[311/Customer Relationship Management System.]

Resolution urging the Department of Telecommunications and Information Systems (DTIS) to pursue all options necessary to develop a 311/Customer Relationship Management System; and urging Department of Telecommunications and Information Services and the Emergency Communications Department to continue to coordinate their respective efforts toward developing a project plan for implementing a 311/Customer Relationship Management System for the City and County of San Francisco.

WHEREAS, The residents of San Francisco should expect city government to respond quickly and effectively to address their needs, and in particular, a right to customer service that allows them to easily access city services, track the city's progress on their requests and to get their needs met quickly; and

WHEREAS, Today, San Franciscans in need of city services face a confusing array of 140 different city departments or agencies that are listed on the city's website and posts thousands of phone numbers and city employees; and,

WHEREAS, There are currently over 77 general information numbers and 32 Teletype lines that operate only during business hours, and can often perpetuate that access to city services is limited to the very computer savvy and persistent; and,

WHEREAS, Lack of a non-emergency 311 telephone line causes extensive and expensive misuse of the 911 emergency line, which may threaten public safety in San Francisco; and,

WHEREAS, Of the estimated 1.5 million telephone calls made to the San Francisco Emergency Communications Department every year, almost 70% are for non-emergencies; and,

WHEREAS, San Francisco city agencies lack a shared database that allows for problem resolution between departments when a citizen's request affects more than one city department, and without a database accessible to all city agencies, any work conducted or begun by one department can languish while another department goes un-notified about the need for their services; and,

WHEREAS, There is no citywide program for Continuous Quality Improvement (CQI), a long established standard in service-based industries; and establishing performance benchmarks, tracking performance, and assessing customer satisfaction are long established practices in the private industry and certain areas within the public sector; and,

WHEREAS, In October 2001, the Neighborhood Services and Recreation Committee convened a hearing to develop a strategy for the creation of a 311 Call Center, at which time the Department of Telecommunications and Information Services (DTIS) and the Emergency Communications Department (ECD) reported back on lessons learned from the cities of Chicago and Houston concerning their respective 311 systems; and

WHEREAS, In November of 2001, the Board of Supervisors passed a resolution directing the Emergency Communications Department to initiate a process to establish a 311 Call Center, and as a result, the DTIS and the ECD have begun a preliminary planning process; and,

WHEREAS, Because of the current budget constraints facing the City, a 311/Customer Relationship Management System must be implemented in a fiscally responsible manner that allows for strategic planning and phases the implementation over several years; now, therefore, be it

RESOLVED, That the Board of Supervisors of the City and County of San Francisco does hereby urge the Department of Telecommunications and Information Services to pursue all options and necessary steps to develop a 311/Customer Relationship Management System; and, be it

FURTHER RESOLVED, That the Board of Supervisors does hereby urge the Department of Telecommunications and Information Services and the Emergency Communications Department to continue to coordinate their respective efforts toward developing a project plan for implementing a 311/Customer Relationship Management System for the City and County of San Francisco.



## City and County of San Francisco Tails

City Hall 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102-4689

## Resolution

File Number:

030801

**Date Passed:** 

Resolution urging the Department of Telecommunications and Information Systems (DTIS) to pursue all options necessary to develop a 311/Customer Relationship Management System; and urging DTIS and the Emergency Communications Department to continue to coordinate their respective efforts toward developing a project plan for implementing a 311/Customer Relationship Management System for the City and County of San Francisco.

October 7, 2003 Board of Supervisors — ADOPTED

Ayes: 10 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom,

Peskin, Sandoval Absent: 1 - Ammiano

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I hereby certify that the foregoing Resolution was ADOPTED on October 7, 2003 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young Clerk of the Board

**Date Approved** 

Mayor Willie L. Brown Jr.

Date: October 17, 2003

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.

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File No. 030801