

# Straight Talk on 311

Steve Craig

ICMA Conference Presenter



# Political Impacts of 311

*“We are committed to making our city a great place to live, work, play and raise a family”*

-Joe Curtatone, Mayor of Somerville



So why add 311 to Somerville?

# Political Impacts of 311

- Who feels the greatest effects of creating a 311 system?
  - Residents
  - Employees
  - Elected Officials





# Political Impacts of 311



## ■ RESIDENTS

- Many will not call their elected officials, or don't know how to reach them
- Lost in “the loop”
- We're on their side

# Political Impacts of 311

## ■ EMPLOYEES

- Interdepartmental conflicts
- “That’s the way we’ve always done it”
- Managing change



# Political Impacts of 311

## ■ ELECTED OFFICIALS

- Loss of Power
- What lies below surface of this loss?
- Behavioral shifts
- Department budgets





# Political Impacts of 311



## MOVING FORWARD

- Eliminating entrenched behaviors
- Pushing data
- Closing the tech savvy gap

# Hours of Operation

- 311 Somerville Operates 24/7/365
  - Business Hours @ City Hall
  - Afterhours @ SPD\*
- Cost/benefit breakdown of “A.C.E.” standards being met
- Data driven decision making



# Hours of Operation

## Our new schedule

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
Shift 1	6--4	6--4	6--4	6--4	6--4	6--4	8--4
Shift 2	4--2	4--2	4--2	4--2	4--2	4--2	N/A
Shift 3	N/A	N/A	N/A	N/A	N/A	N/A	N/A
SPD hrs	20	20	20	20	20	20	8
Answering Service	4	4	4	4	4	4	16

This new format allows 311 Somerville to remain open around the clock, with calls being answered by local, well-trained call takers and at a price that is saving the City money.





# City of Edmonton

*Rob Klatchuk*

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# 311 Edmonton

- Opened December 2008
- 311 is the contact number for all city services
- 7x24
- Serves 800,000 residents
- 2.1 million contacts per year
- 10 million visits to our website



# Performance Measurement

- Systematic Approach
  - Investment in tools
    - Call Distribution and IVR
    - Call Forecasting and Agent Scheduling
    - Quality / Call Recording
    - Knowledge base / Website
    - CRM / ticketing

# Performance Measurement

- Focus Areas
  - What are citizens calling about?
    - More is not always better
  - Raising the bar on Call Centre Performance
    - Effectiveness and Efficiency
  - Process Measurement
    - Resolution at first contact
  - Reporting
    - Report cards and dashboards



## How Is Your City Government Connected to You?



Rosetta Carrington Lue  
Chief Customer Service Officer & Director of Philly311





# Philly311

*Aligns with the Mayor's Goal #5*

1

Philadelphia becomes one of the safest cities in America

2

The individual well-being of Philadelphians improves

3

Philadelphia is a place of choice

4

Philadelphia becomes the greenest & most sustainable city in America.

5

Philadelphia government works efficiently & effectively, with integrity & responsiveness.





