



The Hub to Access, Information and Service

**NATOA Conference
September 2011**

**Nancy Alfaro
Director
311 Customer Service Center
City and County of San Francisco**



Why 311?



- One easy-to-remember number
- Simplify City Services
- Be available 24x7x365
- Answer 80% of all calls within 60 seconds
- Provide first call resolution on ~ 97% of calls
- Response by a “live” customer service representative
- Provide assistance in various languages



About SF 311



- Went Live on 29 Mar 07
- Answered nearly 12 million calls to date
- Current volume approximately 220,000 calls per month
- 67 Customer Service Representatives (“CSR”)
- 6 CSR Supervisors
- 13 Support (Executive, Business Analysis, Training, and Administration)
- Physical Backup for 911, Department of Elections call center, and Department of Health



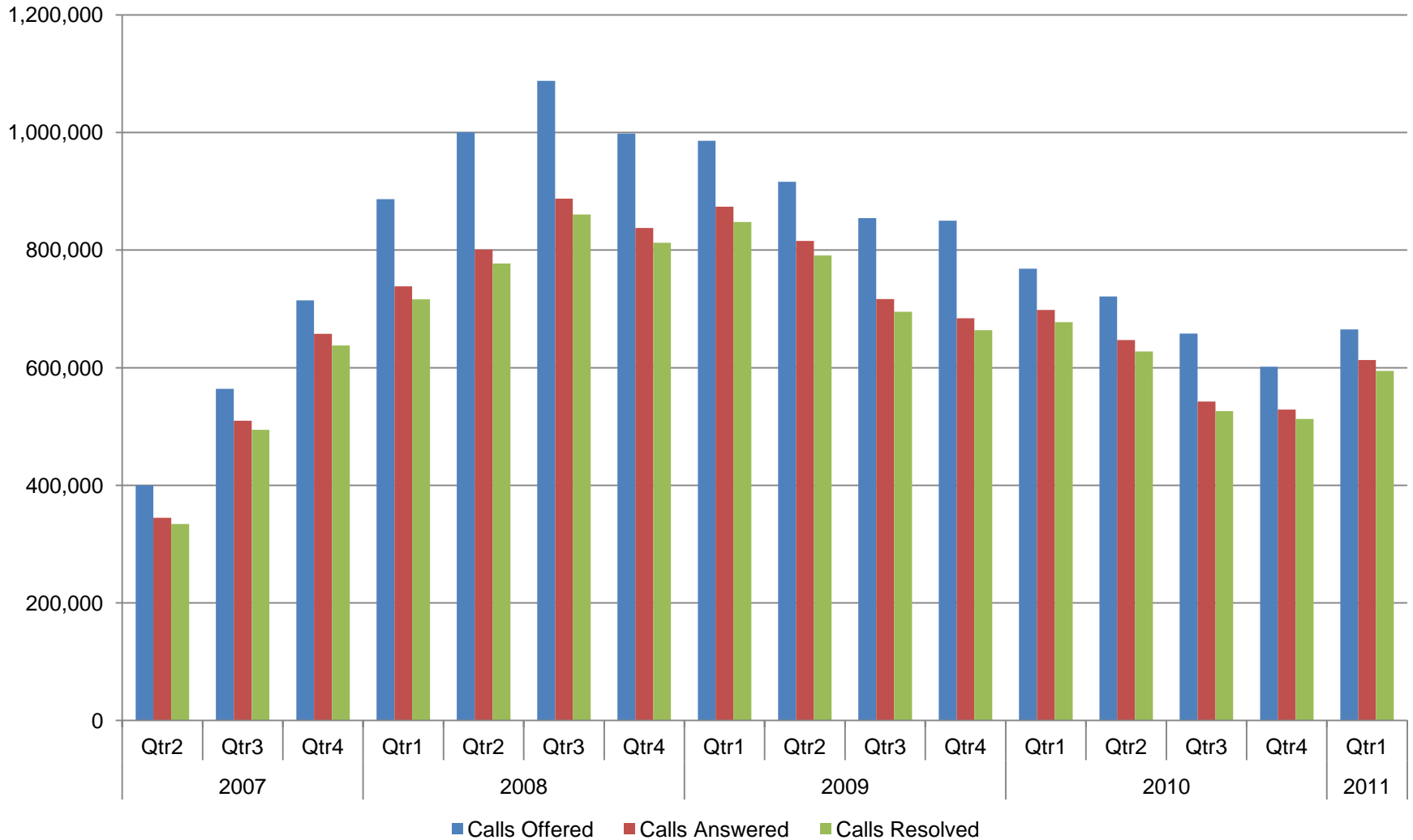
311 for Services and Information



- **How To Simplify Services**
 - Knowledge
 - Services
- **How To Make Services Available**
 - Traditional Channels
 - Social Media
 - Mobile



Over 11 Million Calls Answered



Creating a Service Catalog



Services

- Which departments provide the service
- How long will it take them to do it
 - Service Level



