



# Madison 311

An opportunity to give our residents a better customer experience

# What is a 311 system?

311 creates a central hub for residents to be able to access a variety of city services.

Think of 311 as a customer relationship management (CRM) system.

# Why does Madison need a 311 system?



# Customers may have a bad perception of City government

- Accountability
- Inconsistency in responses
- Accessing City Hall
- Know the “system”

# Accountability

When a resident contacts the City to report a problem

- No tracking number, no measurement of time to complete
- No ability to see if others have reported the same issue
- No visibility into the status of the request
- City seems unresponsive
- Language barriers, providing access to all citizens

# Madison has a case of “Bluebook Roulette”

Resident wants to know when the street construction is going to begin on their morning commute since they will need to find a new way to get to work on time.

Who should they contact...Streets Department?

Sorry, wrong department, you need to contact Engineering.

If there is not a central contact for residents, they have to guess the correct department to contact. It can be a frustrating and negative interaction for our residents.

# What do we accomplish from a 311 system?



# Goals of 311

- Enhance and expand services to our residents' growing needs
- Use the technology investments the City has already made
- Minimize the impact on the budget

# What can 311 do for the City of Madison?

- Report and track issues
- Multiple channels of engagement for residents
- Be a tool for navigating City Hall
- Capture data for measuring performance excellence
- Use as forecast engine
- 311 can be a shared-service consolidator
- Resident satisfaction
- Give everyone access, not only easy access, but equal access to City government

# Project Status



# Feasibility Study

RFP released May 2018

Responses end of June 2018

ICMA Selected

Funds allocated for 2019

Contract finalized May 2019

# Feasibility Study

## Assess:

- Services that can be provided, and the impact on those services
- Current infrastructure (organization, processes, software), and analyze gaps
- Readiness of agencies to adapt
- Staffing needs
- Feasibility of 311 being County-wide

# Feasibility Study

Recommendations on:

- Enterprise-wide or agency-based
- Physical location for walk-in's, or a virtual office

Develop a 311/CRM Strategic Plan

# Timeline

June – Interviews with agencies and focus groups

June-July – Current state analysis

July-August – Project plan, projected costs, resources

Early September – Final report



Questions?