OFFICE OF THE  
MANAGING  
DIRECTOR

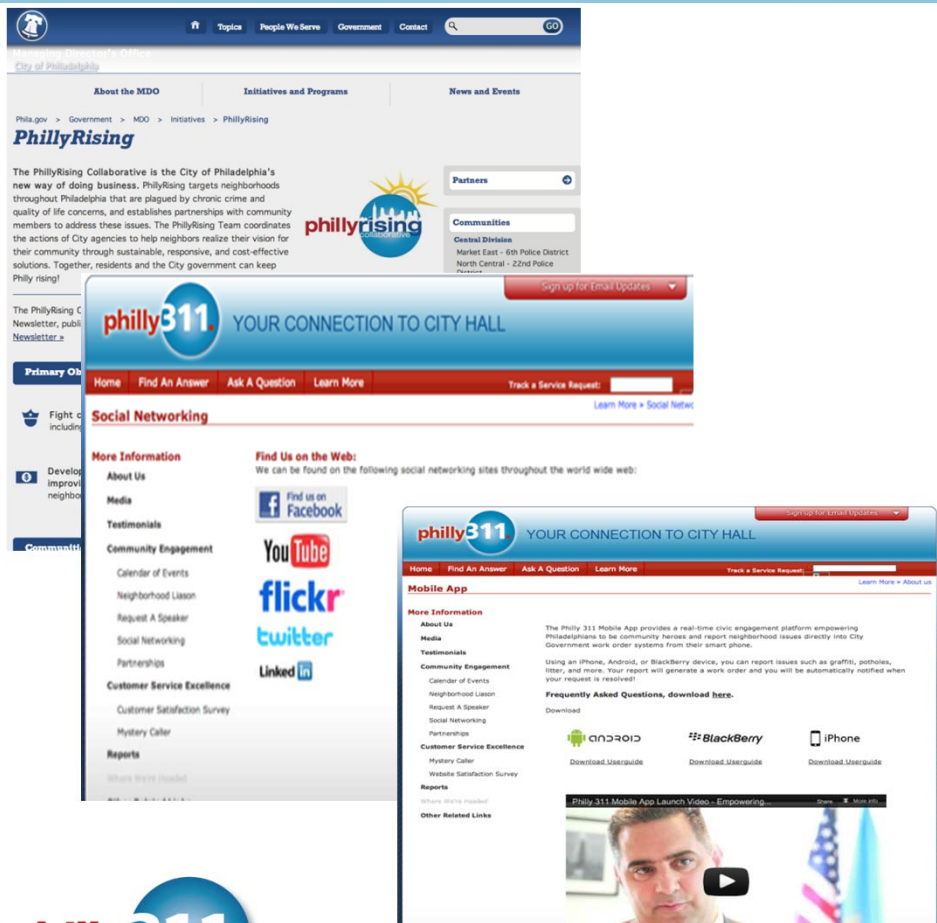


## Creating A Culture of Community Engagement Excellence

*Philadelphia government works  
efficiently & effectively, with integrity  
& responsiveness.*

# PhillyMDO Social Media Outreach

*Engaging citizens the way they want to be engaged through social media and technology*



- The City government uses various forms of social media to stay connected with the citizens of Philadelphia increasing citizen engagement, dialogue and global reach





# PhillyMDO Social Media Outreach

*Engaging citizens the way they want to be engaged through social media and technology*



- **Linkedin**

- PhillyMDO
- Philly311

- **Flickr & Instagram**

- PhillyMDO

- **YouTube**

- PhillyMDO Channel
- Philly311 Channel

- **Wordpress**

- Phillyinnovates.com

- **Smartphone Technology**

- Scan Our Quick Response (QR) Codes
- Phila.gov
- PhillyRising Video



- **Twitter**

- @PhillyMDO
- @Philly311
- @PhillyStat
- @PhillyRisingMDO
- @MDOSpecialEvent

- **Facebook**

- PhillyMDO
- Philly311
- PhillyStat
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# Philly311 Mobile App

*Engaging citizens the way they want to be engaged through social media and technology*