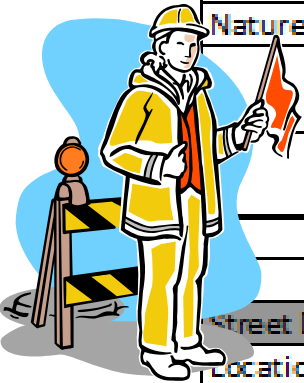
eForm Name	Fields and Values	<i>Rec & Park</i>	<i>DPW BSM</i>	<i>DPW Ops</i>	<i>PUC Sewer</i>
Street and Sidewalk Cleaning					
Location Type	Park	x			
	All other values routed based on Nature of Request				
Nature of Request	Illegal Dumping			x	
	Missed Route - Mechanical Sweeping			x	
	Overflowing City Receptacle or Dumpster			x	
	Sidewalk Cleaning			x	
	Street Cleaning			x	
Street Defects					
Location Type	Park	x			
	All other values routed based on Nature of Request				
Nature of Request	Construction Plate Shifted				
	Manhole Cover Off				
	Pavement Defect				
	Utility Excavation		x		



Understanding Work Processes



eForm Name	Fields and Values	<i>Rec & Park</i>	<i>DPW BSM</i>	<i>DPW Ops</i>	<i>PUC Sewer</i>
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	Street Cleaning			x	
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Understanding Response Times



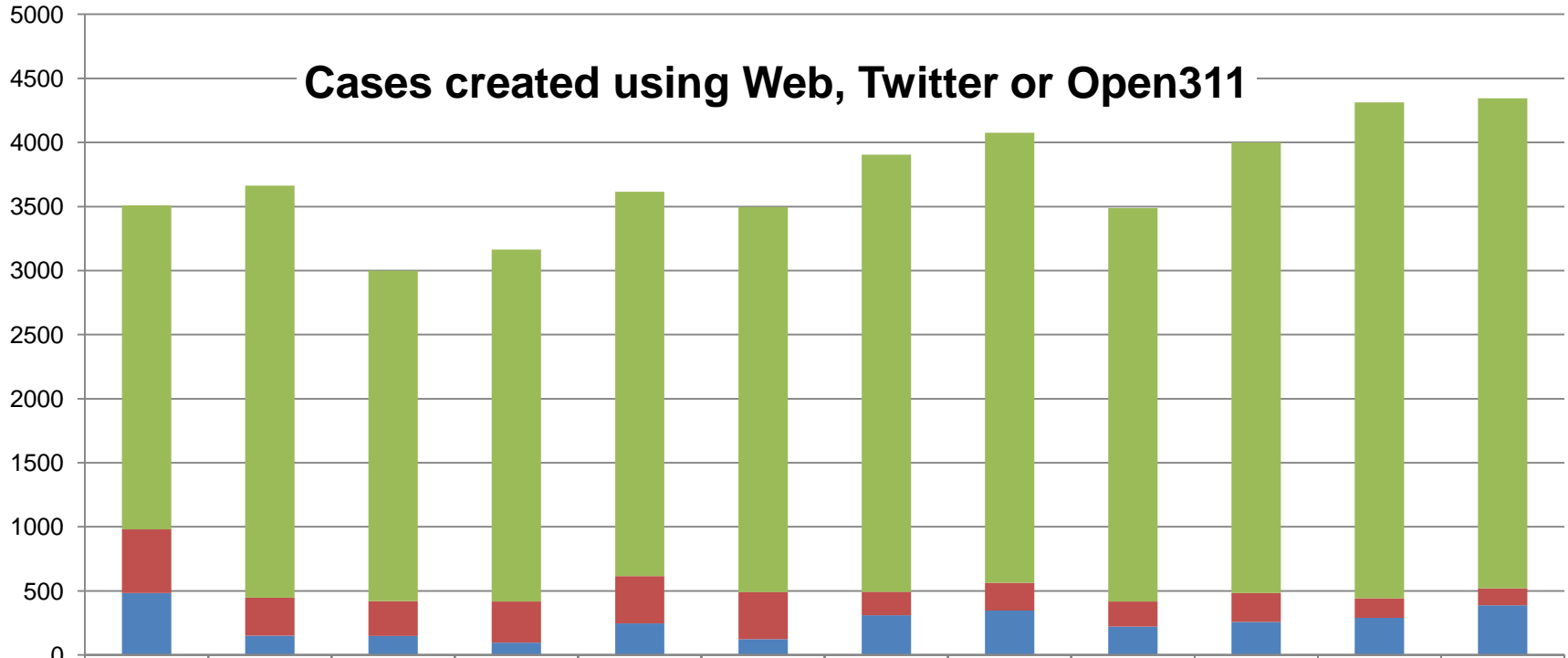
Problem	Response
damaged curb or curb ramp	The City's goal is to inspect and issue a Notice to Repair to the responsible party within 1 to 5 business days. Repairs must commence within 30 calendar days of the date of the Notice.
damaged side sewer vent cover	The City's goal is to inspect and issue a Notice to Repair to the property owner within 1 to 5 business days. Repairs must commence within 30 calendar days of the date of the Notice.
missing side sewer vent cover	The City's goal is to inspect and issue a Notice to Repair to the property owner within 1 to 5 business days. Repairs must commence within 30 calendar days of the date of the Notice.
garbage	The City's goal is to respond to these types of complaints within 3 calendar days.
glass	The City's goal is to respond to these types of complaints within 3 calendar days.



