



July 30, 2007

Issues requiring follow up and response to RichmondWorks Manager and RichmondWorks Panel

1. **911 calls received by 311 call center** – Current protocol is caller being told to hang up and dial 911. Can GIS help with identifying location of call and hand directly to 911? Review and advise RichmondWorks Manager.
2. **Spanish language capability** -Identify/ confirm resources needed to accelerate implementing capability for Spanish and other language calls. Review and advise RichmondWorks Manager.
3. **Construction bid** – Only one received and it is over budget. What is impact on schedule? Review and advise RichmondWorks Manager.
4. **Finance applications** – The 311 Project management team has been directed to co-manage the hiring of Finance agents to staff the 311 call center and to expedite the hiring process. Add this as an item in the weekly 311 Project status report and advise the RichmondWorks Manager of any obstacles encountered.
5. **Applications**
  - Are all 14 applications needed? Is there any opportunity to streamline? Review and advise RichmondWorks Manager.
  - Is it possible to add Shelter Buddy application to call center in order to bring Animal Control into 311 Call Center? Review and advise RichmondWorks Manager

6. **Animal Control** - What is required to get Animal Control into 311 call system within current timeline or beyond? Review and advise RichmondWorks Manager. (Also see item 5, second bullet.)
7. **Channel 17 – 311 Call Center** Consider development of a presentation for channel 17, perhaps a few TV spots along with some informational PowerPoint slides (perhaps 7-10 minutes.) Review and advise RichmondWorks Manager.
8. **Calls for Courts, etc** - What is the volume of calls received that are intended for the Courts, RRHA, etc? Review and advise RichmondWorks Manager.
9. **After-hours calls** –What is the volume of calls received after-hours? Review and advise RichmondWorks Manager.
10. **Hours of operation** – The 311 team recommends any expansions of service be phased in. Service from 7am-7pm is next step to consider. The 311 team will monitor the number of calls after hours (see item 8). Once service is expanded to 7am-7pm, the 311 staff will again track volume patterns (including after-hours calls), conduct a customer satisfaction survey and assess additional expansion of hours. Advise RichmondWorks Manager of status as plans to expand hours of service are developed.
11. **311 staff - slack time/low volume**
  1. What are the possibilities of having 311 staff assist callers by filing out forms while citizen/customer is on the line? Review and advise RichmondWorks Manager.
  2. Examine strategies to address “slack time” of call takers, including possible additional duties. Review and advise RichmondWorks Manager.
12. **Change management – internal and external**

Efforts have started to make employees aware that change will be coming. The effort emphasizes that employees are told to refer all leaked call requests to 311. There is an education campaign being created to educate employees more about this. A change management plan will also be implemented outside of the organization. Advise RichmondWorks

Manager of status of each of these efforts on a monthly basis or more frequently as necessary.

**13. Monitoring and quality control of calls** – 311 staff is developing a quality assurance plan, including a monitoring system that will eventually record 100% of the calls. (Current system does not record calls or conduct service audits.) Advise RichmondWorks Manager of status each month or more frequently as necessary.

**14. Senior Advocacy** – 311 staff indicated that planning to bring Senior Advocacy into the 311 Call Center will begin soon. Advise RichmondWorks Manager of status each month or more frequently as necessary.

**15.**

Just a couple of things that I would like to see as follow-up...these items were discussed, but no set plans have been put in place by DPW. They should provide status and schedule of integrating the piece into 311 as well as rollout of external and internal marketing plans (which they stated would be created in August 2008. While your notes reference the internal plan, we also need to address the public awareness piece. Of course, these would require regular reporting to you regarding status.

Lastly, I do not believe that the group recommended a 24/7 call center to be phased-in, at least, I do not believe that I did. I would like to see how the 7 – 7 timeframe works, and after a satisfaction survey can be completed, the City would then look at extending the hours. So, we may need for the 311 Section to follow-up with Richmond Works in a time certain with survey results, and demand figures.