you notice Municipal Court 30+% of the calls and we're looking and actively engage with Municipal Court and Brett has been really active working with their Administrator on how do we improve the overall customer experience for Municipal Court. Everything we can do there whether through the mobile app where they are notifying people about court appearances or providing the ability to pay through the app all will help to improve that and also drive down those significant call volumes that we get through 3-1-1 at Municipal Court.

With that, I'm going to turn it over to Debbie to talk about payment.



myWyco Mobile Payment

- Real Estate/Personal Property Tax payments
- Receipt generation
- Batch upload to Tax Software
- Launching mid-November
- Replaces existing online payment website

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Debbie Pack, County Treasurer, said it wouldn't be customer service if you didn't involve the Treasurer's Office and it wouldn't make sense to hire somebody like PayIt if we didn't have a payment application involved. Real Estate and Personal Property will be the first payment application that is put into the application. The customers will be able to do their real estate and their personal property taxes with their app. The app is going to be connected directly to the website so when they go into our website it's going to feed them into the app so that they get the benefits from that app that they're not currently getting on our website.

A couple of things that are important to remember, and I think Alan touched a little bit on this, it is going to provide them a receipt. It's also going to store that receipt if they sign up for the app so if they go back in April and they need their tax receipt, they can get it out of their little wallet instead of calling the Treasurer's Office which is nice.

One of the big benefits for the Treasurer's Office is that it will allow us to upload our tax payments from the app into the tax system with an upload instead of manually entering those. That's what we've been doing in the past with all web payments is that we have to manually enter them so this is a big step for us technologically and something we're really excited about. This will be a really efficient method for us to now upload those payments.

The launch for us is we're trying to hit mid-November. The reason for that is when we send our tax bills out in November that's our biggest bucket of people we're ever going to see. We've put on our envelopes that this app is coming soon so we're trying to get people engaged in working with it. We've also added to the website that application is there. Our normal people that have always gone to the website will now be kind of asked and encouraged to now join up with the app so they can create their accounts and they can do those things. Two reasons we want to that is for their receipts obviously, but it also gives them those reminder notes so now they don't have to wait. They will get their second bill for their second payment but they are also going to get a ding on their phone that says remember your tax bill is due in two weeks so that's going to be very helpful for them I think technologically. As I mentioned, it will replace our website.

New payment options and lower costs

- New online payment platform
 - Retains free payment option (ACH)
 - Projected to save UG costs annually

	Cost to customers
ACH / electronic check	Free
Credit Card	2.5% credit card fee

www.wycokck.org 20

The new online platform does give them an ACH option. We don't currently have that on our website and we've wanted to do that for a long time. It's going to also have a really huge projected cost savings for the Unified Government. The new app, the ACH payment will be \$1.25 with a \$2.00 fee so \$3.25 to do that as opposed to 2.5 or 2.25% rate on their credit card. I would anticipate we will see a huge number of people move from credit card payment to ACH or EFT payment and that's going to save the Unified Government a huge amount of money because currently we're paying over \$300K a year in credit card fees so it's going to make a big difference for us.

Mr. Bach said I just want to clarify to you, this is a recommendation on a policy decision that we are making with part of this presentation so it's clear. We currently cover this credit card 2.5% fee. That's why Debbie said this is a big savings to us. When we did that initially it was to push people to get out here and do online payments rather than coming in. The thought here is now we're providing an electronic online payment option by using the ACH so somebody can hook in, they can make the payment and we're going to pick up that \$3.25 charge. If they want to do the credit card fee, and there are some big issues with it where we some major customers do large transactions back over that and we're paying that. This is a recommendation. This is the way we're structuring it to go forward and I just want to make that clear that is a little bit of a change that we are providing the free option to do it online.

Mayor Holland said I have one clarification. You said this will replace the website. You can still do it on the website. **Ms. Pack** said you will sign onto the website but it will connect to the app once you get there. They won't see a difference on the website. **Mayor Holland** said okay, just the semantics of that to make sure they can still go online on their computer and do it at home. **Ms. Pack** said correct. **Mayor Holland** said and it will be the same interface they see on their phone. **Ms. Pack** said yes.