Web, Twitter and Open311



Cases created using Web, Twitter or Open311



	Sep 2010	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011
Self Service	2528	3215	2580	2747	2999	3007	3411	3513	3070	3517	3870	3824
Twitter	497	298	272	321	370	366	183	217	196	226	154	133
Open311	483	150	148	96	246	124	310	346	222	257	289	388



Handhelds and Open311



- Handheld alternative to the web
 - Self service was too heavy (slow)
 - Not all form features were supported
- Open311 as a platform
 - Provides a standard for citizens to communicate with their local governments.
 - Allows Cities to benefit from shared application development resources



Social Media at SF311



■ First Twitter

- Fast and free
- Sharing information
- Collecting and sharing



■ Facebook

- Friendly Communication
- Great for events
- Control the discussion
- Open311 Application



Other Uses of Social Media



- **Day to day Emergency Management**
 - Pushing out information
- **Major Events**
 - Listening for trends and providing updates
 - Not a replacement for defined Emergency Communication
- **Social Media in the EOC**
 - Communications Branch of Operations Section
 - Joint Information Center



Providing Feedback to Departments



Percent Closed and Average Days to Close by Queue

Year, Quarter									
2008									
Total					Total				
Case Queue Name	Cases Closed	% Closed	Days to Close	Open Cases	Total	Cases Closed	% Closed	Days to Close	Open Cases
PUC - Billing - G	1	100.00%	49.00		1	40	93.02%	12.95	3
PUC - Electric/Power - G	597	98.03%	24.92	12	609	2062	67.50%	21.13	993
PUC - Electric/Power - G - Hold	35	97.22%	31.26	1	36	1	33.33%	3.00	2
PUC - Other - G	6	100.00%	24.67		6	27	96.43%	15.93	1
PUC - Sewer - G	17	100.00%	90.35		17	45	52.33%	16.31	41
PUC - Sewer - G - Hold						4	100.00%	8.75	
PUC - Water - G	42	100.00%	4.43		42	182	98.91%	3.88	2
PUC - Water - G - Hold	2	100.00%	5.00		2	8	100.00%	3.88	
PUC Sewer Ops	1722	91.26%	21.14	165	1887	3488	82.32%	19.29	749
Total	2422	93.15%	22.42	178	2600	5857	76.58%	19.34	1791



Department Performance



Task Performance

Cases

Created 8/1/2010 to 10/31/2010

			Met SLA?	Data			Total Count of SLA	Total Percent of SLA
			EXCEEDED		MET			
Years	Quarters	Created	Count of SLA	Percent of SLA	Count of SLA	Percent of SLA		
2010	Qtr3	Aug	178	15.84%	946	84.16%	1124	100.00%
		Sep	235	19.95%	943	80.05%	1178	100.00%
	Qtr4	Oct	240	21.15%	895	78.85%	1135	100.00%
Grand Total			653	19.00%	2784	81.00%	3437	100.00%

- We provide metrics, but departments to not report to 311 for performance



Graffiti in District 8 – CY2010




■ Map it!



MYSF311 – Personalized Website





San Francisco
24x7 Customer Service Center

GO

Welcome! Andy Maimoni | [Logout](#)











Welcome
Request Service
About 311
Search for Information
Contact us
Related Links


HOW CAN WE HELP YOU?

TOPICS

TOP 10 REQUESTS

HELP

-  [Animals and Pets](#)
-  [Building and Construction](#)
-  [Business](#)
-  [Community](#)
-  [Garbage & Graffiti](#)
-  [Parks](#)
-  [Streets & Sidewalks](#)
-  [Transportation | Transit Tools](#)
-  [Utilities](#)
-  [Other City Services](#)



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[SF Communities](#)
[Help](#)
[What's New](#)


REPORT A PROBLEM

I would like to report An Abandoned Vehicle ▼ Near: NEXT

MY SERVICE REQUESTS

Case ID	Created Date	Status	Request Type
794383	12/24/2010	Open	Sign - Defaced
706054	8/20/2010	Closed	Sign - Defaced
669739	6/9/2010	Closed	Light_Dim
548110	11/22/2010	Closed	Street and Sidewalk Cleaning Request

SAN FRANCISCO NEWS AND EVENTS

-  [Rock Make Street Festival \(Opens New Window\)](#)
-  [Sunday Streets "Walking Street" \(Opens New Window\)](#)



Get Easy Access to a User's Cases



- By logging in, the Web knows user details.
- Instead of having to provide the Tracking Number and Email Address, the user just clicks on the Service Request ID to view or update their case.

TRACK YOUR SERVICE REQUEST

Track My Service Request

No matching service request was found.

Enter your tracking number and email address to check current status:

Tracking number:

Email Address:

MY SERVICE REQUESTS

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QUESTIONS?

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