

ADVENTURES IN PUBLIC OUTREACH - COMPLIANCE, TRANSPARENCY, TAXPAYER EDUCATION AND PARTNERSHIPS

**PRESENTED BY THE CITY OF
KANSAS CITY MISSOURI
MSATA 2019**



TAX ADMINISTRATION IN KANSAS CITY IS LIKE ALL TAX ADMINISTRATION...A WORK IN PROGRESS

OLD FASHIONED TAX ADMINISTRATION

Threatening Letters
written in legalese

Aggressive and
unfriendly revenue
agents

Communications with
agencies was difficult

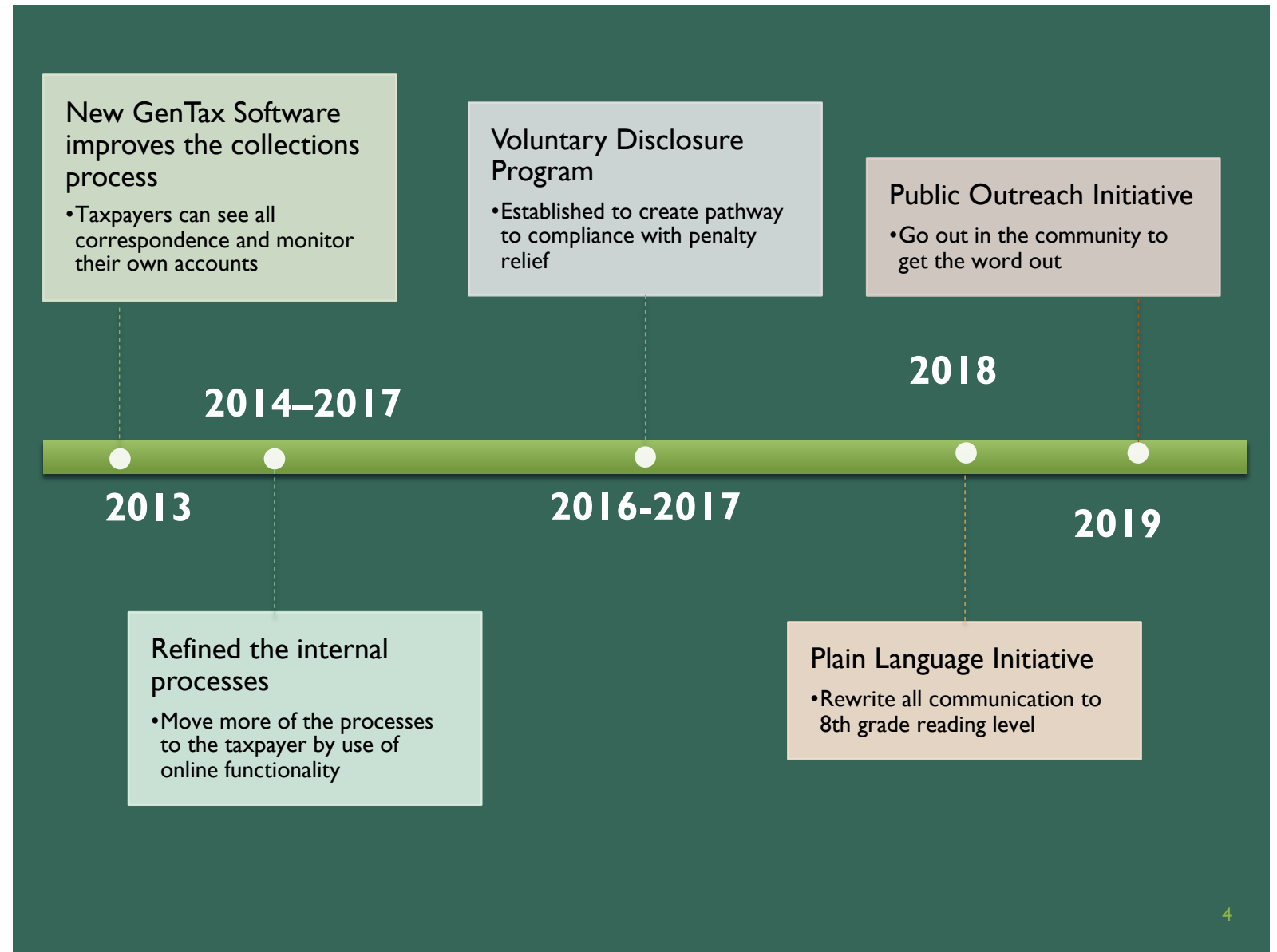
- Phones long wait times and high drop call rates
- Letters lost or go unanswered