Mr. Howze said I'm going to turn it over to Mike for a demonstration.

Mike Plunkett, CFO and Co-founder of PayIt, said I will just say PayIt yes, we do payments, we do so much more. It's a real pleasure to be a partner with the Unified Government of Wyandotte County and KCK. On a personal level, I'm a Kansan. I started my career almost 20 years ago on the third floor here probably for two or three years projects in Finance, Purchasing, Wastewater Treatment Plants all over Plant #20, and so it's wonderful to be back here.

We started this company because frankly it's really hard to do business with government and that is not an indictment of this government. It is a fact across the country and so our entire mission is to simplify citizens ability to connect with, do business with, transact with and communicate with their government. We've been at this for four years. We have had

tremendous success across the country. As noted by some of the clients, and as Alan said, and I would just graduate on you being an innovator in this field, I mean we have been in City Hall's, County Courthouses, and State Capitals for the last four years and you're a great partner. This is our first iteration of 3-1-1 here, but today we're doing things like across the country; motor vehicle renewals, utility payments, court payments and information, we're doing tax payments, we're doing a lot of things. With the State of Kansas, we were selected as the web and mobile provider on a statewide RFP through which this initial contract is a statement of work on that contract. For the State of Kansas here shortly in the next month you will be able to register your vehicles, you will shortly be able to do voter registration, court payments at a state level will most likely be a part of that, you will be able to order vital records, birth certificates and those kinds of things and much more.

Just a quick note on the technology, we have a platform based. It's a modern platform based approach so if you were to setup an account and store payment. If you were in your MyKTAG app or if you were in State of Kansas, all of that information is available to you as a citizen of this county and in the MyWYCO app so it all persist. Anything you do on the web you can do on the mobile. Think of Amazon. Your account—I do stuff on the web, I do stuff on the mobile, it's the same premise here so we're really thrilled about that.

Mr. Plunkett said we want to show you something that we launched a couple of months ago in Grand Rapids. (There were no slides for this) They don't have 3-1-1. We're going to be adding that. We're starting with 311 here. In Grand Rapids, we took over both web and mobile so anytime you go to their website and, Mayor, it's exactly as you suggest; you go to the website and you say I want to pay this utility bill and we bring up the application so we are the web apps.

Commissioner Philbrook said just to let you know when that comes up and it goes pay it, I'm like ah because you have to remember I'm in the upper group and so I'm not adapt at a lot of this stuff. I looked at it and I go pay it, hell no I'm not going to push on that because I'm afraid I'm going to be paying something and then I realize okay let's start playing through it. This is for the people out in TV land because there are some of them like me the minute you start talking about putting my personal information out there, I'm going to be concerned. The minute it said pay it I'm going is this really it and then I went on through it and in one of them where it also gives you

the option of when you're accepting this particular to download, it gives you the option of do you want to give your credit card information and all that kind of stuff and you just go yep and that is the one that makes me feel the best of any of those buttons. I just wanted to share that with other people out there because some folks get a little squirrely, like myself, when they start looking at this stuff so pay it doesn't mean you are going to have to pay your way through it. It just means they have that option and this is your app. **Mr. Plunkett** said that's wise and we face that and typically Grand Rapids is an anomaly. Typically, we don't need our brand. We are a partner and it's MyWYCO or the Kansas application will be, I'm not a marketing list, I didn't come up with it unless you like it, but it will be IKAN; that will be the statewide app. Again, if you like it, I will take credit but I didn't have anything to do with it. It's interesting. PayIt is confusing and through some of the data as you get into this, Grand Rapids is really interesting, they have had a 50% increase in digital traffic across the services that we're going to talk about. They offer Guest Pay services, but 90% of the folks that do it, and this is over 50% of the transactions, it's a huge number of transactions that go through there and create an account. About a third of those use ACH for the higher dollar transactions and for the lower dollars we're seeing credit card and they made the decision to fund certain of those transactions and others the citizens pay for too, there are services that go back and forth. By the way, I will just say this on 311, you all are not alone. We looked across 75 cities, we talk to 311 all the time, it's where local government connects most. Of the average number of calls into 311 call centers is one per citizen and the average cost of those calls is between \$3 and \$5 per call. I'm not sure exactly the cost numbers. We haven't dealt into that but it says way more to me than cost, citizens are confused and they want to know. A third of those are court payments so when we launch courts we're going to seek to also notify court dates. You don't have to call to get your court date and those kinds of things.

