KCATA
COVID-19 Workplace Communications
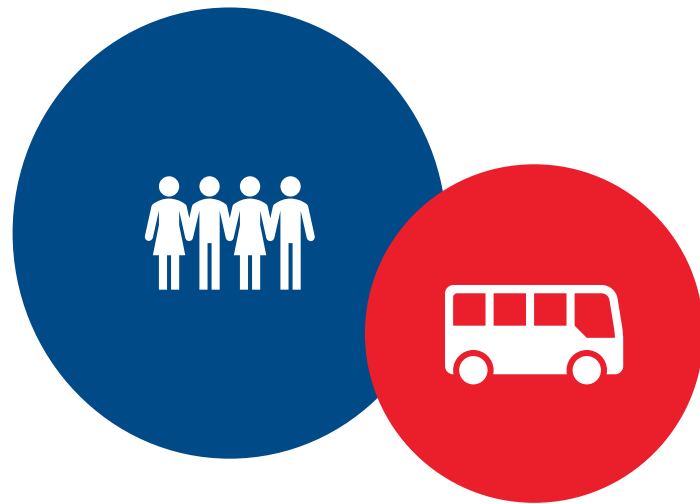
October 14, 2020
Cindy Baker, Chief External Affairs Officer
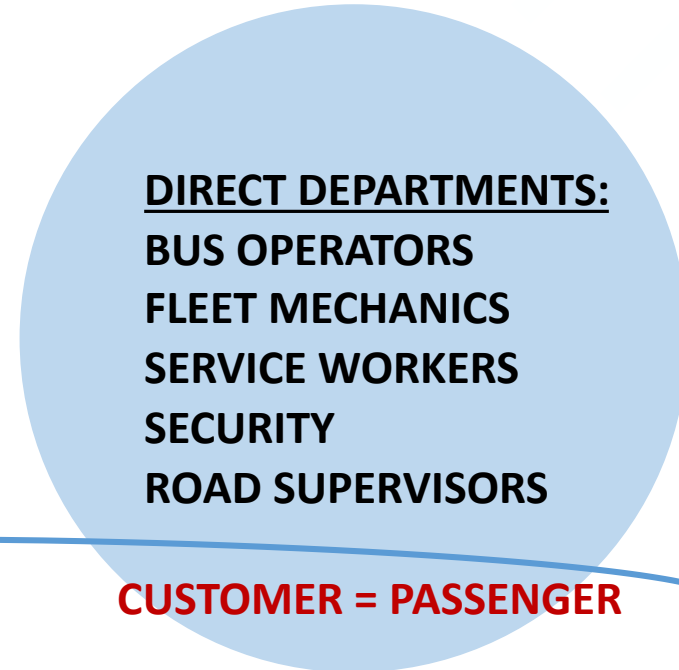Susan Miller, VP of People Development

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Positioning - Knowing Your Workforce
Our Goal: Informative, Engaging, Relevant Internal Communications to All Employees

DIRECT DEPARTMENTS:
BUS OPERATORS
FLEET MECHANICS
SERVICE WORKERS
SECURITY
ROAD SUPERVISORS

CUSTOMER = PASSENGER

SUPPORT SERVICES:
DISPATCH
CALL CENTERS
HUMAN RESOURCES
FINANCE / PROCUREMENT
MARKETING / COMMUNICATIONS
TRAINING

CUSTOMER = EMPLOYEE

30,000 PASSENGERS PER DAY *(CURRENT)*
250 VEHICLES

550 EMPLOYEES (75%)
Non-Wired / No direct online access

200 EMPLOYEES (25%)
Wired / Desks or Computers

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Communications Mission:

People-centered Approach to COVID Communications

- Informed, Proactive, Transparent

- Trusted source

- Reassurance

- Consistent

- Express gratitude, hope, encouragement

Nearly 30% of crisis professionals believe that employees are the most overlooked stakeholders when their organization is dealing with a crisis.
~Deloitte

HEROES
MOVING
HEROES

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Listening to Your Employees

What to Communicate?