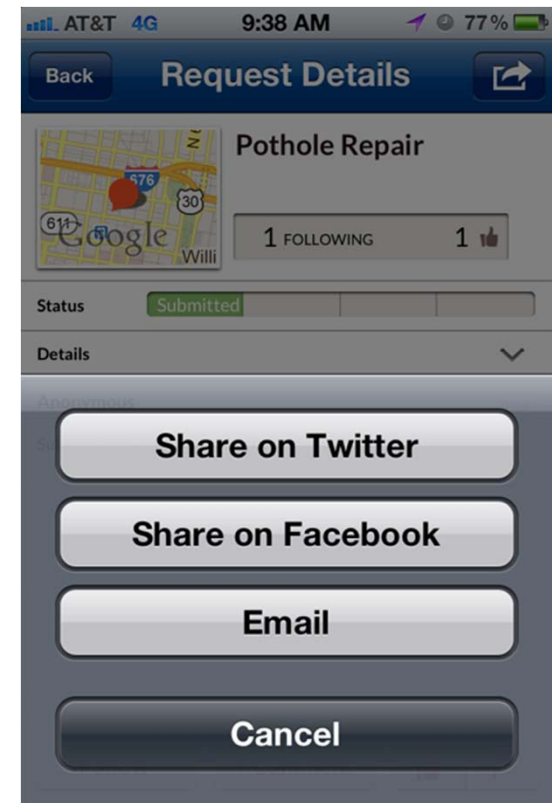
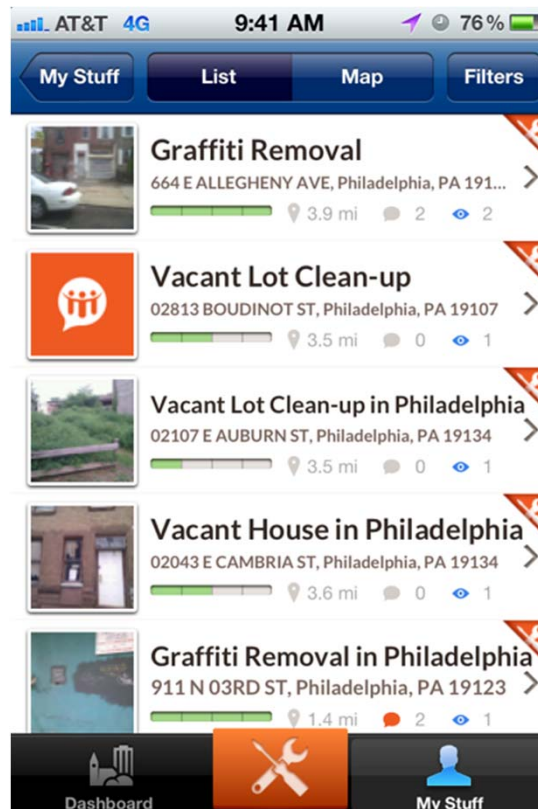
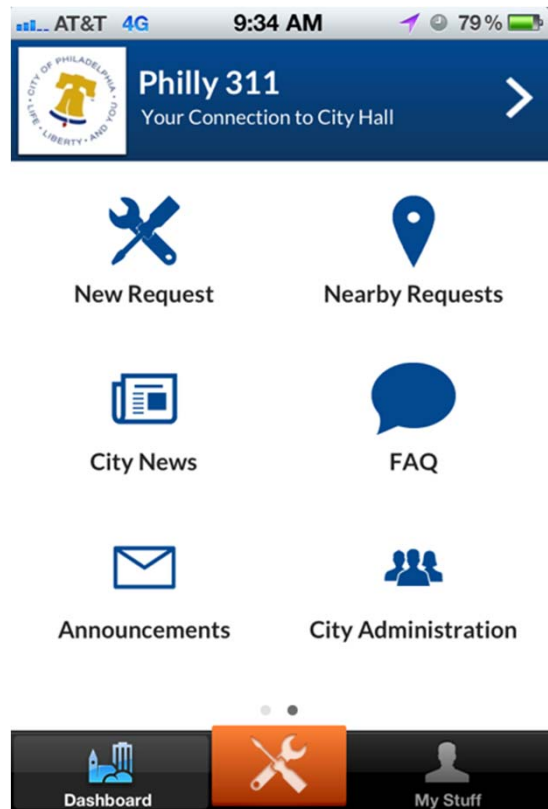
- ▶ **Launched in in September 2012, this app has empowered community heroes as both a tool to interact with city government and an educational platform**
  - ❑ **Send service requests with pictures and personalized descriptions**
  - ❑ **View/comment on nearby requests**
  - ❑ **Get city news and watch videos**
  - ❑ **View city official directory**





# Philly 311: A New Mobile App

*Engaging citizens the way they want to be engaged through social media and technology*

