



Greater Salt Lake Metro 311



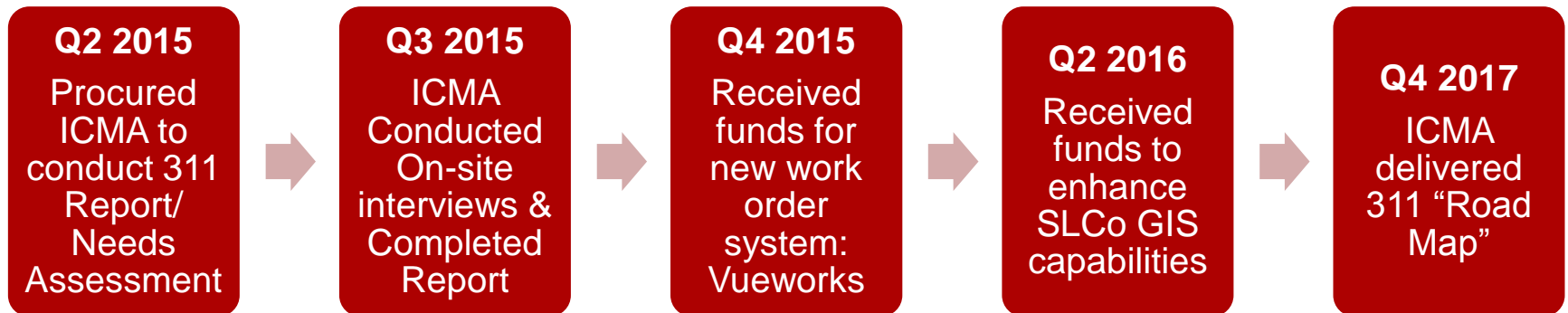
Agenda

- Update – Megan Hillyard
- ICMA Report – Cory Fleming
 - The cost of business as usual
 - SLCo contact volumes
 - What's at stake
- Future of 311
- Next Steps



Timeline

– What we've done to date?

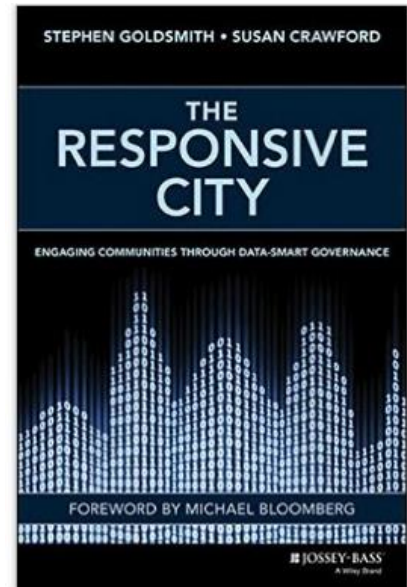


- What do we still have to finish? (assemble a multi-municipal work group, analyze funding needs, develop RFP)
- How long do we think it will take (6-8 months)
- What does success look like? (an RFP with implementation by Q2 2018)



The Future We Choose: Responsive Government

“The twenty first century’s equivalent of 311 won’t be confined to phones or to service requests and questions. Instead, it will be a platform for citizens to engage city hall, and each other, through text, voice, social media, and other apps.” – The Responsive City (2014)