Research & Best Practices
- ✓ Area COVID-19 trends
- ✓ Daycares, Schools
- ✓ What are other businesses doing?
- ✓ What's working at KCATA?
- ✓ RTW - safety needs, capabilities & campus safety
- ✓ At-risk employees
- ✓ Educational opportunities
- ✓ Best practices

Infection Control Procedures
- ✓ PPE: Masks, gloves, goggles
- ✓ 6' Physical distancing
- ✓ Cleaning protocols
- ✓ Personal responsibility expectations
- ✓ Operational changes
- ✓ Medical support onsite, BCBS & community testing

Policies & Requirements
- ✓ CDC guidelines
- ✓ City, County & State guidelines – closures, capacity, masks
- ✓ Employment laws
- ✓ Workplace policies
- ✓ Flexible sick & vacation time
- ✓ Voluntary Leave Options
- ✓ Remote Work Agreements
- ✓ Return to Work Verifications
- ✓ Meeting policies
- ✓ Travel policies

Appreciation
- ✓ Gratitude
- ✓ Encouragement
- ✓ Hope

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Establishing Employee-Centric Communication & Protocol

- **Establish transparency, integrity and trust.**
- **Establish a voice.** Researched, measured, instill calm and confidence with select vulnerability.
- **Establish consistency / limited information source.**
- **Keep informed but streamline / Avoid overload.** What do the employees actually need to know? Legal, safety, risk.
- **Reliable information source.** Provide useful & relevant recommendations; employer is often sole provider of reliable safety information for them and their families.
- **Clarity and speed.** Clear, streamlined, fluid and collaborative outreach; reduce overload– easily consumable with ease of access. Create single touchpoints.
- **Be inclusive with all employees.** Ensure you're talking to all employees at the same time – wired, non-wired and remote; Leaders and workers; Union and non-union; front-line and back office.
- **Listen** to questions, trends and needs. Identify gaps. Listen to all employees equally. Listen to the Union.
- **Anti-discriminatory.** Ensure policies do not impede medically high-risk employees.
- **Engage and respect** all employees on leave and in self-isolation; guidelines of communication.
- **Align policies and options with employee needs.** Examples: Flexible sick and vacation policies, voluntary leave options, workplace polices aligned with federal leave polices, remote work policies.

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Types of Communication

March 2020	Today's Path / Future KCATA
• Paper & Fragmented Communications	-KCATALink – Web-base App Communications Tool to reach all employees -Employee Kiosks / Self-serve computer stations (to reach non-wired) -Communication where the employee is – Weekly newsletters via app to reach all, video monitors, paper signs -Newsletter relevancy -Identify key talk times for small groups -More frequent board updates and union updates
• Town Halls	-Provide manager and call center talking points -Leadership Video communications -Provide two-way communication opportunities – listen, employees surveys, Hope wall
• HR Department	-Creating single touch points – less paper, more automation, and Employee Support Center
• Fixed Worklow Messages (8a–5p)	-Shifted to real-time data, outcomes and productivity goals with remote work and hybrid workforce future
• Department Tracking	-Shifted to more centralized reporting for things like attendance and leave management
• Training – large classes	Take advantage of reduced service for whole company compliance training; small groups and video; Established LMS
• Small group of leaders	More voices – Introverts Win!

