San Jose 311 Report and Digital Strategy Roadmap

Presented to City Council by:

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January 5, 2021

Council Direction

October 27, 2020

- "evaluate the suitability and feasibility for the existing fireworks reporting tool to be integrated into the San Jose 311 Application; and to return to Council before the end of 2020 with a list of recommended next applications to be included in the next San Jose 311 application upgrade with a description of any additional resources required."

SJ 311 Components and Strategy

AMAZING CUSTOMER EXPERIENCE

Call Center   Virtual Agent   Chatbot   Website
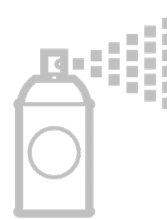
Online forms   SJ 311 App   Web Portals

SEAMLESS SERVICE DELIVERY

Graffiti Abatement   Illegal Dumping   General Request   Streetlight Outage

Pothole Repair   Abandoned Vehicle   Recycle Plus
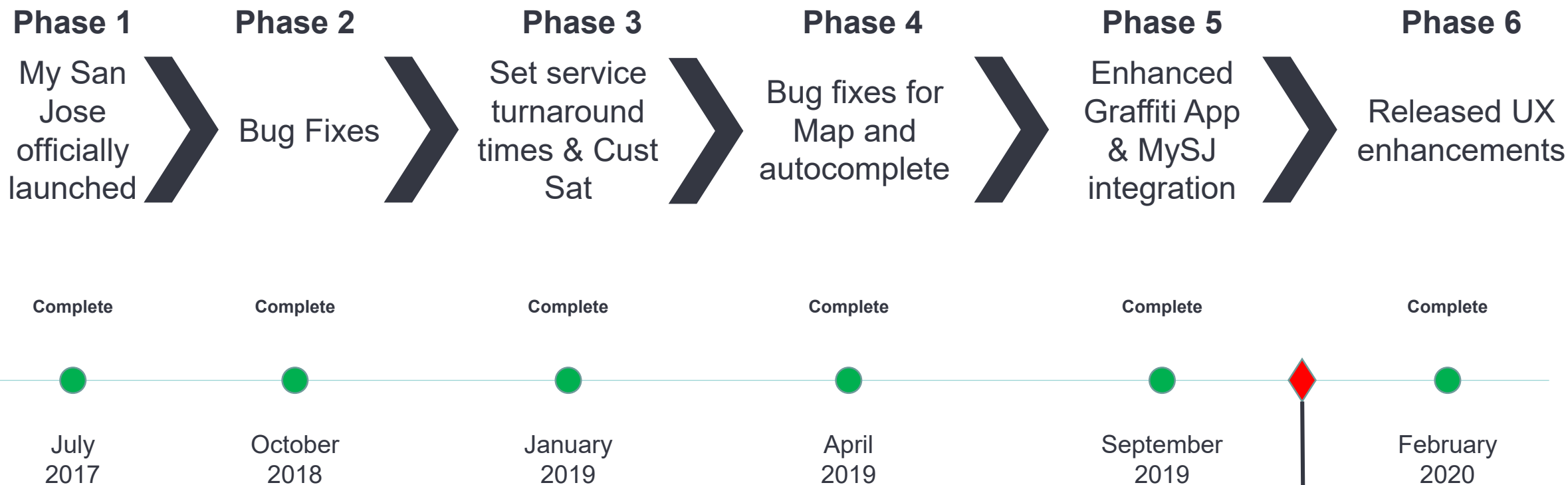
STRONG FOUNDATIONS
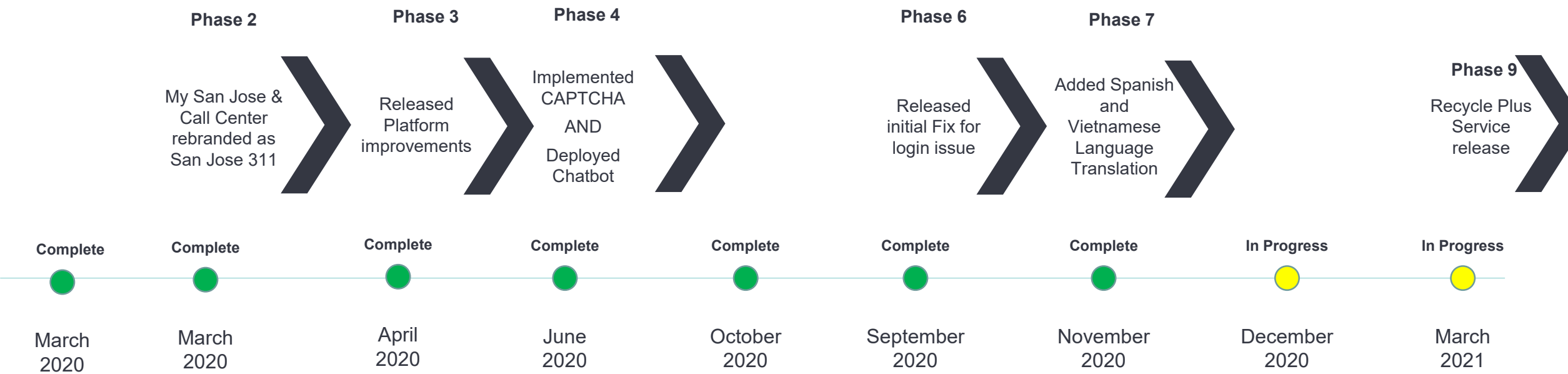
PEOPLE   PROCESS   TECHNOLOGY