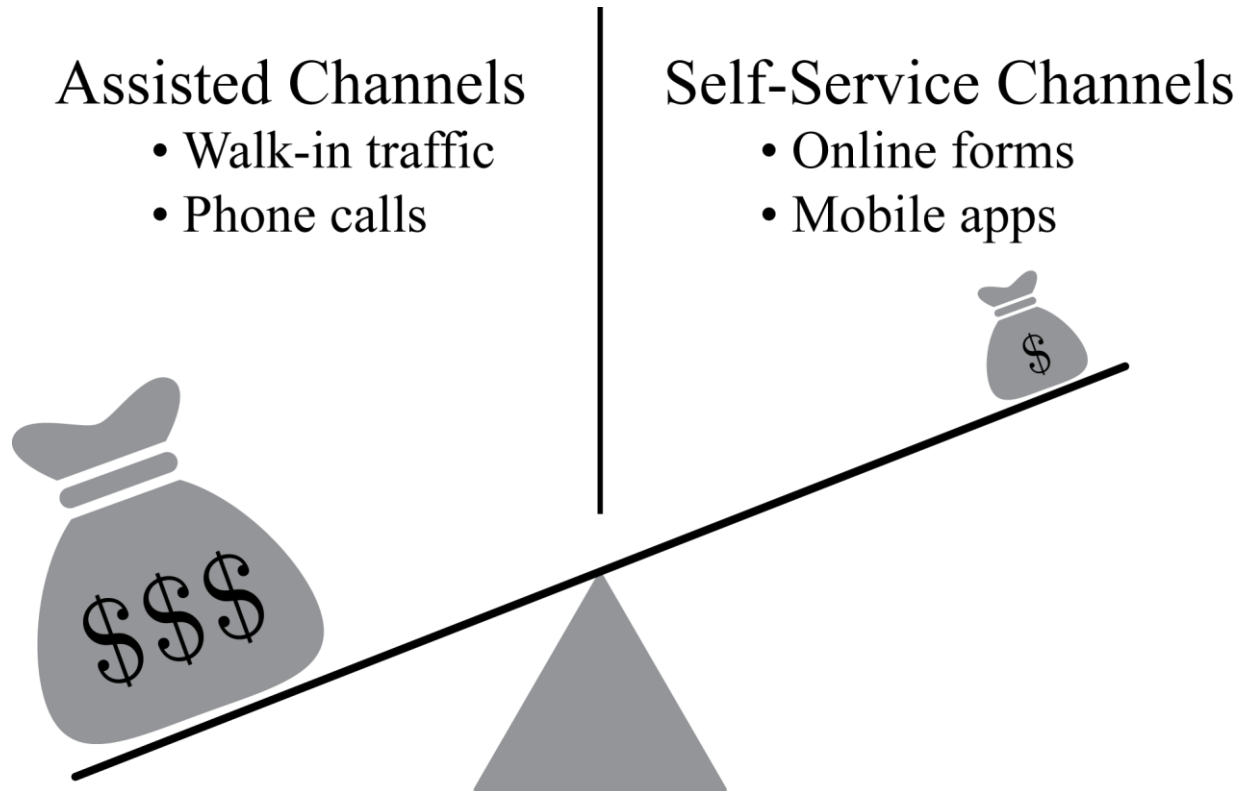


What We Know...

The average cost of serving a customer via self-service channels (less than \$1) is an order of magnitude cheaper than serving via assisted channels such as phone calls (between \$5 and \$10).

(The Yankee Group 2006)

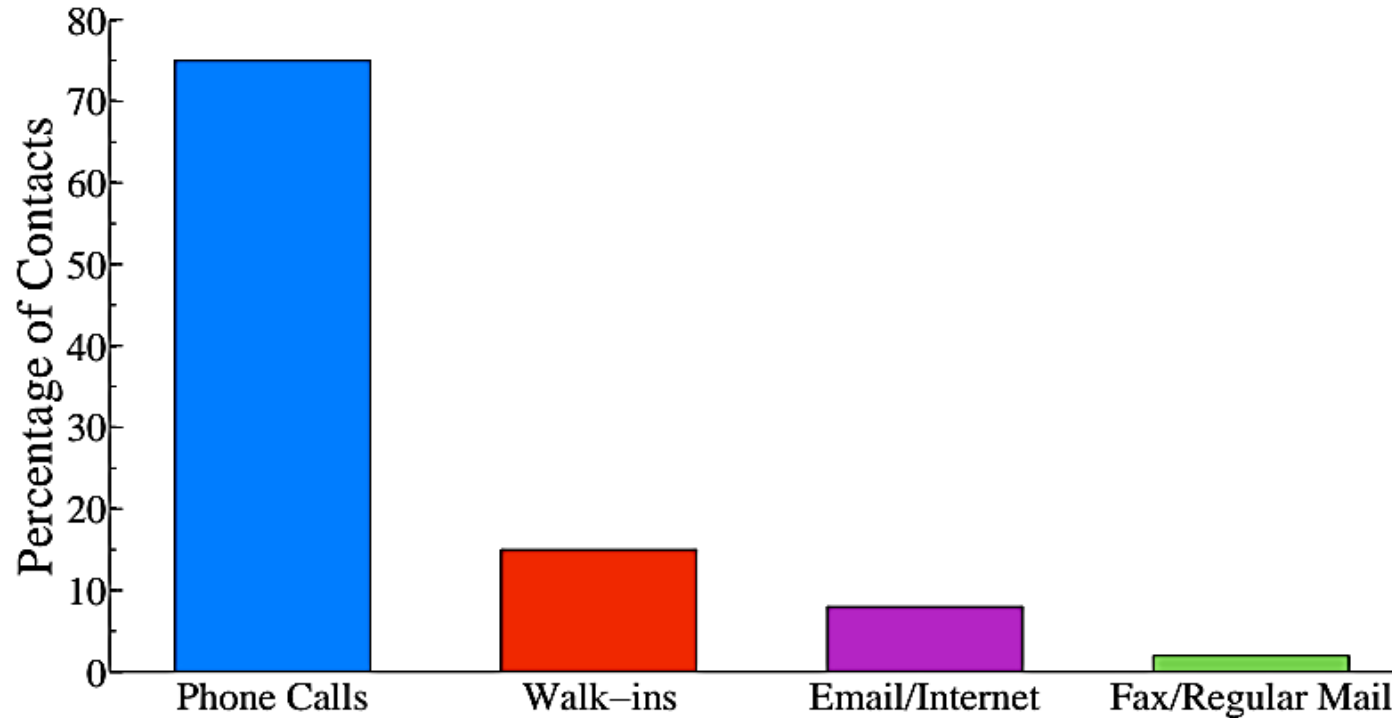
Assisted communication channels
are **9 times** more expensive than
self-service channels.





