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.

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"

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Accountability

When a resident contacts the City to report a problem

- No tracking number
- No measurement of time to complete
- There is not an ability to see if others have reported the same issue

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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.

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We lack alignment

- Causes confusion

- Many different channels

- Different messaging

City "black holes"

- No tracking of requests

- City seems unresponsive

- Work may be delayed, underway but not visible, or never performed at all because the request was lost

- Language barriers. Providing access to all citizens

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

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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

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Next Steps

Hire a consultant

- Assessment of our current infrastructure, including:
  - Software
  - Staffing
  - Processes and Policies
  - Partnerships (Dane County and Dane County 911)

Hire a consultant

- Assessment of what is required, including:
  - Software
  - Staffing
  - Physical office
  - Processes and Policies
  - Partnerships (Dane County and Dane County 911)

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Hire a consultant

- Cost Assessment, including:
  - Building infrastructure
  - Maintaining infrastructure
  - Staffing
  - Physical office

- Create an implementation plan

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Costs to hire a consultant

Research has shown a range of $40,000 to $150,000 to hire a consultant.

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Questions?