(d) 3. My San Jose

Smart Cities and Service Improvements Committee

June 6, 2019

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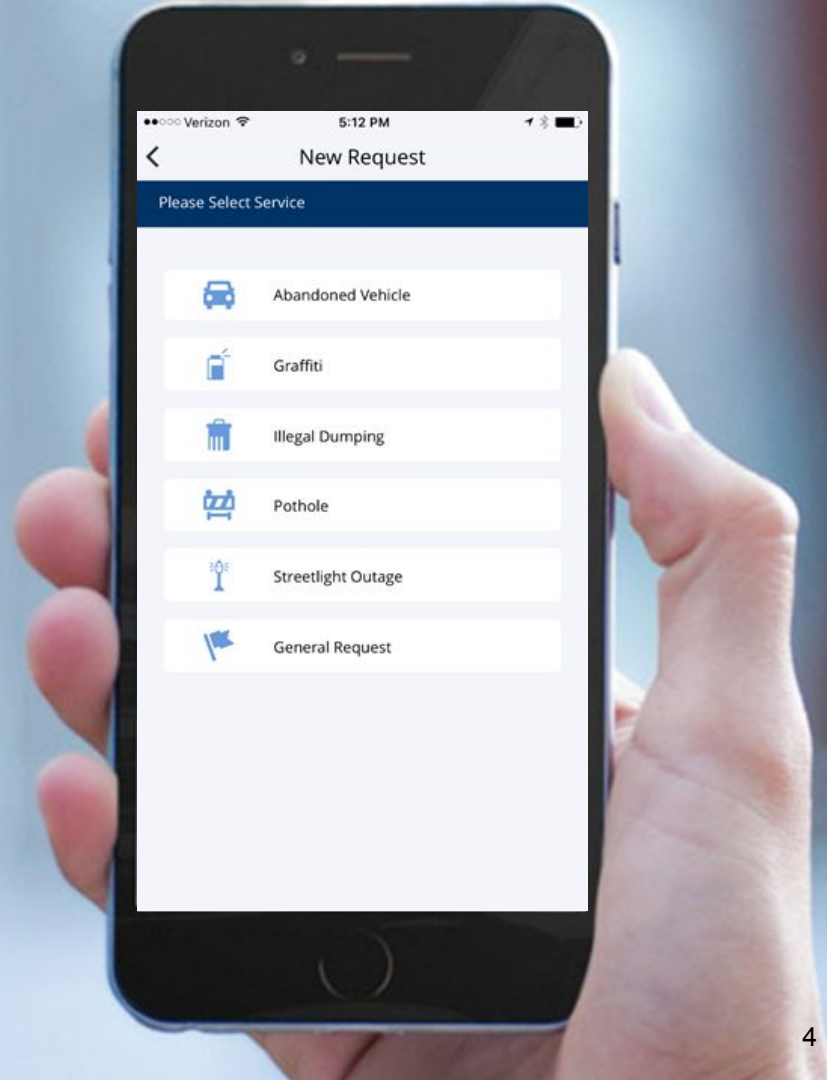Heather Hoshii, Division Manager, Transportation