The Numbers

Contacts to Salt Lake County



- 2.1 million contacts annually to Salt Lake County
- Over half of annual contacts are via phone, which is ***one of the most expensive communication channels.***
- 54% of those calls to the County are simply for general information.



Sample Public Inquiries: Public Works/ Township Services

- Where do I find out about local events in my community?
- How many pets can I have?
- What are the animal control laws in my area?
- Where do I report flooding problems?
- Where is construction occurring?
- Who addresses event and film permit inquiries?
- I need Safe Sidewalk program info
- Who deals with traffic calming?
- Where do I find recycling locations by municipality?
- Landfill tours?
- How do I dispose of paint?
- Will the landfill accept dirt?
- Where can I recycle tires?
- Who fixes my traffic signals?
- Where do I report broken street lights?
- How do I request road painting?
- Where do I get an excavation permit?
- Who conducts bee inspections?
- Where do I report noxious weeds?
- What vaccinations should my pet receive?
- Who maintains streets?

What about other languages?

- ¿Cuántas mascotas puedo tener?
- ¿Cómo se deshace de la pintura?
- ¿Dónde puedo encontrar información sobre los eventos locales en la comunidad?





What Employees Say....

“A number of employees (27%), say they find it difficult to locate contact information for divisions on the internet/intranet.”