Grand Rapids, let me show you this, because these are services that you don't see in your MyWYCO today, but a lot of them are coming and this is an experience to go through and pay for a service. We make it very friendly. Think about the best commercial applications out there. Your Amazon, your Starbucks, your bank apps; we want government to be in that class. Today there is manifest in bots or conversational because the lowest common denominator of digital literacy is texting. People can text and so you will see that, but we also have dyslexia

integration and ability to do multilingual and to see what languages are on your device and to show it to you in Spanish, etc.

These are screenshots. If we were doing it live you would see it scroll like you were texting so I'm here to pay your property tax and so at the bottom you would click on I will pay my property tax. We also have some natural language processing that will enable more communication so you see that TextBot right there, there is not a lot in there today, but it may be just chatting, maybe it even gets into policy discussions; lots of thoughts of opportunities. I want to look up your number, this scrolls up and down. In Grand Rapids, there are two ways to credential into the system and we rely on our partners to say how do you want to credential in. House number and your last name, well the last name it happens to be in this test account Law so it populated that under last name so at the bottom I'm just going to type in my billing number right there and then it's going to pull it up. Oh, it's overdue. By the way these are the kinds of things in many places that we go including Kansas that you cannot pay an overdue vehicle registration online. That's going to be different as of the end of next month because we can hook in, we have business rules and we can add that in so yep, that's my tax bill. See where it says view details, maybe I want to see more details, these are the details they provide in Grand Rapids on that property tax bill. Then, does that look fine, well nobody really thinks a tax bill looks great, but that's the option so yes, that's it and then you see at the bottom add a payment method. By the way, I'm going to have to get this back because that's my real credit card. It's not going to get your very far but you can scan a credit card and it pulls it in so you can store one or multiple credit cards, you can store one or multiple bank accounts, you don't have to reenter it. Just like Amazon it's exactly like those kinds of modern commercial apps.

Mayor Holland asked can you scan a check if you want ACH. **Mr. Plunkett** said we don't have that yet, but that's on the roadmap. Checks just happen to be laid out in different ways but yes, on the roadmap, but not there yet. So, payment amounts at the bottom, you submit, it brings up the bill and so you have lots of ability to make sure it's right before you hit that big blue button at the bottom, you pay it, it says okay, thanks. You've paid your property bill, we've emailed you the receipt, you can access your receipt in the wallet. The wallet is in the app. It's interesting because it's more than just receipts. Think permits, licenses, hunting licenses, your car registration is going to be applicable. Now nobody in here will ever get ticket, but if you do get a ticket, you can pull up your car registration in Kansas once this goes live so

it's fully connected to you. See where it says tell your friends. This is interesting because you can pull up, you can tweet, you can text your friends, you can post a Facebook; in this case you guys would have the opportunity to use this or not, but you get the word out about how great it is to do these simple things and not have to fill it out and mail it in or take off work and go in and get in line.

This is the wallet. I'm skipping over some things, but this is the wallet, it's a property tax receipt, this is how they have it formatted here so it's a receipt. It stays there. Here's what else happens, if you create an account which you would, in this particular case next year you could sign up for e-billing so no more paper goes out. Some of these are statutory. Some are policy and some are law. In Buford County in South Carolina near Charleston, we are doing property taxes, about the same time we're launching, two weeks ago we did an e-billing. People sign up for e-billing. That's the first thing they did so they will reduce their actual paper bills in a significant way before they actually go out.