Agency relationship with
media not collegial

Agency expects average
residents to know
complex tax
requirements

Tax practitioners get
little assistance from
agency

KCMO NEW
PHILOSOPHY...WORKING
SMARTER NOT HARDER
HOW WE GOT HERE





CITY OF KANSAS CITY MISSOURI



HOW KANSAS CITY MISSOURI IS
TRANSFORMING HOW WE INTERACT WITH
TAXPAYERS

PARTNERSHIPS WITH TAX PROFESSIONALS

-
- Yearly tax update presentations to all preparers and groups wanting clarification on tax changes
 - Missouri CPA Tax Update Meeting
 - Missouri Society of Accountants
 - Kansas City Chapter of Missouri Association of Tax Preparers
 - Missouri Tax Professional Association Yearly Tax Update
 - Heart of America Tax Institute
University of Missouri Kansas City Law School

Let's do it!

Let's do



Moneyline with Peter Newman

MEDIA EXPOSURE

LOCAL TALK SHOW HOST
DISCUSSES TAXES SEVERAL
TIMES A YEAR WITH
COMMISSIONER RUCK

COMMUNITY GROUPS WITH SPECIAL INTERESTS

Work with Missouri restaurant Association
Kansas City Chapter on noncompliance on
Food Tax



Work with Hotel and Lodging Association
and VisitKC to identify noncompliance on
Room Taxes