My San Jose Web & Mobile App Timeline

Phase 1

My San Jose officially launched

Phase 2

Bug Fixes

Phase 3

Set service turnaround times & Cust Sat

Phase 4

Bug fixes for Map and autocomplete

Phase 5

Enhanced Graffiti App & MySJ integration

Phase 6

Released UX enhancements

Complete

July 2017

Complete

October 2018

Complete

January 2019

Complete

April 2019

Complete

September 2019
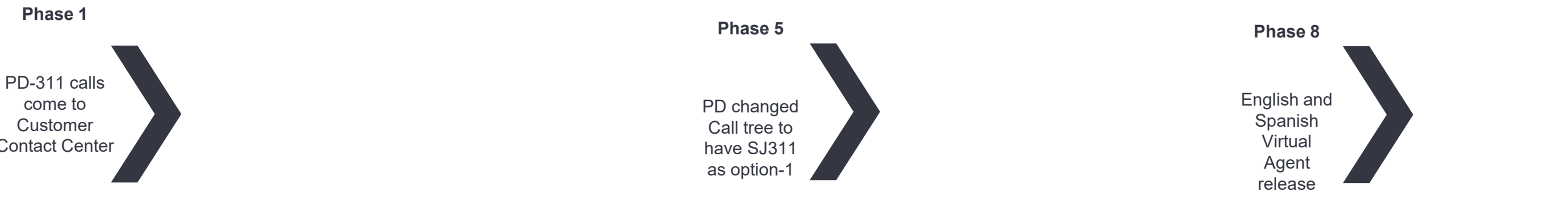
Complete

February 2020

Redesigned sanjoseca.gov launched with many of the same resources supporting My San Jose

