



"Making it easy to get GREAT service from Orange County"



Orange County 311 Customer Service Center



*Prepared for:
Orange County Board of Supervisors
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CEO/IT



311 Discussion Topics

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History of 311



- Initiated in 1996 by the U.S. Dept of Justice, COPS*
 - ▶ 911 use reached a magnitude that required national attention
 - ▶ Estimated 50%-90% of 911 calls were non-emergency**
 - ▶ Requested FCC reserve 3-1-1 as a non-emergency hotline

- 311 was approved by the FCC In 1997
 - ▶ Reserved as a national toll-free number for non-emergency calls

- COPS has awarded \$6m in grants to implement 311 Systems
 - ▶ 1996 Baltimore (Maryland) PD launched first 311 pilot in country
 - ▶ Baltimore experienced immediate success in offloading 911
 - ▶ Success of pilot continued grant funding through 2003

*COPS: Community Oriented Policing Services

**U.S. News and World Report (June 1996)



311 Today

- ➔ **311 naturally evolved as a public service access tool**
 - ▶ Local non-emergency gov't services reached by dialing 311
 - ▶ Provide information, initiate work request, direct calls
 - ▶ Multiple channels: phone, self-help web, walk-in, fax
 - ▶ Divert non-emergency calls from 911
 - ▶ Provide 911 backup support including disaster call handling

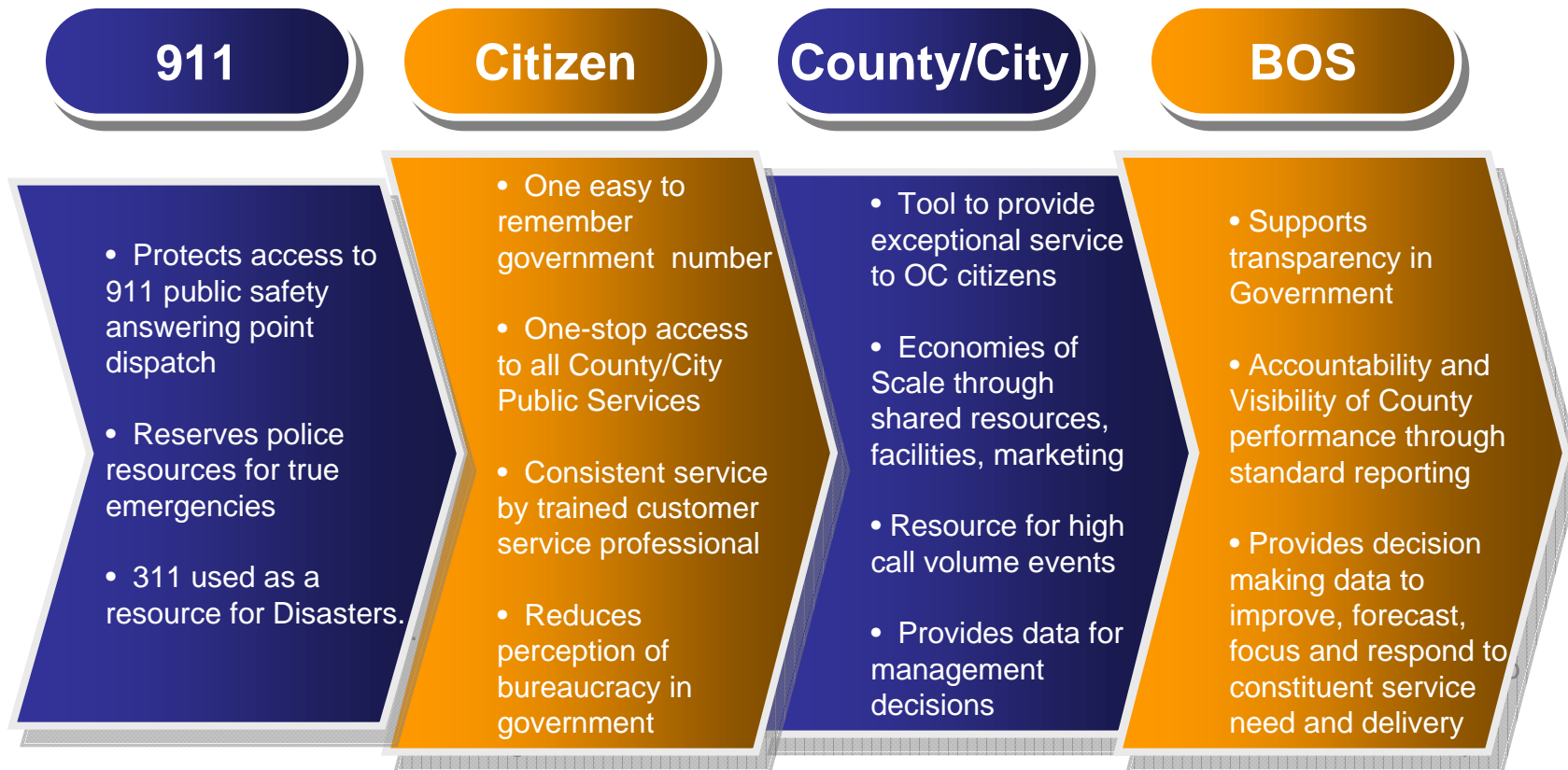
- ➔ **Implemented in over 47 cities and/or counties**