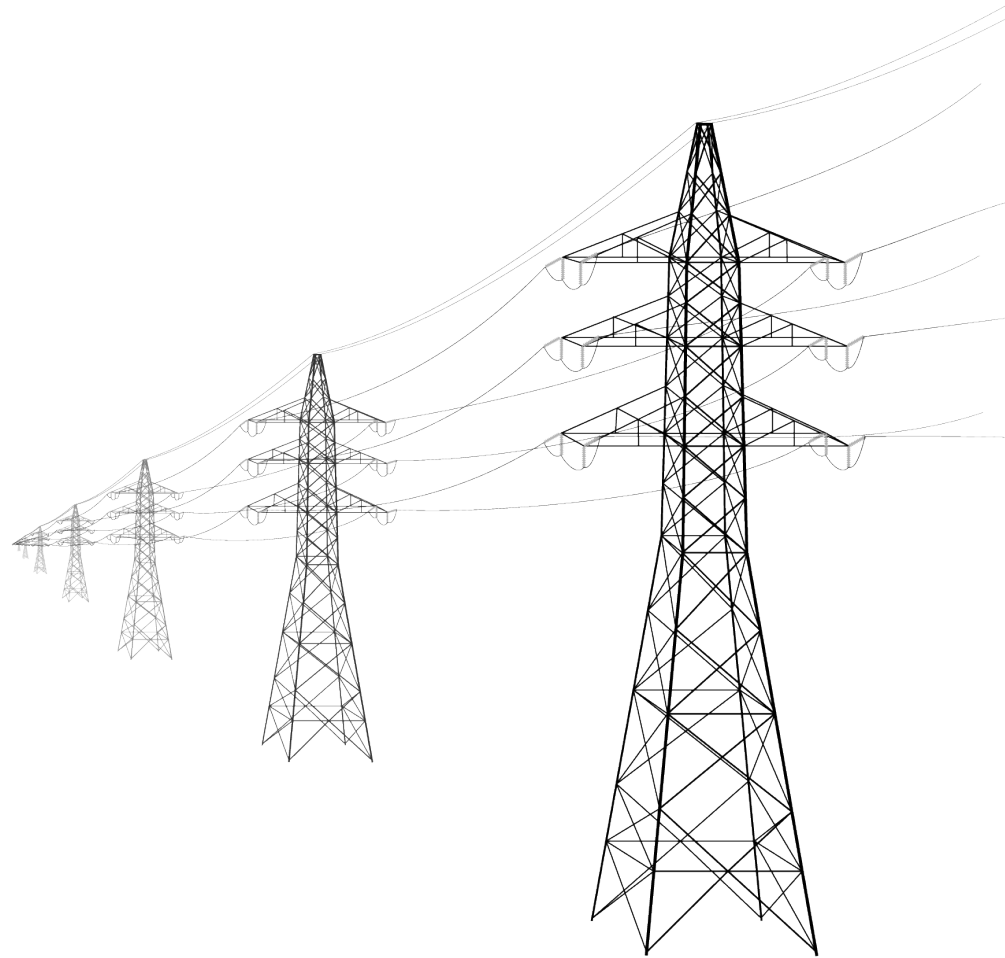
COMMUNITY GROUPS WITH SPECIAL INTERESTS

- Kansas City Food Truck Group
 - How to meet tax requirements in the City of Kansas City Missouri



COMMUNITY GROUPS WITH SPECIAL INTERESTS

- Utility Companies
 - Tax on power businesses
 - Discount for manufacturers
 - Collaborate with industry to administer



MISSOURI MEDICAL MARIJUANA DISPENSARY PUBLIC MEETINGS

- Public Outreach for new Medical Marijuana Dispensaries in Kansas City...what tax obligations will there be?