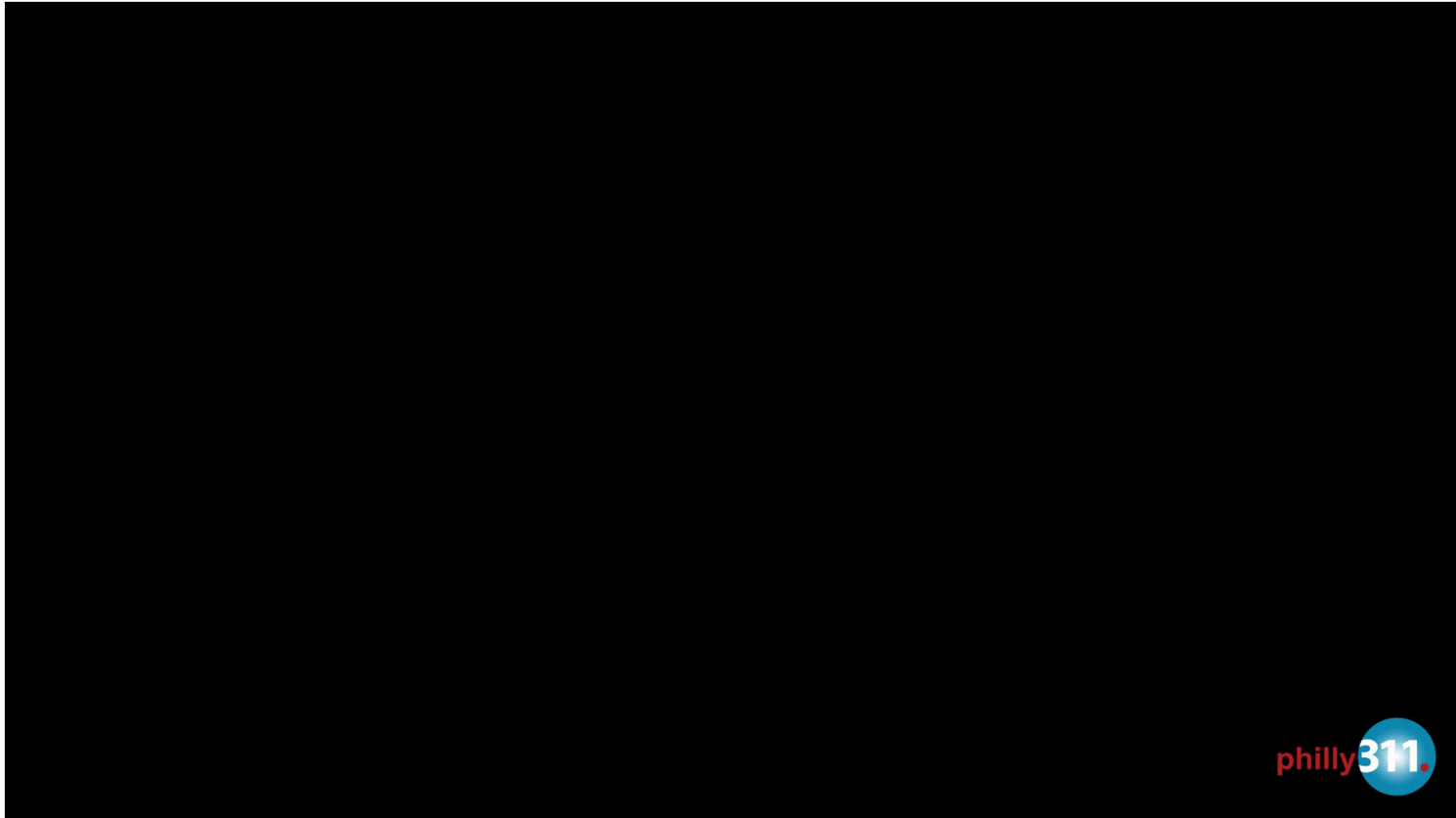


# Philly311 Mobile App Successes

*Engaging citizens the way they want to be engaged through social media and technology*



[How to Use the Philly311 Mobile App Video](#)