Today's Presentation

- Why My San Jose matters
- What we've done in the past six months
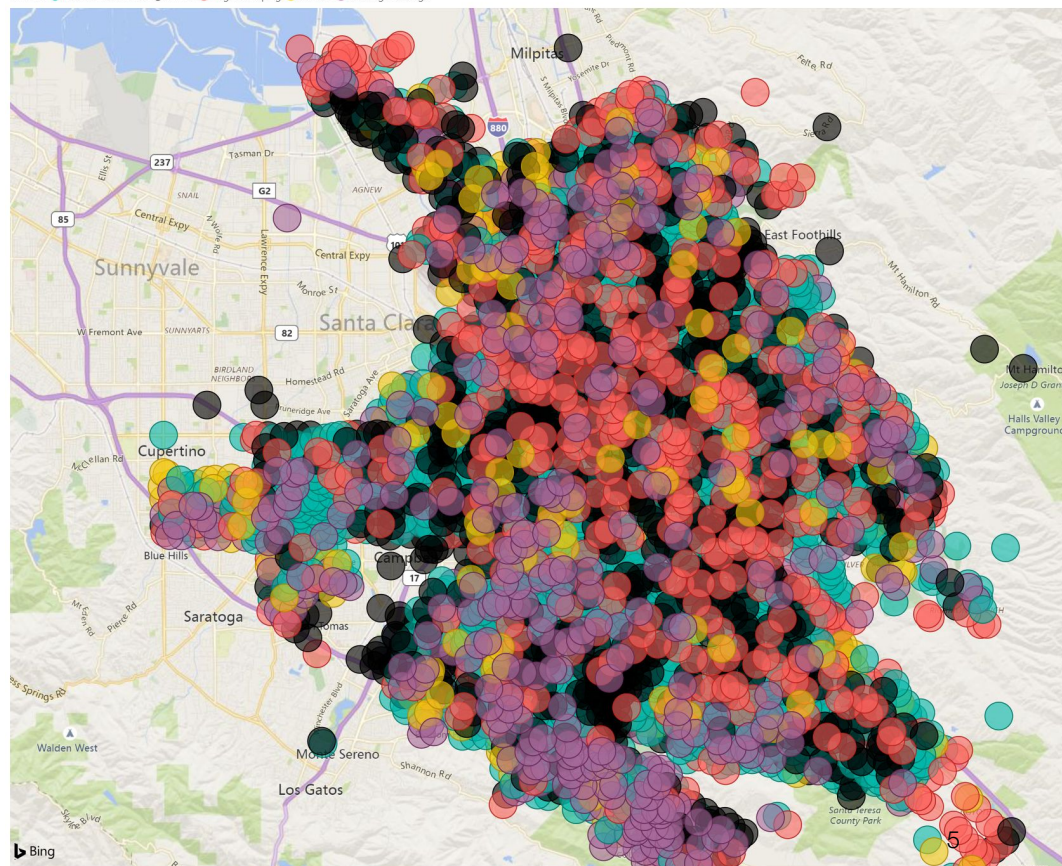- What we're doing next

Why My San Jose Matters

At its best, My San Jose shows residents that we care about their neighborhood

https://www.youtube.com/watch?v=tKuhs4X37iA

My San Jose is popular with many of our residents

165,000
Total service requests in one year

460
Average service requests per day

48,000+
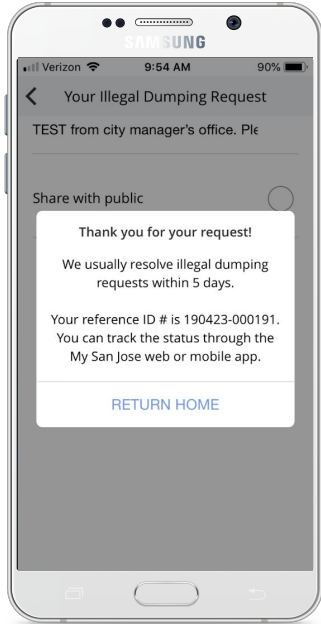Registered users

Across multiple channels
32% mobile app
24% website
28% customer contact center
16% through service team

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My San Jose isn't just an app, it's about end to end service delivery

Reporting

Triaging

Responding

What We've Done

Aligned on vision and objectives

VISION

My San Jose makes it easier for community and government to work together, keeping San Jose safe, clean and engaged

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OBJECTIVES

Build trust with reporters
by setting expectations and demonstrating responsiveness

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to improve usability, reliability, sustainability and minimize new service introduction time

Last Quarter's Objectives & Key Results

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KEY RESULTS Q3 2018-19

❑ Each service has a simple definition that clearly explains what it's for

❑ Tell reporters the target resolution time for each service category

❑ Meet target resolution time for 80% of all requests by category

❑ Track customer satisfaction for every service request

❑ Abandoned & Stored Vehicles: Pilot & measure 1st visit verification with contractors