SJ 311 Web & Mobile App and Call Center Improvements Timeline
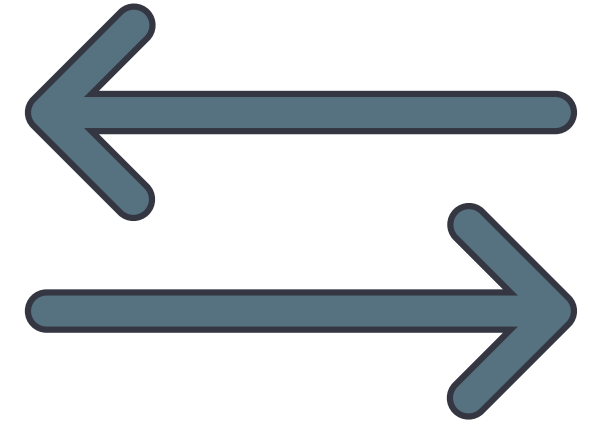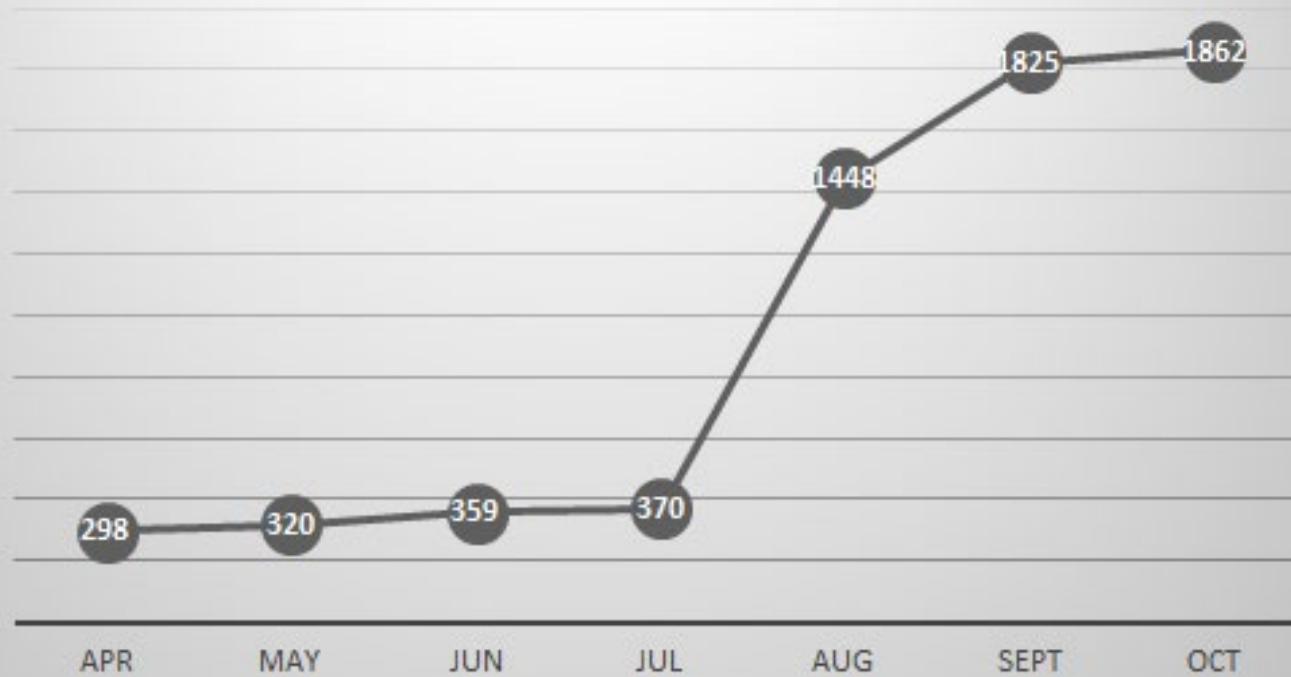
San Jose 311 Web and Mobile App :

Phase 2
My San Jose & Call Center rebranded as San Jose 311

Phase 3
Released Platform improvements

Phase 4
Implemented CAPTCHA AND Deployed Chatbot

Phase 6
Released initial Fix for login issue

Phase 7
Added Spanish and Vietnamese Language Translation

Phase 9
Recycle Plus Service release

Complete	Complete	Complete	Complete	Complete	Complete	Complete	In Progress	In Progress
March 2020	March 2020	April 2020	June 2020	October 2020	September 2020	November 2020	December 2020	March 2021

Call Center

Phase 1
PD-311 calls come to Customer Contact Center

Phase 5
PD changed Call tree to have SJ311 as option-1

Phase 8
English and Spanish Virtual Agent release

#National311Day

March 11th
National Day

National 311 Day
www.NationalDayCalendar.com

SAN JOSÉ
311
CITY SERVICES

Your city.
Your services.