- Salt Lake County Employee Engagement Survey



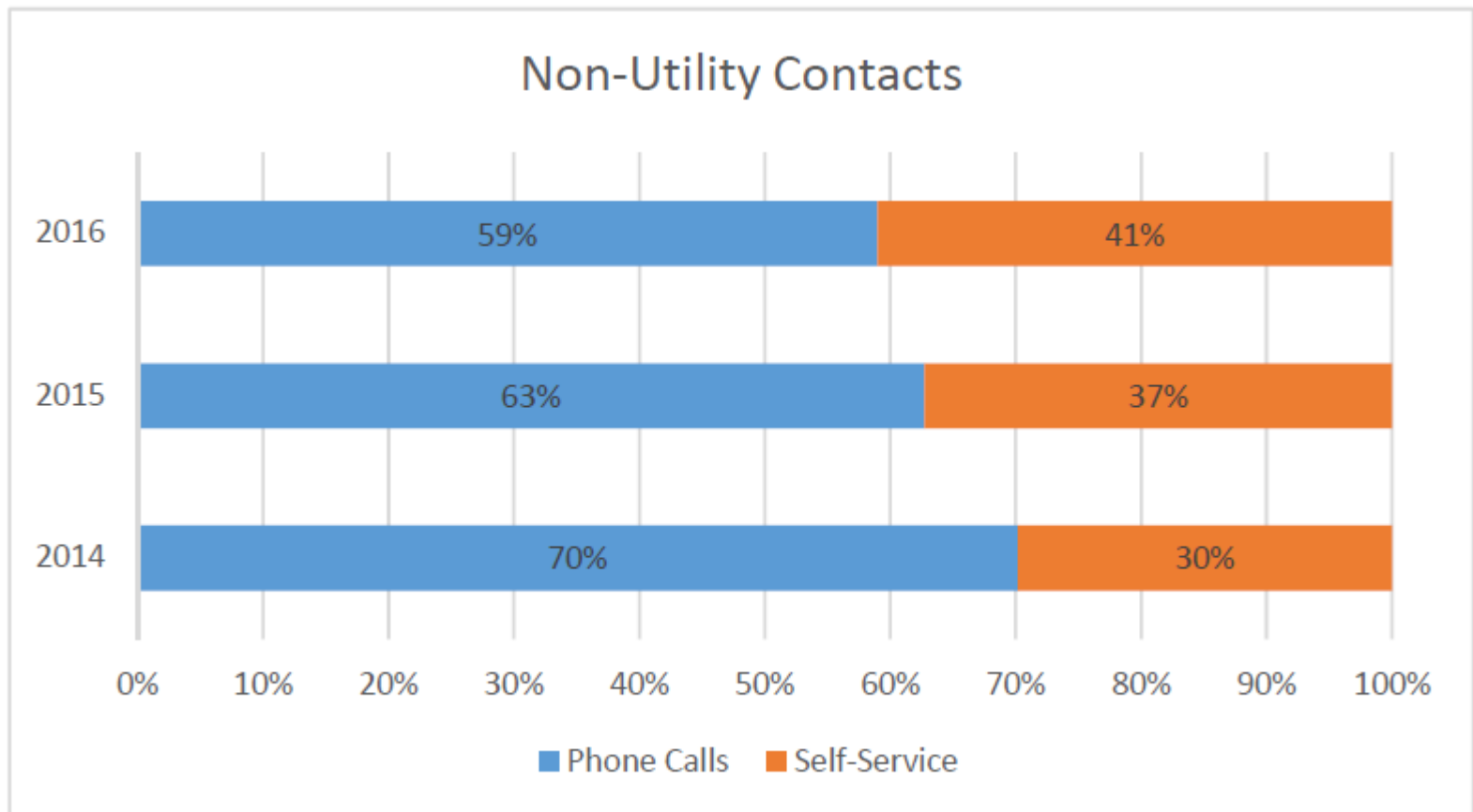


Takeaway

We should be moving our customers from high cost assisted-channels towards a lower cost self-service digital platform