❑ Graffiti: Pilot & measure proactive sweeps

❑ Illegal Dumping: Pilot & measure triaging improvements

❑ Potholes: Pilot & measure 1 process improvement

❑ Streetlights: Pilot & measure 1 process improvement

❑ Map out desired process for internal referrals

❑ Establish common metrics and prioritized work plan across departments

❑ Use online communications channel for weekly information sharing

❑ Pre-qualify service design & process improvement consultants

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❑ Publish RFP for new technology platform and solution provider

❑ Reduce percent of integration errors from 5% of all service requests to less than 1%

❑ *Stretch goal: Issue Notice of Intent to Award for vendors*

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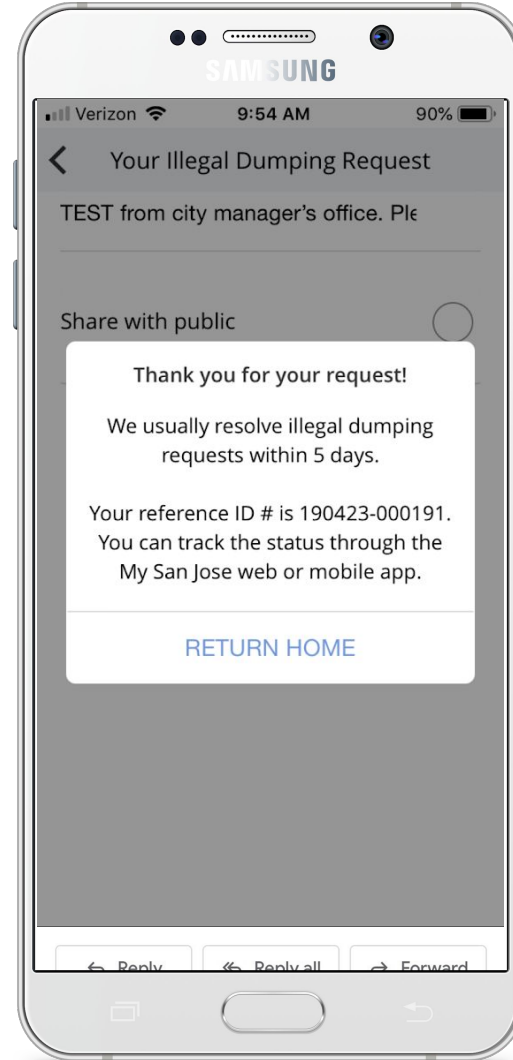❑ *Stretch goal: Issue Notice of Intent to Award for vendors*

Typical resolution times added to customer-facing apps

Goals:
Set realistic and accurate expectations about response time

Create consistency in user experience while accommodating differences across services

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Abandoned & Stored Vehicles: Learning from Data
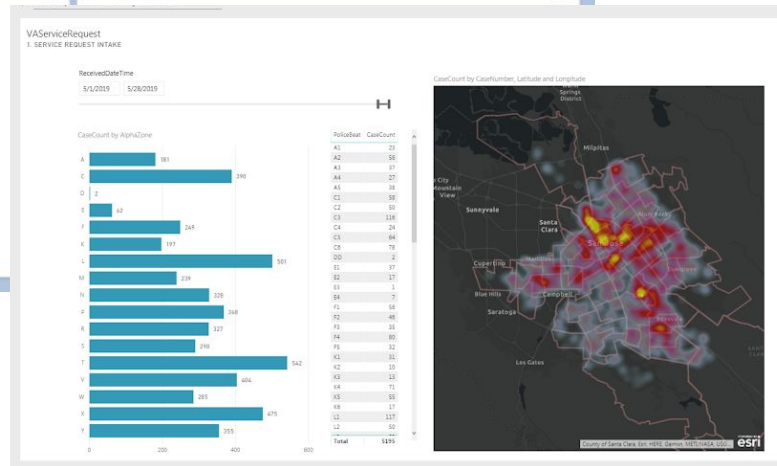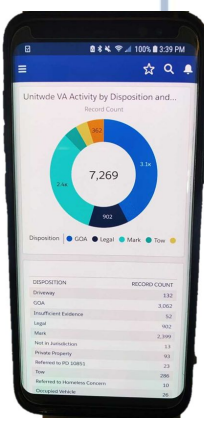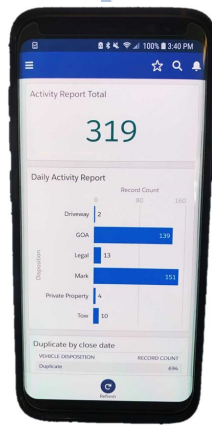
Abandoned & Stored Vehicles:
Strategic Use of Contractors to Improve Timeliness