⬇ San José 311 app

SJ 311 is Taking on More

Calls Averted from PD to SJ311

Month	Calls
APR	298
MAY	320
JUN	359
JUL	370
AUG	1448
SEPT	1825
OCT	1862

The Police Department changed the option for "311" on their call tree from option "9" to option "1" on August 11, 2020.

From April to July we were getting about 300 calls/month.

There's been significant increase since the change.

October 22, 2020, SJ311 adjusted Police Department's location.

Calls from SJ311 to PD
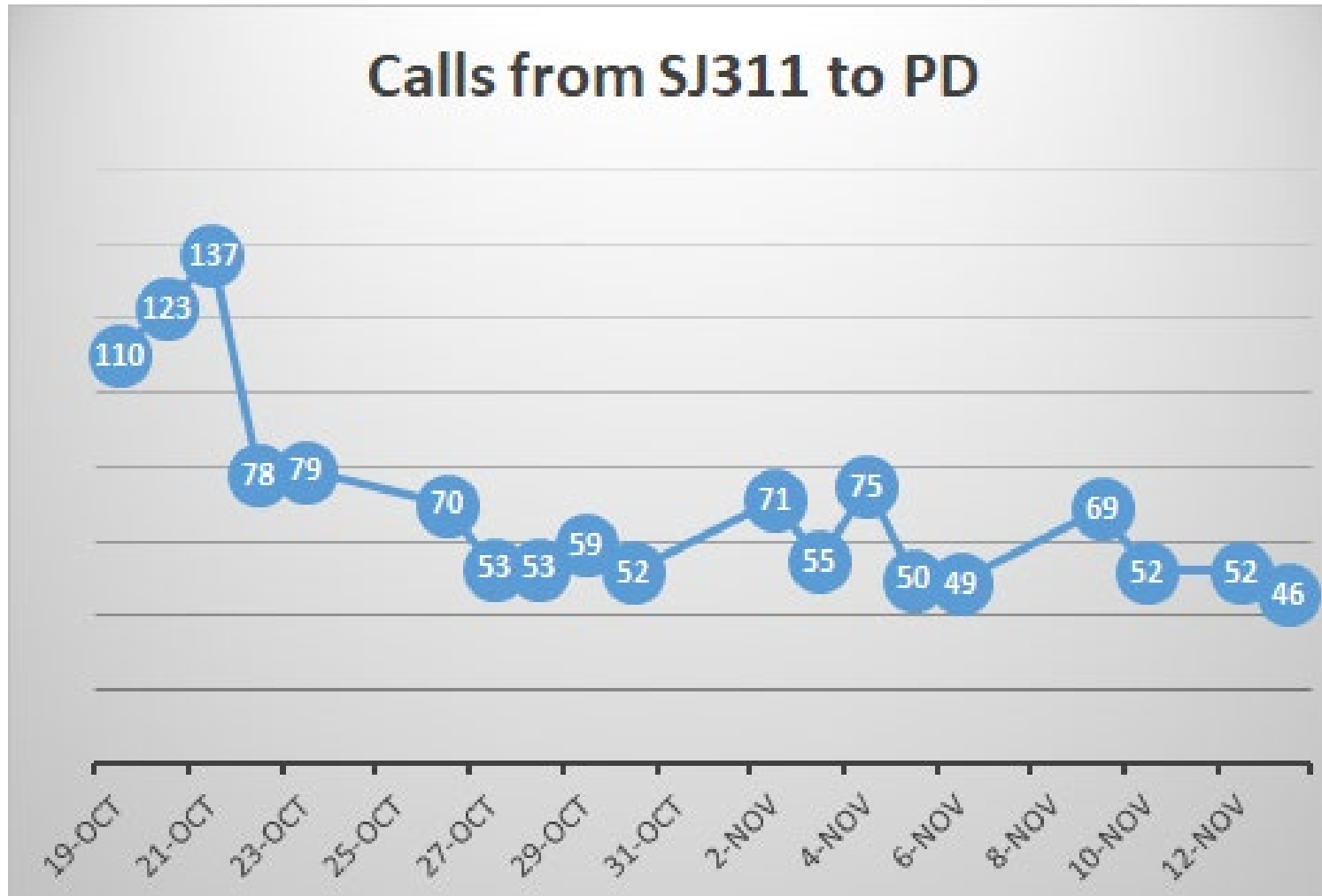
SJ 311's phone tree has also changed the option for the Police Department which has decreased the amount of non-emergency 311 calls from incorrectly going to PD by more than 50%.