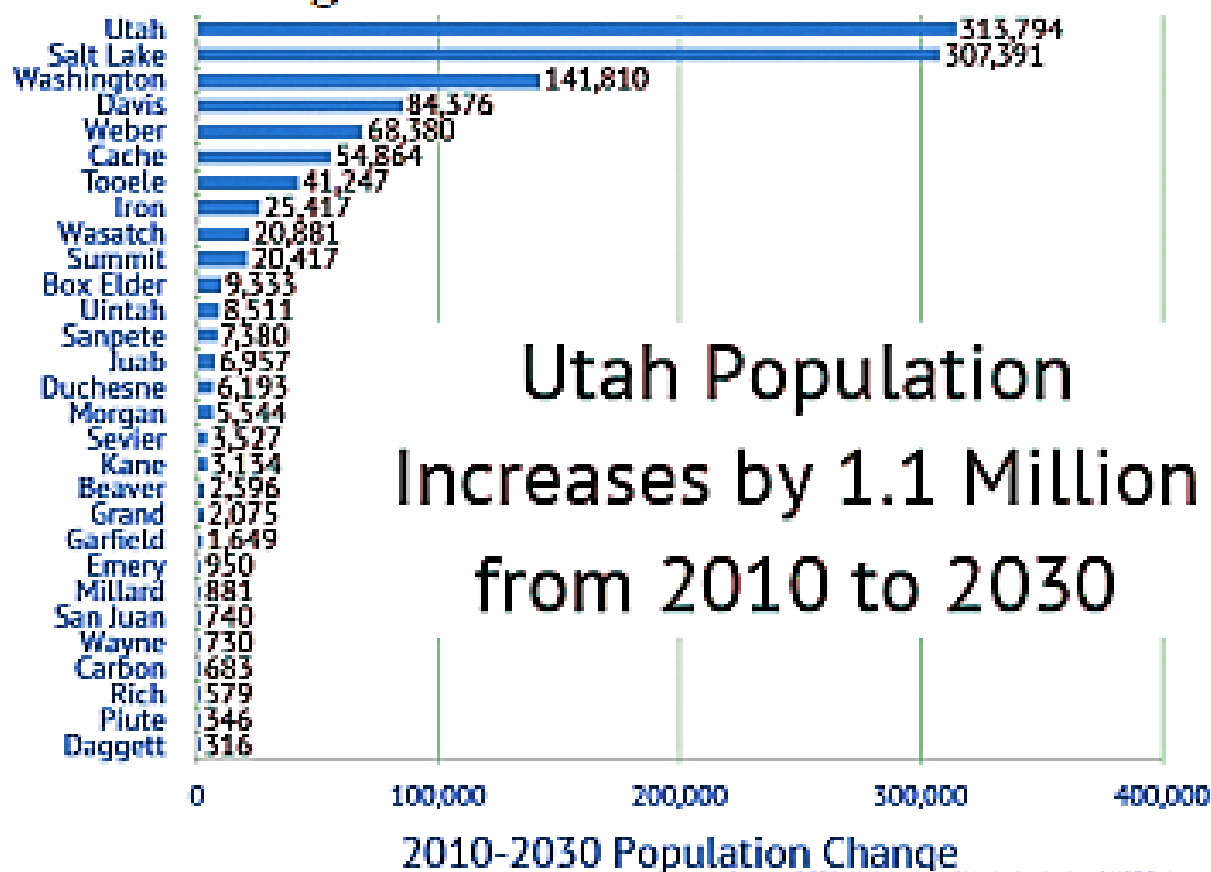
Provo Data: Phone Calls vs Self Service





The Future

Projected Population Increases by County 2010 through 2030





Impact of Growth

If growth in contacts is proportional to population growth then by 2030.....

**1.2 million phone calls x 30%
population growth
= \$2-4 million increase solely based on
population growth**





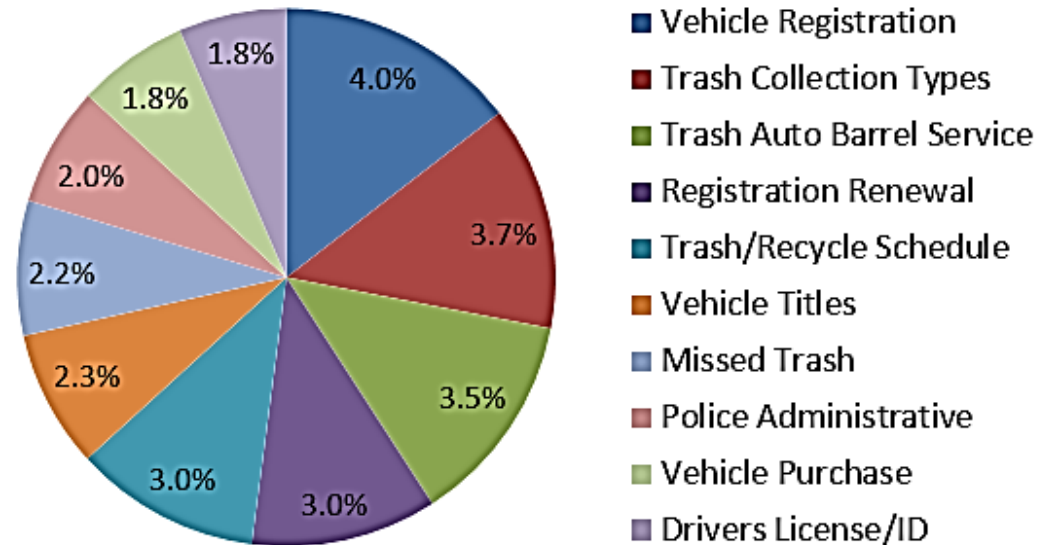
Denver 311 – Data Example

Date: September 20 - September 26, 2015

| Call Topics | % |
|---------------------------|------|
| Vehicle Registration | 4.0% |
| Trash Collection Types | 3.7% |
| Trash Auto Barrel Service | 3.5% |
| Registration Renewal | 3.0% |
| Trash/Recycle Schedule | 3.0% |
| Vehicle Titles | 2.3% |
| Missed Trash | 2.2% |
| Police Administrative | 2.0% |
| Vehicle Purchase | 1.8% |
| Drivers License/ID | 1.8% |

| | |
|---------------------|------|
| Out of Jurisdiction | 0.9% |
| Employee Transfer | 1.5% |
| 311 General Inquiry | 2.1% |

2015 Weekly: Top 10 Contact Center Topics





So What?

- **Business:** Opportunity to better handle internal resources (eliminate inefficiencies).
- **Constituent:** Opportunity to alleviate customer frustration.
- **Employee:** Opportunity to spend more time on core business function.
- **Policy Maker:** Opportunity to generate data for policy makers.



EE11



Next Steps

- Form Regional Steering Committee
- Bring 2018 budget proposal to you for consideration