# Philly311 Neighborhood Liaison

*Empowering Community Heroes*



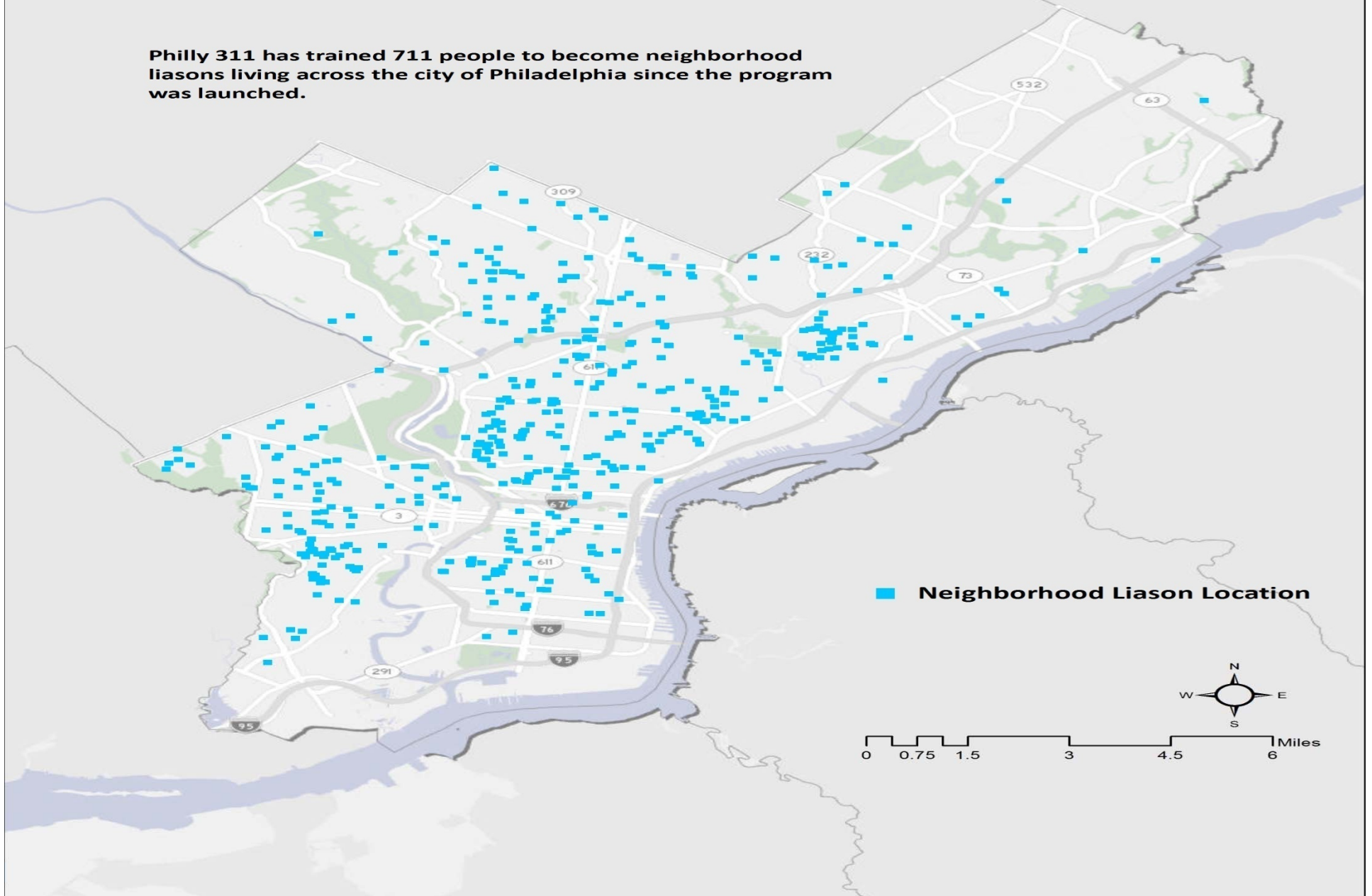
- **The role of the Neighborhood Liaison program is to centralize all concerns and issues** of a community through a community leader and philly311 to ensure that no issue goes unresolved.
- **To date** we have held numerous training and orientation to support **771** Community Leaders.





## Philly 311 Neighborhood Liason Map

Philly 311 has trained 711 people to become neighborhood liasons living across the city of Philadelphia since the program was launched.