Current Planned and Resourced Priorities

- Preliminary fix for login issue was deployed on September 29th. √

- Deployed an editable messaging tool, that allows service delivery messages to be modified by City staff. Such automated messages are changing due to COVID-19 and are sent to residents after a ticket is logged in SJ311. √

- Language Translation project to support Spanish and Vietnamese: Soft Launch in November 2020. √

- Virtual Agent Project: Soft Launch December 2020.

- Recycle Plus Project is in the development phase. Go-live in March 2021

Spanish and Vietnamese Translation Evaluation

Spanish and Vietnamese Translation Quality Evaluation Results

Deployed on November 20th, 2020

Translation direction	Free Translate Tools	Auto Machine Learning	Notes
English to Spanish	66%	98%	
Spanish to English	62%	88%	
English to Vietnamese	37%	88%	
Vietnamese to English	44%	66%	Machine Learning Translation model will continue to be trained on a regular basis.

Recycle Plus Project Scope and Milestones

Project Scope :

Add functionally to San Jose 311 to allow Recycle Plus Customers to request the following services online:

    a) Junk pickup
    b) Missed pickup
    c) Cart requests
    d) New service

City Staff will have the ability to evaluate metrics and quantify reduction of service requests through phone calls.

Milestones

1. Design phase and signoff complete : Nov 13th
2. Development phase complete : Jan 15th 2021
3. UAT complete : Feb 5th 2021
4. Phase I go-live : March 2021

San Jose 311 Roadmap 2021

Newer ↑

Release

Older ↓

Backlog	Prioritized and being assessed for readiness and resource need / availability	Currently resourced and in development or soft launch
Language adaptor for automated translation	Report damaged sign	Machine Learning Language Translation: Spanish and Vietnamese
Pay parking ticket	Report storm drain or sewer flooding	Multilingual Virtual Agent
Homeless encampment	Report broken traffic signals	Recycle Plus
Pay business tax renewal	Report dumping into storm drains	Permanent fix for Native App login Issue
Report code violation	Add Mandarin and Tagalog languages	
Animal licensing		
Report problem electric scooter		
Pay utility bill		
Report Fireworks		
• Report dead animal for pick-up • Prostitution & Human Trafficking • Report Park Concerns • Report a shopping cart • Report a tree problem • Report sidewalk problem		

Report Fireworks service rated lower during a prioritization exercise due to response and enforcement process challenges.

Prioritization session was held on 12/11/2020

Importance of Order Fulfillment to Customer Satisfaction

Resident submits a report
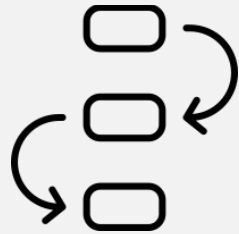
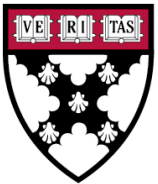Report assessed, submitted to responding agency, and follow-up with reporter

Service response

Customer satisfaction and trust in the reporting app

Questions?

**Rob Lloyd, Chief Information Officer
Jerry Driessen, Assistant Chief Information Officer**

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