

# Memorandum

**To:** Whitewater City Council  
**From:** Customer Service Task Force  
**Date:** 3/11/2005  
**Re:** Recommendations

As you are aware, City Manager Kevin Brunner formed a task force late last year to develop recommendations on how City government customer service could be enhanced and improved upon in the future. Members of this task force include citizen members Harriet Kaluva and Kristine Zaballos, City Council members Jan Bilgen Craggs and Marilyn Kienbaum, and city staff members Tom Barnes, Kathy Boyd, Theresa Lee, Doug Saubert, Michele Smith and Kevin Brunner. The task force has met six times and has evaluated how the city government serves its customers (citizens) and wishes to make the following recommendations for consideration by the City Council and City management staff. In some cases, there will be a need for a budgetary appropriation by the City Council in order to implement these recommendations while others can be implemented administratively with little or no city budgetary impact. Costs of each of the recommendations have been estimated where applicable.

As members of this task force we are pleased to offer this report for the City Council's consideration.

## **Customer Service Task Force Recommendations**

1. The attached service commitment, printed in both English and Spanish, should be prominently posted at all service desk counters throughout city government as a visible indication to all who come into contact with our city of our customer service values. Cost-\$50 (existing budget).
2. All city employees should attend at least one customer service training during work hours at which the above service commitment would be reviewed as well as what the expectations of all city employees are in dealing with our customers. Cost-\$2000 (existing budget).
3. Publish a bilingual city telephone directory and distribute at least annually with sewer/water bills (a refrigerator type magnet is suggested). Publish a frequently asked questions (FAQ) brochure at least annually on the city website (also searchable) and in print. Cost-\$2200 (need to budget).

4. Improve City Hall building signage both external and internal, including clear identity for “Whitewater City Hall-Municipal Services/Police/Fire/Rescue” on both Fremont and Whitewater Streets. Cost-\$5000 (need to budget).
5. Install large maps of city in City Hall Foyers with availability of small maps as well to customers. Also post a building floor plan on each floor of building. Building evacuation maps should also be posted in each City Hall public meeting room. Cost-\$500 (existing budget).
6. Improve lighting levels in City Hall Foyer. Cost-\$200 (existing budget).
7. Utilize more the “inner foyer” of the Police Department by opening to general public during regular office hours when inner office window can be attended. Reduce reliance on public use of emergency dispatch center during regular office hours by directing police customer traffic to inner office. Cost-\$2000 for possible rewiring of door security system and needed signage (need to budget).
8. Label/relabel City Hall elevator buttons and make easier to use with new signage. Cost \$100- (existing budget).
9. Make a number of City Hall parking improvements including: more rigid enforcement of 15 minute parking on Fremont Street side of building; allow parking of law enforcement vehicles only on Whitewater Street (two parking spots in front of building currently designated as no parking); install cross-hatched pedestrian crossing in front of most westerly City Hall entrance from the Whitewater Street parking lot; designate “visitor parking only” spaces on easterly side of the Whitewater Street parking lot; place one designated “handicapped “ parking space on Fremont Street and one on Whitewater Street (eliminate one of the two spaces on Whitewater); place “additional City Hall parking sign” on Fremont Street side of building, and provide additional lighting for Whitewater Street parking lot. Cost-\$1500- (existing budget).
10. Provide on-going training of city staff on telephone etiquette and usage, particularly new staff. Minimal cost.
11. With upcoming retirement of municipal court clerk, provide for cross-training of court clerk for Finance Department backup and of Finance staff for Municipal Court backup. Install door between current court clerk office and Finance general office to provide better security for court clerk as well as physical connection between staff. Cost-\$1500 (need to budget).
12. Provide city property records via public computer on City Hall first floor as well as at the Planning/Zoning counter on second floor. Cost-Need to Research Further.
13. Move the CDA Offices to City Hall to better link with DPW and Planning/Zoning operations and more fully utilize existing City Hall space. Also, better utilize CDA

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assistant for project support and City GIS (Geographic Information System) development. Minimal cost.

14. Move current Park, Recreation and Forestry staff from City Hall lakeside room to former Special Projects Coordinator's office and current contract Assessor's office to provide better accessibility to general administration second floor counter. Convert existing lakeside room to public meeting space and public information center. Move contract Assessor's office to current DPW conference room. Minimal cost.
15. Seek bi-lingual (Spanish-speaking) capabilities in future staff recruitment and hiring. Encourage key current staff to develop some Spanish-speaking ability. Also, publish the annual citizen's report in Spanish as well as translate high use city forms/documents into Spanish as deemed appropriate by city staff using existing translation software and donated editing services. Minimal cost.
16. Add a second payment drop-box to the Fremont Street Foyer. Cost-\$1100 (need to budget).
17. Continue to develop a broad-range of methods to communicate with our customers (citizens).
18. Incorporate these task force recommendations in on-going city management objectives. Monitor performance.