There are lots of things we would like to talk with you about on this innovation roadmap to get where we want to go. This is the email I got. That happens to be the receipt so email is in your wallet in your app, but that's it for Grand Rapids.

Here we are on the website 311.Wycokck.org and we're in service requests for 3-1-1. The website stays and you would launch—I'm clicking on submit a request, it's loading, I know it works by the way, I see all the requests. I know we're online. I wonder if this is an old browser. This always happens when you're in real time for a presentation. **Mayor Holland** said we have a question while we're waiting.

Commissioner Bynum said I have a question in general. You know with everything that you've talked about, Alan, the search WYCO and everything that's been discussed, I have a smartphone but that doesn't mean that I love it. People I think even older than me, not with just a smartphone, but a laptop or a desktop or whatever device they are using, they're going to have a problem at some point. Is there a text support line? Do we do that now and I just don't know it? **Mr. Howze** said there is so there will be two options. One, we retain the 311. It's always been called 311 so that stays and then there is support through PayIt so if you run into a problem with the app, there is a support function through the app that they can help with. **Commissioner Bynum** said when I am trying to pay my taxes online and I'm doing something wrong and I

really want to finish that process and I'm just doing one little thing wrong and I don't know what it is, is there somebody I can call that I can walk through that with that can say oh no, don't push that button, push this button. That's the question I'm asking. **Mr. Plunkett** said PayIt provides that step-by-step and if there are any other sort of situations there is 311 and also the Treasury Department, they do that I think now if there are online payment questions. There are several avenues I guess available to people for those kinds of questions.

Commissioner Bynum said so on the different platforms let's say, again, I'm renewing my tags; when I'm on that site is there a prominent display of hey, if you're having problems call 573? **Ms. Pack** said I would say that in what we've seen of the flows in this process almost every step of the way there is an option to do you need to call and it will call directly to either the Treasury Office or whatever the applicable phone number is for that particular section of what you're doing. I can't find my parcel, this isn't the right one, do you need to call so and so? With that throughout the application they've input that option to have to call somebody. I think there are a lot of places where people have that opportunity. **Commissioner Bynum** said I think it's important if the data that you're telling us at the frontend of the presentation is that it's the boomers where the technology growth is happening because there's people like me who don't know what we're doing. In general, just curious about are there going to be people there to help.

Commissioner McKiernan said I don't know if it has anything to do with it, it just loaded fine with Chrome. It could be the browser. **Mr. Plunkett** said yes, it usually supports the last two versions of any browser and I don't know what version this is. Of course, Murphy shows up when we're here in a public environment.

Commissioner Bynum, I would just say this because we have those conversations across the country all the time, this is all we do. It's interesting, it's certainly not for everyone. We want everybody to have options to how they want to engage. If you look across the breath of digital offerings across government just in general, it is typically—this is not about here; it is typically 20-year-old webform type things, type interfaces. If you would compare what you would do to pay any tax bill or anything with the state or fill out an application for TANF support or child support or get help with those things or register to vote, these were interfaces developed really in the first several years after the internet and that is not good enough. One, we're making it easier and more intuitive, that's our role; that's all of our roles, but as a company

we absolutely focus on that with user research. Two, we make help readily available. We're not going to be perfect at it but we try to. We have support and we want to get better and better at routing to the appropriate government resources and we have a learning process. Third, I would just say this, it's really interesting data. This is one piece of data. The fastest growing users of Facebook, for example, are over the age of 60. More and more people are doing things on Amazon. It's not perfect but I think we're making it more available.