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Gratitude and Purpose

Employee Thank You Video – our Training Opening

Leaders Model Expectations

- Listen to employees – turn into protocol and communications

- Follow safety protocols

- Recognize and Reward employees
  - Hand-written thank you notes
  - Video messages
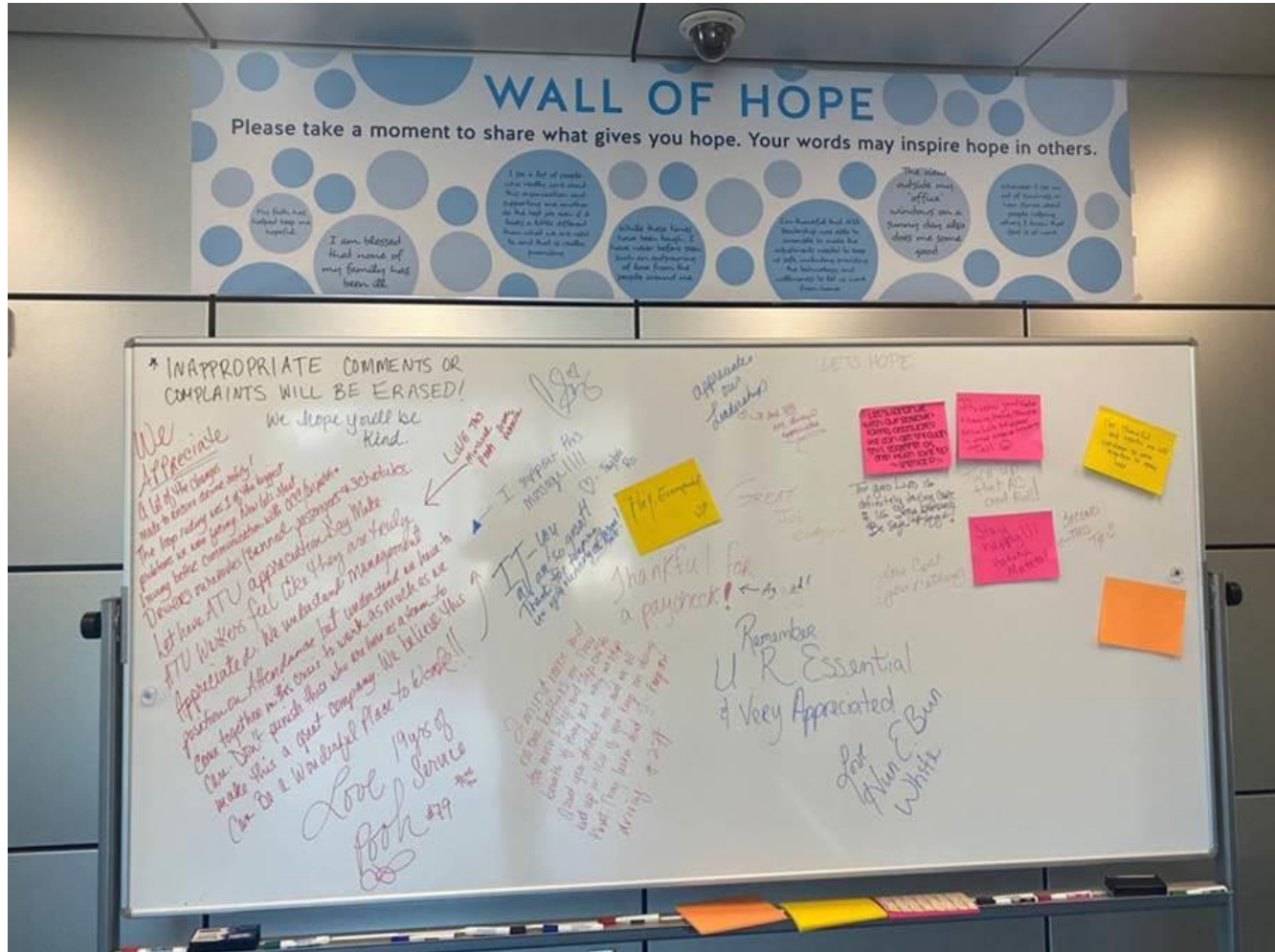 - COVID-safe events – Drive through

Staying Positive in Challenging Times

- Operational Changes and Challenges
  - Masks
  - Zero Fare
  - Public /Community
  - Union
  - Meeting limitations
  - Hybrid workforce changes

- Policy Enforcement

- Employee Illness

- Provide Hope, Sense of Community
  - Employee Wall of Hope

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Establish Hope

A **Wall of Hope** was set up as a way for employees to express and share optimism during these trying times.

Employees have been leaving positive, encouraging words that will hopefully inspire others to see a brighter future.

"I'm thankful and hopeful we all continue to work together and stay safe."

"Let's continue with our positive & loving attitudes and we can get through this together as one."

"Stay happy!"

"Turn up the AC and roll."

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