One Number Project Update

Technology & Innovation Commission
February 24, 2021

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One Number Update

Agenda

o Overview
o System Experience
o Data Collection
o Communications & User Testing
o Digital Services Strategy

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What is One Number?

What is One Number?

- A general phone line that can reach all City Departments for non-emergency services.

- 562-570-5000

- Automated speech recognition (ASR) and interactive voice response (IVR) technologies using user-focused keywords

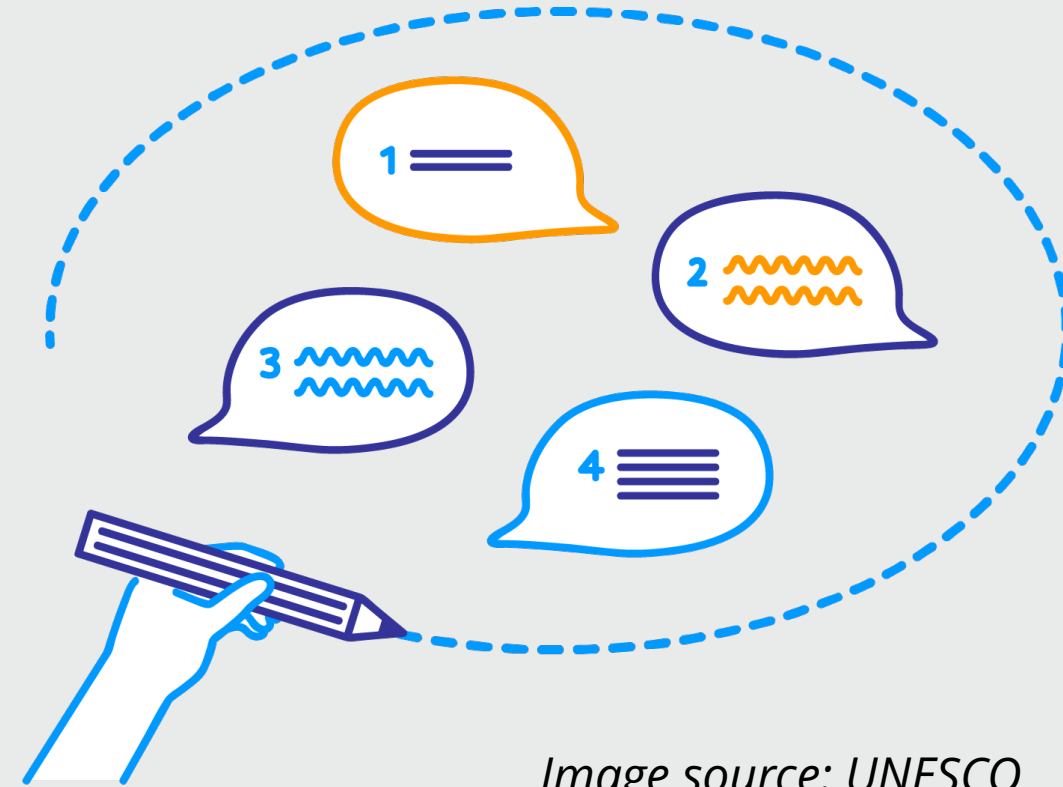- May be expanded, enhanced, and optimized over time to meet additional workflow needs.
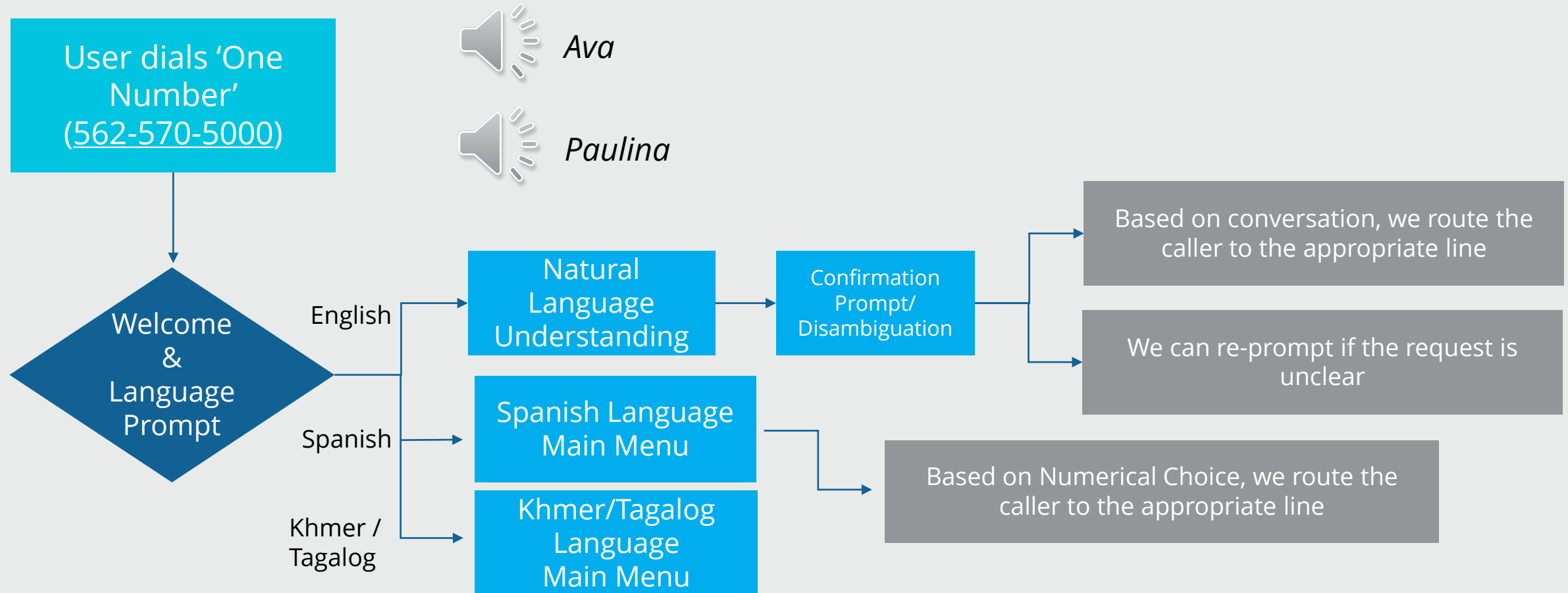
Image source: UNESCO