Mayor Holland said while this is loading I also have something I feel really strongly about. When I pull up my WyCo app I don't want it to be your logo, I want it to be our Unified Government logo in black and yellow. When do we get our color scheme and our logo so the button on my—my button on here is not a blue capital, I want the Wycokck logo so I can touch that or the 311 logo. I want one of those two. When does that happen? Does that cost extra? **Mr. Plunkett** said let us work with the team on that. There's some things we can do because it's a multi-tenant platform approach and some things we can't, so let me look into that for you. **Mayor Holland** said I want people to look at and know that's my city. **Mr. Plunkett** said absolutely.

Commissioner Philbrook said I just wanted to say you are—my experience walking through it, putting in my request to 311 was probably one of the nicest experience I've had dealing with a program because it's so friendly is what I want to say. It's feels friendly. It's like ask for your information, is this really what you want to say; you can go back and fix it if you need to and it's just not one of these things you have 15 seconds to finish this and we're going to turn you off. **Mr. Plunkett** said it's interesting before you know when you're going through the chat and you know how the three dots come up if you've seen it, we programmed that in based on user research. The system can go faster than that but it looks like you're chatting with somebody because when you're texting and somebody is typing—**Commissioner Philbrook** said that's exactly what looks like, but it makes it feel friendlier. I think a lot of us who are now used to chatting or whatever and using it, especially the ones that type slower, it's very helpful.

Mayor Holland said we only have about seven or eight minutes left so why don't you walk us through what it does and then talk about what's going to come next because, for instance, I'm

looking forward to taking pictures of things, texting photos in, when's that coming? I just want to know what's coming now and kind of what the timeline is for future stuff and I think we can use the rest of our time doing that.

Mr. Plunkett said as the 311 system, and I'm not as intimately familiar as the new system—as we bring that online, and it has more features. We're going to be able to have people can submit pictures for 311 requests, we're also going to be able to push notifications on here's the status. Right now, we can't do that because we don't have all the data in the backend system. You guys are going through a huge system upgrade so we're connecting in and this is V1—0.1 really and so we want to work with you guys to figure out what to launch. Some of the things that we know we want to launch include the pictures, include the ability to say here's the status, not just binarily, it's submitted or it's finished, it's hey it has been given to the Public Works Department or it's given to the trash department or whatever that request is so you can see it. You can sign up to be notified in the way you want to be notified, email or pushing the app or text or whatever so there are lots of ways.

Mr. Howze said it was the browser. (The slide came up at this point) **Mr. Plunkett** said, Mayor, this can be really quick. I can just go with those that haven't seen it. **Mayor Holland** said go for it. **Mr. Plunkett** said when you go into your website you would pull this up, you would get started—I'm just going to continue as a guest here. You could use your account or set one up. Now, I didn't come up with dot bot either. **Mayor Holland** said I like the dot bot. **Mr. Plunkett** said my name is DotteBot. What do you want to do? I want to go down here and report an issue. Okay, tell me a bit more and so here if you scroll across, you can see the various categories of issues. I'm going to do something else. Trash collection issue, no one likes to have garbage just laying around. Let's get your request submitted. We actually go through—somebody give me a good zip code here. We're going to submit what happened here. This is a test I don't want anybody doing anything about this so we're going to submit that and I'm going to stay anonymous but I can include my information. Even if I had an account I could do it either way. I'm going to stay anonymous, it's going to submit where I need to change or start over so it looks good and done. I could do something else, report another issue—since I don't have an account—if I had an account today it would email me that it has been submitted. **Mayor**

Holland said I would like to reiterate to everyone watching if you do have a trash issue, please go through 311. That allows us (inaudible) and it allows to find the operator if they do not perform at a certain level. They encourage you to call them directly, call us, 311 report the trash issue and then we can track it and issues fines if necessary.