<http://www.911dispatch.com/info/311map.html>, updated 3/4/08



Published 311 Benefits



311 In Action – Miami-Dade County, FL



→ Objective

- ▶ Create a single point of contact for citizens to call that could address both county and municipal (city) government needs

→ Facts/Figures

- ▶ Resident population: 2.3+ million within 35 municipalities
- ▶ Phased implementation began in 2005, available 7 days (extended hours)
- ▶ Multi-channel access: web, telephone, postal, fax and e-mail
- ▶ First multi-jurisdictional 311 answer center (City of Miami, phase 1 partner)

→ Results

- ▶ Handles 2 million calls annually
- ▶ Improved operating efficiencies through a consolidated approach to service delivery
- ▶ Activated during hurricanes to provide crisis related information

"311 is the next logical step in our commitment to use technology to improve our residents' lives," County Manager George Burgess said.



311 In Action – New York City, NY



→ Objective

- ▶ End the frustrating bureaucracy New Yorkers encounter when they need help
- ▶ 911 for emergency services & 311 for everything else (Accessibility, Accountability, Transparency)

→ Facts/Figures

- ▶ Serves population of 10 million – residents, businesses and visitors
- ▶ 5 boroughs, 120+ agencies, offices and organizations make up "The City"
- ▶ Launched in 2003, available 24/7, 170 languages
- ▶ Provides phone and self-help web access to NYC services

→ Results

- ▶ Consolidated 40+ call centers
- ▶ Handled 15.3 million calls in 2007
- ▶ Annual call volume to 911 has decreased each year since 3-1-1 reversing a 34-year trend
- ▶ Eliminated 11 pages of government listings in the phone book

"311 has transformed the way City government functions, not only improving customer service but also giving us the information we need to hold agencies accountable for their responsibilities"

***- Mayor Bloomberg
New York City, March 2008***



311 In Action – Houston, TX

311 Service
Helpline

→ Objective

- ▶ Deflect non-emergency calls away from an overburdened 911 system
- ▶ Improve community relations by offering easy access to services
- ▶ Improve support for Spanish speaking residents

→ Facts/Figures

- ▶ Serves a resident population of over 2.1 million
- ▶ Launched in 2001, 24/7 service, Spanish speaking call takers
- ▶ Centralized all customer service operations including the Court system

→ Results

- ▶ 14% decrease in 911 traffic within the first year
- ▶ Handles 2 million calls and e-mails annually
- ▶ Eliminated multiple issues caused by decentralization; lack of standards, accountability, etc.
- ▶ Consolidated 700+ phone numbers from the city's blue pages
- ▶ Average caller wait time reduced from 3 to 4 minutes to 10-12 seconds

"Most people look at government as an organization with several layers and a great deal of bureaucracy, we wanted to change that perception."

*- Gloria Bingham, Director
Houston 311 Service
Helpline*



311 In Action – San Francisco, CA



→ Objective

- ▶ Improve responsiveness to emergencies by reducing 911 call volume
- ▶ Make it easier for residents to get service

→ Facts/Figures

- ▶ Serves a population of 1+ million residents, businesses and visitors daily
- ▶ Prior to 311, 50% of 911 calls were non-emergency
- ▶ Launched in 2007, available 24/7, 176 languages

→ Results

- ▶ Slight reduction in 911 calls; expects greater impact upon advertising 311
- ▶ Handled 2 million calls in first year (twice as many as expected)
- ▶ Due to success, plans to expand to online self-help portal
- ▶ Replacing 2,300 phone numbers previously required to access services

"We have far exceeded even our own expectations. In the coming months we plan to integrate even more city services into 311, connecting and transforming communities, neighborhoods and businesses."

- Mayor Newsome, San Francisco, March 2008



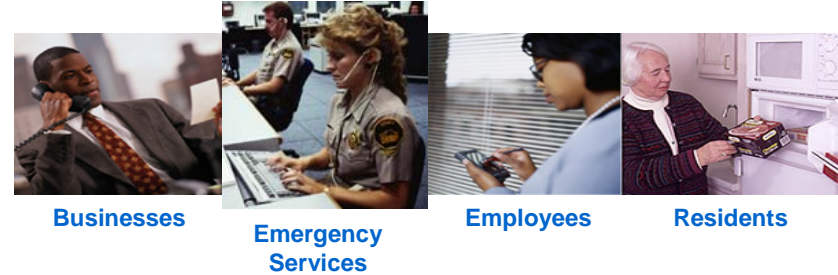
What Makes OC a 311 Candidate?