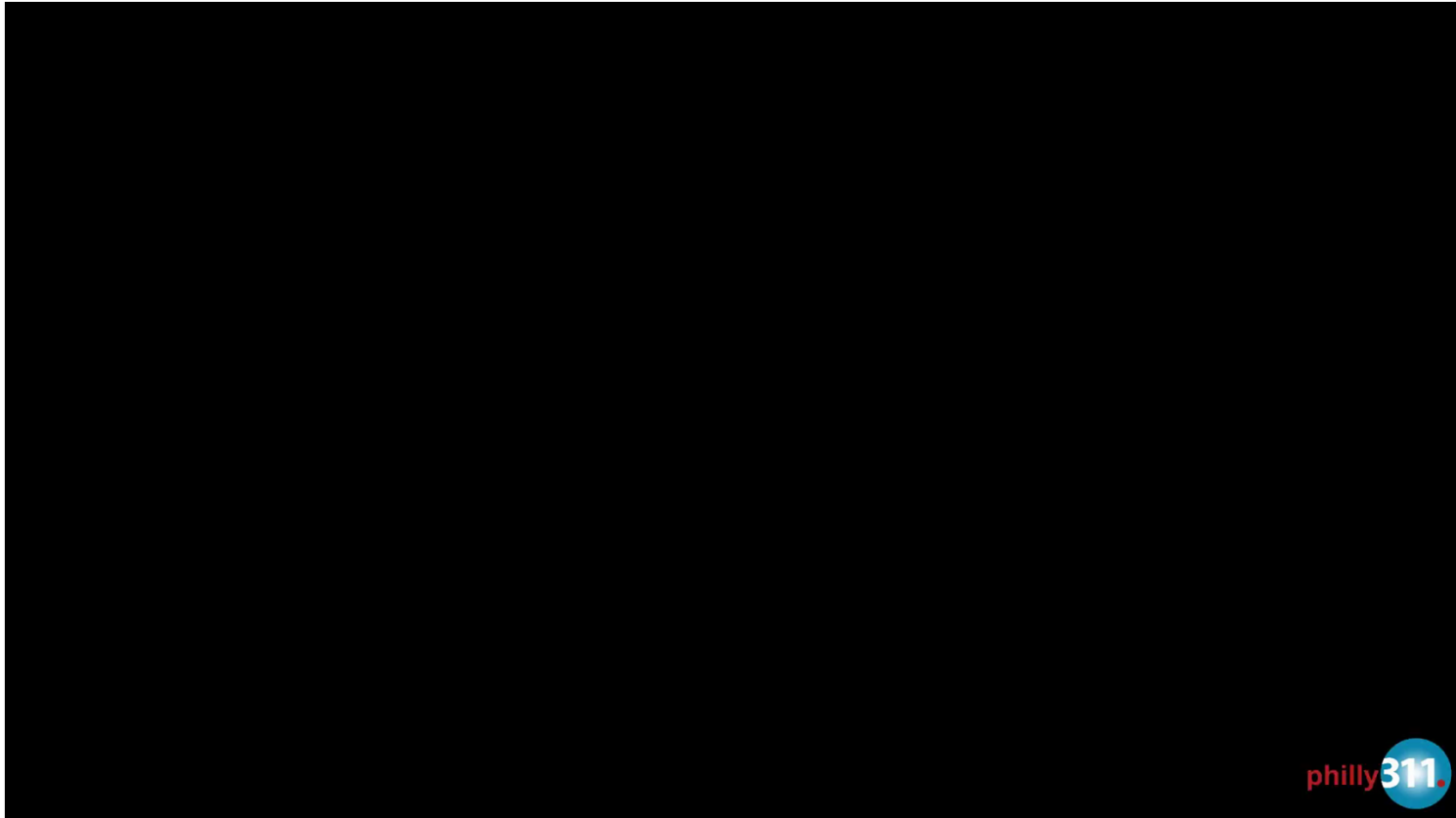
# Become a Neighborhood Liaison

*Empowering Community Heroes*

- Receive training on how to directly enter service requests into the 311 on-line system
- Have an account with Philly311 to track the progress of your service requests
- Become the centralized, informed voice of your community

[Philly311 Neighborhood Liaison Video](#)





# Upcoming Engagement Strategies

*Engaging citizens through as many channels as possible*

## Upcoming Engagement Activities

- Youth Neighborhood Liaison Program
- The Philly311 TV Show
- Tweet Chats
- Google Hangout Live Streaming
- Philly311 Best Practices Webinars





# Connect with Me

## **Rosetta Carrington Lue**

City of Philadelphia

311 Contact Center Director

Chief Customer Service Officer

Email me: [Rosetta.lue@phila.gov](mailto:Rosetta.lue@phila.gov)

Follow me: @Rosettalue

Read my blog: [rosettacarringtonlue.com](http://rosettacarringtonlue.com)



# Questions/Comments?

Additional Information...