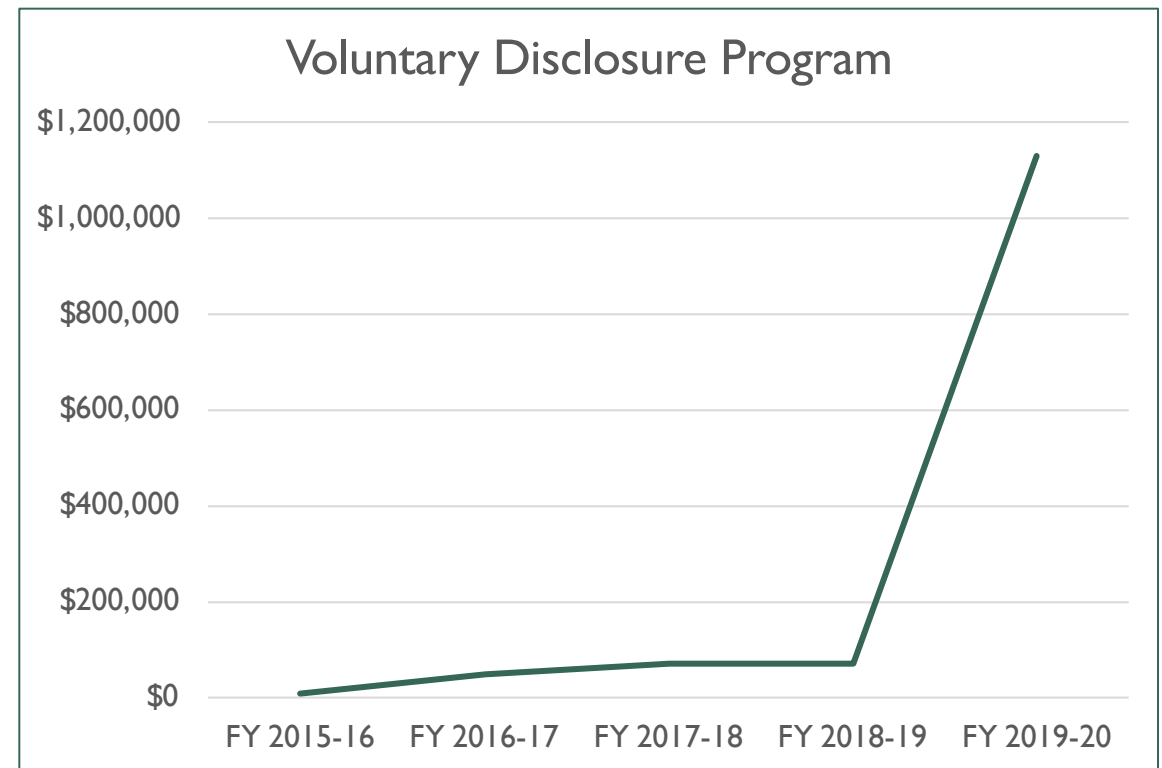


MAKE IT EASIER TO FILE

VOLUNTARY DISCLOSURE PROGRAM



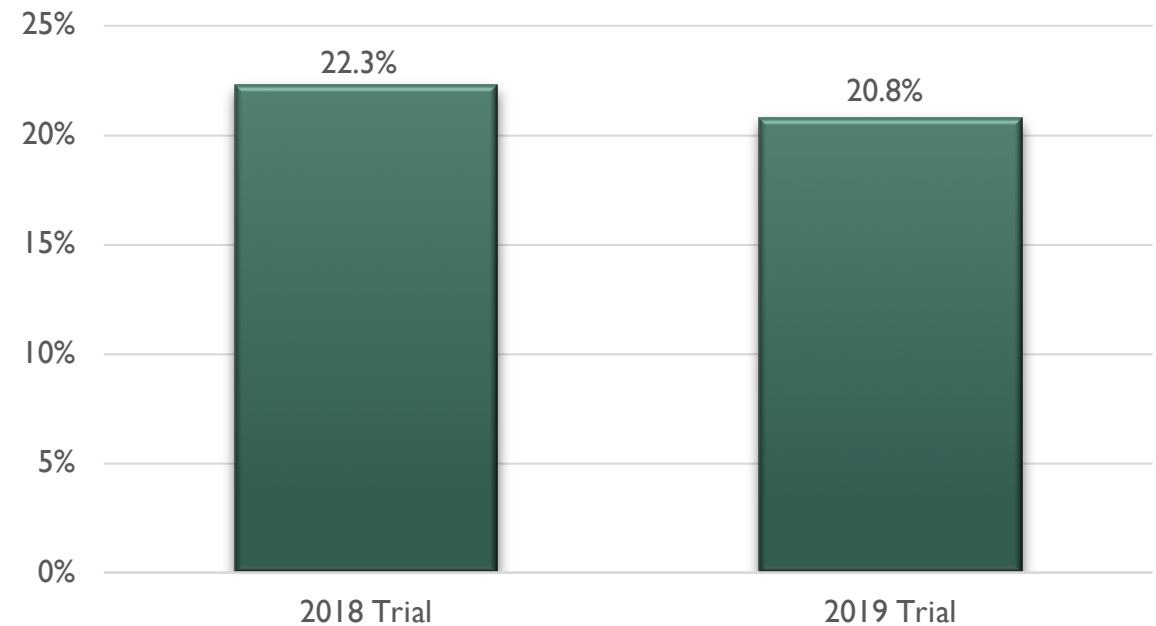
- Published February 2016
 - Codified July 2017
- 54 participants
- \$1,321,877.05 collected



PLAIN LANGUAGE INITIATIVE

- Goal = **Clear, action-oriented, reader-focused** communication
 - Short concise sentences
 - Personal pronouns
 - Active voice
 - Headings/ subheadings
- Earlier compliance
- ~ 16 letter types converted
 - 2 Random Control Trials

Treatment Group Likelihood to Comply
Business License Renewal by Delinquent Customers



GET THE WORD OUT ABOUT THE KANSAS CITY EARNINGS TAX

WATER BILL INSERT

IMPORTANT NOTICE

PAYING THE KCMO EARNINGS TAX IS NOT OPTIONAL AND ANYONE WHO LIVES OR WORKS IN KANSAS CITY, MO IS REQUIRED TO PAY.

FILE ONLINE AT KCMO.GOV/TAX BY APRIL 15, 2019

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TAX ADMINISTRATION PARTNERSHIPS FOR PUBLIC SERVICE

- Never ignore suggestions from taxpayers
 - Partner with Jackson County Collector to identify new vehicle registrations for new residents to create mailing list
 - Change QuickTax messages on our confirmation pages
 - MeF vendors recommendations by tax professionals in KCMO



OUTREACH INITIATIVES SCHEDULED FOR 2020



WHEN IN DOUBT, CALL

- 62% Delinquent Business License Renewals each year
- BIT Trial on Delinquent Business License to increase compliance
- After trial, identify a small group to call and ask why, how could we make it easier, what could the City do to help
- Low cost, small sample, use interns



FEBRUARY 2020 TWEETING “SWEET TREATS FOR RENEWALS”