- Published Orange County Strategic Initiatives
 - ▶ Improve constituent service delivery
 - ▶ Provide regional collaboration and leadership
- County currently operates multiple call centers without economies of scale
- County emergency dispatch centers receive calls from 911 that are non-emergency
- Skilled staff handle calls for repetitive information request
- Multiple OC City's have demonstrated interest
 - ▶ Anaheim - implemented 311 in 2007, city info only
 - ▶ Santa Ana, Costa Mesa and Irvine – all have made 311 inquiry to AT&T

Requiring citizens to sift through hundreds of phone numbers to inquire about OC public services
"doesn't make it easy to get GREAT service from Orange County"



Confirm that 311 is Right for OC



- OC 311 Business Case Analysis – Phase 1
 - ▶ Performed by experienced 311 contractor
 - ▶ Gather detail data on current operations, including 911 & Special Districts
 - ▶ Assess data to identify OC 311 opportunities and economies of scale
 - ▶ Compare current service delivery model to 311 service delivery model
 - ▶ Compare current cost to what 311 would cost
 - ▶ Produce OC 311 Business Case

Move Forward Checkpoint

- CIO will return to the Board with a Presentation on the OC 311 Business Case
- Board will determine Phase 2, detailed planning stage, Go or No Go

Response to 3/11/08 Board Discussion



1. What is the top priority for the Study?

- To meet the County's strategic commitment to its constituents of providing easy, great service.
- The goal is to do that in a way that is cost effective through regional and internal economies of scale.

2. Are we creating another bureaucracy?

- In practice, 311 eliminates the citizen service delivery bureaucracy.
- As quoted by Houston's 311 Director, "Most people look at government as an organization with several layers and a great deal of bureaucracy, we wanted to change that perception."

3. Board would like to include one or more cities in the study.

- EMA will solicit information from OC cities to include in the business case assessment.
- Additionally, per Board directive, Contractor will conduct a full assessment of Irvine and Laguna Woods.

4. Why is cost of study almost \$400,000?

- Contractor will gather and assess an extensive amount of data from each Agency (including added cities).
- Study covers a 7 month work period.



Response to 3/11/08 Board Discussion cont'd



5. **How do we know we are getting objective advice when the same Contractor performing the assessment will also be implementing the solution?**
 - Check and balances will occur at many layers: City, Agency/Departments, CEO and BOS.
 - EMA had the same contract terms with Long Beach which resulted in a non-move forward decision.

6. **What has the overall 311 impact been on 911 call reduction?**



Fact Sheet, November 8, 2007

The National impact of 311 has been an overall reduction in non-emergency calls coming into 911 thus allowing 911 staff to respond faster to priority "emergency" calls.

- ▶ Austin Texas, **37%** call decrease in 2002 and faster priority response time
- ▶ Baltimore Maryland, **50%** reduction in call wait time and **50%** reduction in abandoned calls
- ▶ Rochester NY, almost **40%** of 2003 total crime reports were generated through 311

"The COPS Office supports 311 systems as a vehicle for enhancing the lives of police and the citizens they serve, and helping communities meet their needs one call at a time."

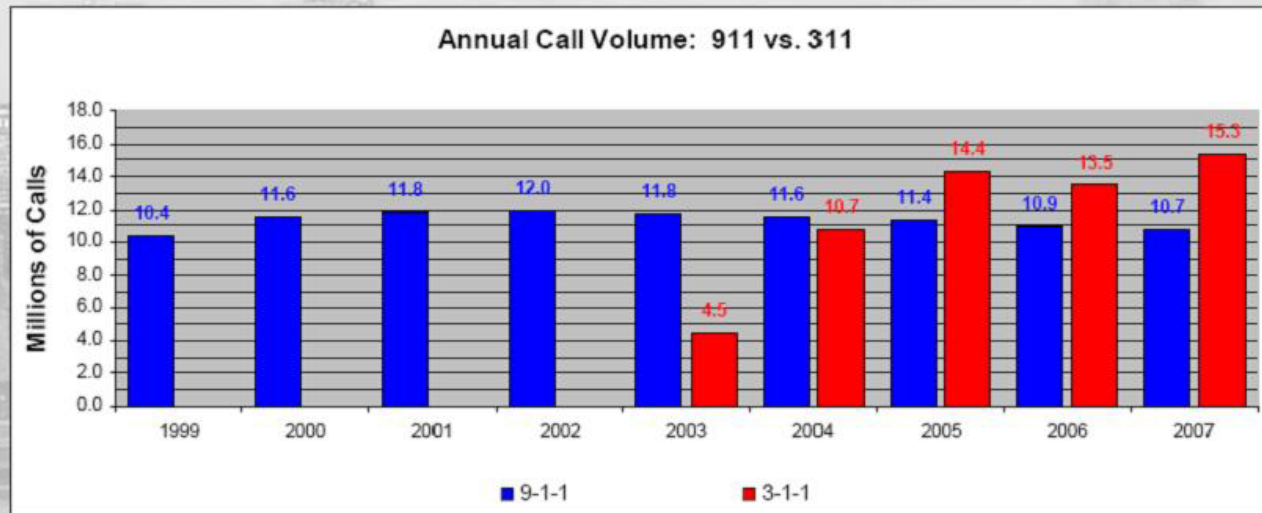


New York City, NY

Impacts to 911

**DIAL
311**

- Annual call volume to 911 has decreased each year since 3-1-1 inception—reversing a 34-year trend
- 3-1-1 to be further positioned an adjunct to 911, as a means of disseminating critical public information





Questions ?