Commissioner Townsend said if you remain anonymous, does that affect the caller's ability later to track like the trash issue. Will they still be able to track the outcome? **Brett Deichler, Director of Delinquent Revenue/311 Call Center**, said technically in app probably not. If it was a CRM issue that we had entered on our files you could probably look up the address and go back and look in that history. Most often what you're seeing now, Commissioner, it's a contact based management system. If there is anonymity in there, they won't obviously receive emails of confirmation but we're encouraging people to—most often they do want to sign up for things and code violation cases obviously they don't want to register their names there. For tracking purposes, most people once we get to the contact centric portion we could look them up. It has a historical roster that shows what's pending and what's been done on the case file itself. From the mobile app perspective, I would say yes in the future and not now probably. **Mr. Plunkett** said maybe once we get an issue number—it can give them a real-time issue number use this and here's how you track it, etc. That's absolutely possible through our technology. If the system can provide it, we can put that in there.

Mr. Deichler said I would like to address one thing here too that's really important, there has been a lot of hard work and a lot of good work that has been done so far. There is a lot to still be done. These are based on iterations, it's about contact centric management; really important but all businesses go through a state of equilibrium where we can of eluded on what our call volumes look like and in looking into the future we will see some people will pick the app, some will still call us, but that will allow us to basically get down to the business, is what I call this. I have the advantage of being able to do both. This never stops for us. We have a quest to keep moving forward because it's a dynamic environment. We need to keep making constant improvements to this but I get to go back and manage the business too and that's where we take this data and we hit the ground running with it and we start to look at what these stores are telling us and then we manage to that, we market to that, and that's the importance of what we're trying to do here.

Get this out in front of the public so they can pick and choose how they communicate with us and solve the really easy issues for like Municipal Court which is a big volume for us, but they lost their ticket and just want to know what day they're on, if they're on a docket, things like that, but to call us for the big-ticket issues and we can help to resolve that. The tracking and the communication piece is paramount but this is day one of a long journey and it's a great journey. We're customer centric. That's why we're here and we're proud to be serving the population at-large and that's why we're doing what we're trying to do as a team. It's a great team. There has been a lot of hard work done here.

Commissioner Walters asked what does happen if you enter 66012 in the zip code and that's Bonner Springs and I assume that some issues, county issues, this would be a good application for, but for some questions city issues, what happens? **Mr. Plunkett** said I would say today all that data gets submitted into 311. I would say this, the system today its version one, but it has the ability to do thing like put Geofencing around where you can actually submit something which is not really there today. Right now, it goes in for triage into 311. **Mr. Deichler** said yes, I can answer that too. That triage is important where we would take county services across the whole county, but if it's a city function then we have direct contacts with the other cities obviously, Bonner Springs and Edwardsville. The map itself will do the Geocoding and the fencing to allow that interaction with the app itself to tell them if they need to contact us or at least get it to us so we can reach back out and communicate to them about how to make that direct contact if it's not something the mobile app can actually handle because it's outside the boundary. In the future, I see this thing being holistic to where all of these applicable zip codes will fall within here. We maybe need to make a few agreements with the other cities on some of that, but it's about getting it done and completing that circle too.

Mayor Holland said if you call 311 and you're in Bonner Springs, does it connect to our 311 system? **Mr. Deichler** said it does connect, yes. **Mayor Holland** said and if they say we've got a street light out in Bonner Springs, what does 311 do with it? **Mr. Deichler** said we report that to the Board of Public Utilities directly. **Mayor Holland** said but they don't cover Bonner Springs. **Mr. Deichler** said a light out in Bonner Springs? **Mayor Holland** said yes. **Mr. Deichler** said then it would go street to Bonner Springs front office. **Mayor Holland** said and

you would communicate that. **Mr. Deichler** said yes. If it was for our jurisdiction, it would go to the Board of Public Utilities. In passing as an example that lives out there that calls us and says they seen it, if it's going for a Bonner Springs light outage then we connect that back to their front City Hall. We communicate that for them.

Mayor Holland said great work, very exciting, a big step forward for customer service. I'm very excited about the payment options and very excited about all the work you have done. Thanks everybody for all the team that's working on this. Great job.

**MAYOR HOLLAND ADJOURNED
THE MEETING AT 6:45 p.m.**

dt

Bridgette D. Cobbins
Unified Government Clerk

October 26, 2017