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Why are we doing this project?

Goals

Modernize	Modernizing access to City services
Clarify	Clarifying bureaucracy for residents and other City stakeholders
Reduce	Reducing incorrectly routed calls
Access	Creating a pathway for language access

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How are we building this system?

Data Collection

- We collected data from the end of July through August 2020.
- Data was collected from utterances on the City's public-facing, non-emergency phone lines

Sample Semantic Tag

sem_tag	Description	Keywords	Examples
inquire-animal_service	Any general references to animal.	animal, dog, puppy, cat, kitten	i'm calling about a notice i received from the animal a cat cat kitten on street

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Data Collection Results - Topics

Rank	Topic	Number of Calls	Percentile
1	Trash	5062	24%
2	Parking	2675	13%
3	Utility	2612	12%
4	Animal	2319	11%
5	Business	951	5%
6	Police	834	4%
7	Building	817	4%
8	Library	734	3%
9	Cleaning	537	3%
10	Planning & Zoning	470	2%

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Data Collection Results - Actions

Rank	Action	Number of Calls	Percentile
1	Payment	6127	27%
2	Permit	3614	16%
3	Pickup	2948	13%
4	Request Somebody	1550	7%
5	Report	1496	7%
6	Start Service	1066	5%
7	Inspection	1053	5%
8	Maintenance	993	4%
9	Reference	674	3%
10	Cancel Service	622	3%

Communications & User Testing

User Testing

- Before the system goes live, we will conduct some user testing

- We will structure this as a game – everyone gets an assignment or task such as "I want to apply for a business license and I only speak Spanish" and we will see how easily they are able to speak to the proper person who can help them

- We will conduct this user testing within the next month

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Communications & User Testing

Communications

- The "One Number" branding has been helpful for gaining internal support and understanding

- However, for the public, we are considering the Go Long Beach Number or another community-friendly and memorable way of branding this effort

- We also believe this will be helpful for people in the digital divide or with digital literacy issues

Image source: UNESCO

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Digital Services Strategy

What's Next?

- We are using the data collected from this project to inform other digital services such as our website and utility payment services

- We are also gathering qualitative data about digital services in partnership with UCLA Luskin

- Gathering data from residents with a digital services survey.

- We will continue to keep the Technology & Innovation Commission updated as this work continues

Image source: UNESCO

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