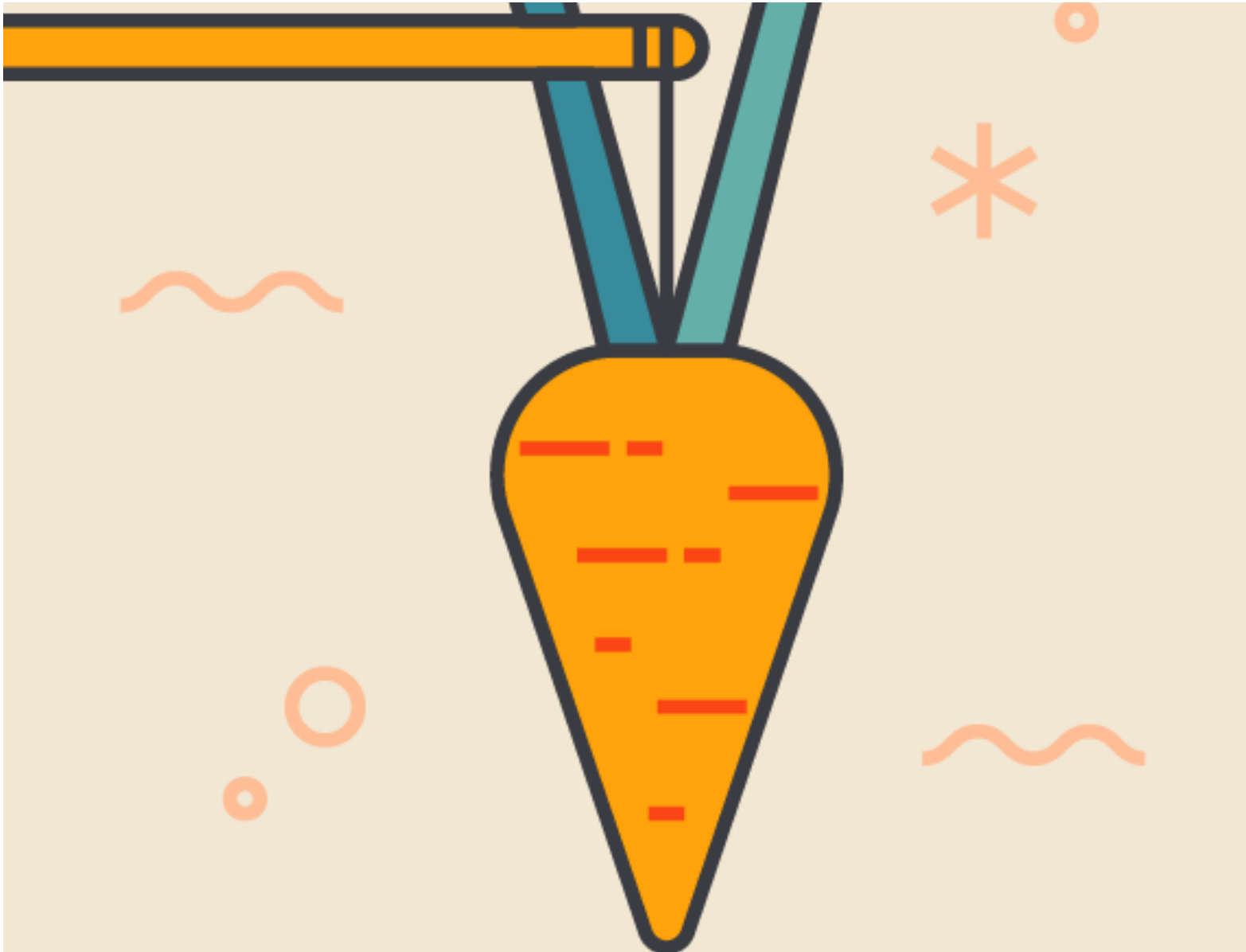


CITY OF KANSAS CITY MISSOURI

- Business License Renewals 2020
 - Last week of February, serving hot cocoa to those registering in the office
 - Measure success by tracking walk-in customers

W2 PENALTY WAIVERS

- Steep penalties
 - One time penalty waiver
 - Second waiver contingent upon second timely filing
 - Third waiver for uploading electronically in QuickTax



IN SUMMARY, CHOOSE YOUR PATH...CARROT OR THE STICK

IDENTIFY A PROBLEM AND
FIND YOURSELF A CARROT TO
GET BEHAVIORS TO CHANGE



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graph LR; A[What is your agency doing?] --> B[Thanks for attending our session today]; B --> C[Questions?];
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What is your
agency doing?

Thanks for
attending our
session today

Questions?