Resident reports abandoned or stored vehicle → **Contractor makes first visit** → **Contractor verifies first visit conditions** → **Parking Officer follows up if enforcement is necessary**

Results from Q1 2019

- Redistributed significant workload of over 3,300 field visits from Parking Compliance Staff to Contract Staff
- Facilitated additional issuance of over 5,000 parking citations
- Improved average follow-up timeliness for Vehicle Abatement Service Requests by 20%, from 8.2 to 6.5 days

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Status: : Green = fully achieved; Yellow = partial completion (65% or greater) Red: not completed

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What We're Doing Next

This Quarter's Objectives & Key Results

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As measured by...

KEY RESULTS Q4 2018-19

❑ Meet target resolution time for 80% of all requests by category

❑ Agree on baseline customer satisfaction rating for all service types

❑ Publish end of quarter performance summary (for previous quarter)

❑ Sustain and measure process improvements from previous quarter

❑ Standardize information for internal referrals across all service teams

❑ Hire new Product-Project Manager

❑ Add capacity to AST contract for ongoing support for customer-facing apps

❑ Propose plan to address additional data synchronization errors between Oracle Service Cloud and work order systems, and between Salesforce & Streetlights MS Access database
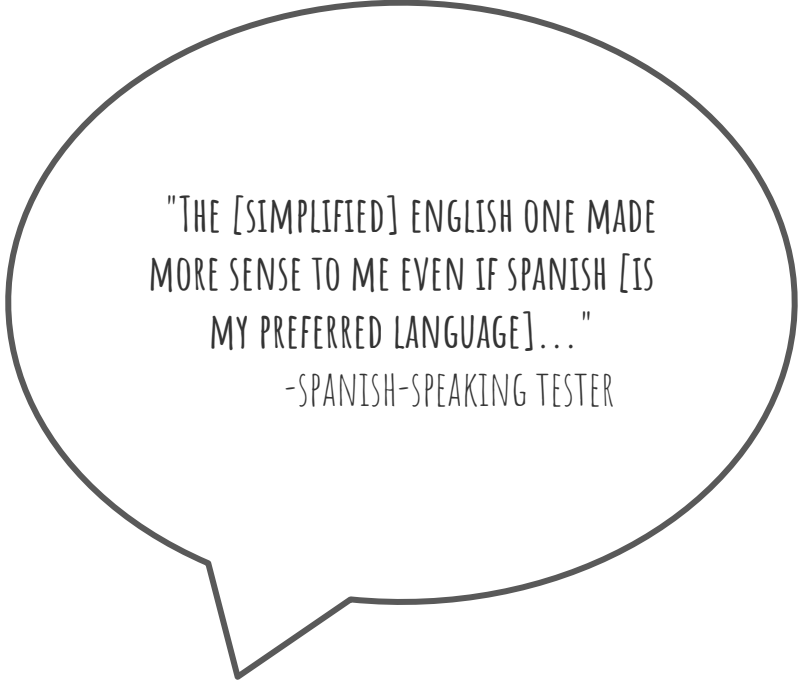
Work Plan to Expand Inclusivity & Accessibility of My San Jose apps

1. Conduct user research and test prototypes with Spanish- and Vietnamese speaking residents (Completed, July - December 2018)

2. Translate existing outreach postcard into Spanish and Vietnamese (July to August 2019)

3. Explore interim solutions for the current My San Jose website and mobile app, version 1.x. Timeline for implementation will depend on feasibility, scope, and cost.

4. Proceed with My San Jose 2.0 procurement when the RFP moves out of the procurement backlog. Inclusivity and accessibility are priorities for the My San Jose 2.0 redesign.

