



Legislation Text

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Recommendation to receive and file a report on the status of the 311 feasibility study.

In 1997, the Federal Communications Commission (FCC) established 311 as a telephone number to relieve 911 of congestion due to unnecessary non-emergency calls and to provide quick access to non-emergency police and other government services. Over the past few years, cities across the country, such as Chicago, Baltimore, Dallas, and Los Angeles, have implemented 311 to handle public requests for general city services and information. The potential benefits of 311 include improved service and increased accountability to the public. There are various levels of service that can be provided through 311. At the lowest level, 311 call takers direct callers to the appropriate departmental service providers. At a higher level, 311 call takers directly respond to information requests and initiate service requests. Additional features of 311 systems include allowing the public to use the web to submit service requests. The most comprehensive 311 systems use integrated workflow systems to route requests to departments. In many cities, policy makers and staff use the same integrated workflow system to initiate and track internal service requests. Furthermore, 311 systems can provide performance data allowing cities to track and measure results against performance targets. At the request of the City Manager, the Technology Services Department issued a request for proposals in November 2004 for a consultant to assist in the completion of a 311 feasibility study. The purpose of the study is to identify the primary alternative approaches to 311 and estimate the costs and benefits of each alternative. As part of its scope, the study will also describe organizational changes that would be needed to implement 311, highlight strategies used by other cities to successfully implement 311, and identify major investments that may be necessary to implement 311, such as upgraded facilities and information and communication systems.

After a thorough proposal evaluation process, the firm, RPS Systems, Inc., was selected in February 2005. The RPS team has conducted similar feasibility and planning studies and includes the project manager for the City of Los Angeles' 311 call center implementation.

As an initial step, RPS will meet with the Mayor and City Council members and executive management staff to understand the City's goals for pursuing 311. The firm will then review our current service delivery methods and results, including reviewing existing processes, analyzing call and service volumes, and identifying resource levels and response times. RPS will also obtain information from cities with 311 systems relative to organization and management, implementation approaches, system impact on service demand, resource levels and response times. The consultant will deliver a final report with primary 311 alternatives and estimated costs and benefits of each option. Technology Services is taking the project lead role. An interdepartmental committee has been established to provide project guidance and facilitate information collection.

The City Council has requested City staff present ways to expedite the implementation of 311. Currently, the feasibility study is in its beginning stage. It has an aggressive timeline and is expected to take three to four months to complete. The study should be completed by July. As

the feasibility progresses, we will develop possible strategies for fast tracking 311 implementation. It should be noted that any implementation of 311 would require the City to develop a detailed implementation plan.

The feasibility study will present fiscal impact estimates of implementing 311 in Long Beach.

Approve recommendation.

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