User Research Conducted with Spanish and Vietnamese-speaking Residents
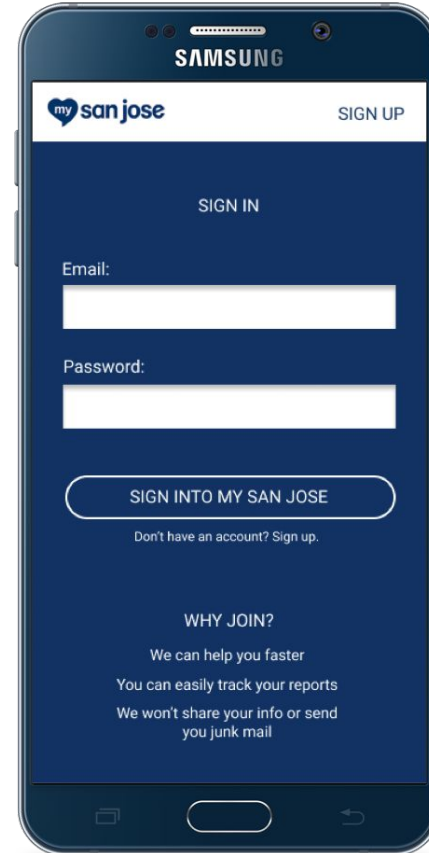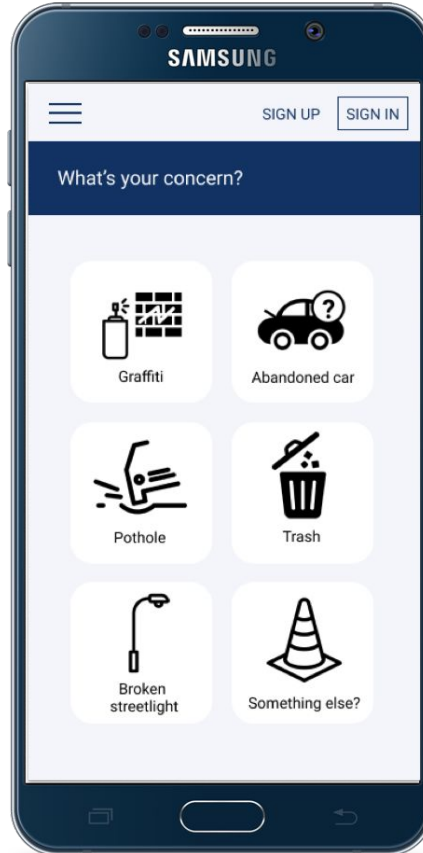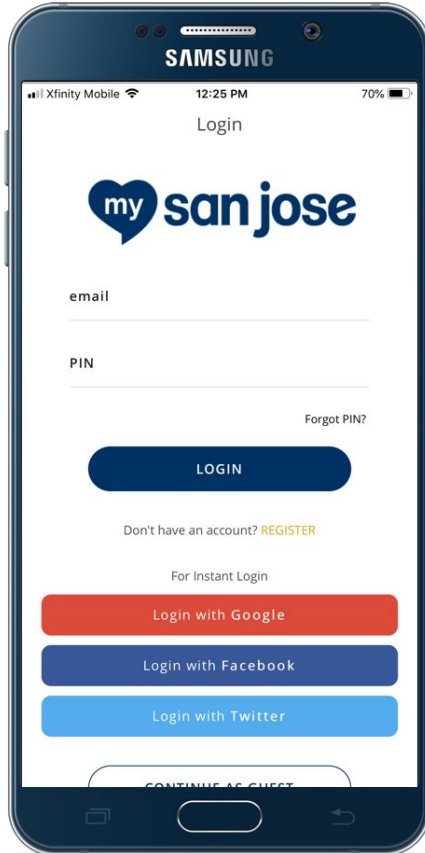
User Research Conducted with Spanish and Vietnamese-speaking Residents: Top Findings

"The [simplified] english one made more sense to me even if spanish [is my preferred language]..."
-Spanish-speaking tester

1. Simplicity and usability are just as important as language

2. The web app and phone are critical touchpoints

3. More outreach will help increase awareness

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