d(3) San José 311 Update

Smart Cities and Service Improvements Committee

Presented to City Council by:

Jerry Driessen, Assistant Chief Information Officer

Kia O'Hara, Program Manager, SJ 311

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September 02, 2021

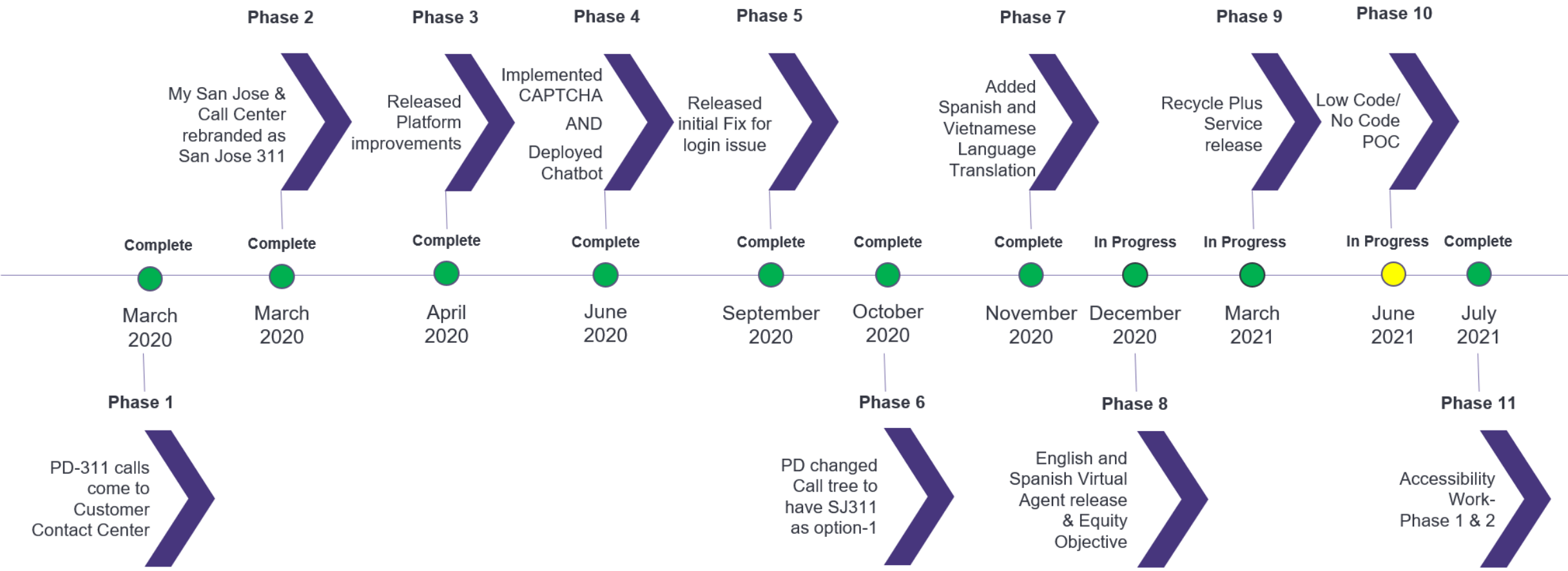# When we last left our Heroes…

- ✓ SJ 311 Progress Update

- 🎯 Current Focus

- 📋 Future Plans

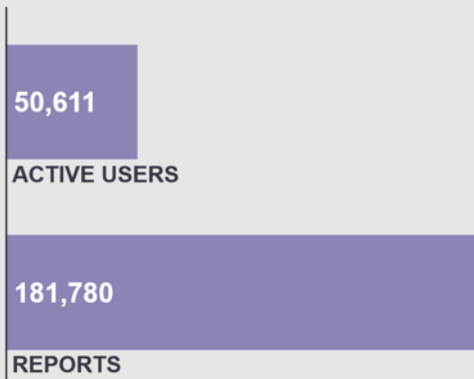# SJ 311 Web & Mobile App and Call Center Improvements Timeline

San Jose 311 Web and Mobile App:

Phase 2	Phase 3	Phase 4	Phase 5	Phase 7	Phase 9	Phase 10

My San Jose & Call Center rebranded as San Jose 311

Released Platform improvements

Implemented CAPTCHA AND Deployed Chatbot

Released initial Fix for login issue

Added Spanish and Vietnamese Language Translation

Recycle Plus Service release

Low Code/ No Code POC

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

Phase 1

PD-311 calls come to Customer Contact Center

Phase 6

PD changed Call tree to have SJ311 as option-1

Phase 8

English and Spanish Virtual Agent release & Equity Objective

Phase 11

Accessibility Work- Phase 1 & 2

Call Center:

3

SJ 311 Metrics

July 1, 2020- June 30, 2021

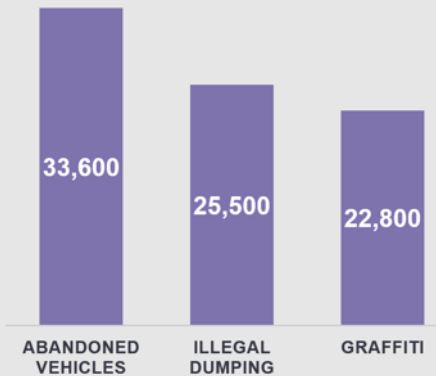- ACTIVE USERS: 50,611
- REPORTS: 181,780

84,000 Total Registered Residents

Residential Garbage & Recycle Service Launched in March
(March 2,2021- June 30, 2021)

28,073 Reports

3,000 New Users

Top 3 Service Requests

- ABANDONED VEHICLES: 33,600
- ILLEGAL DUMPING: 25,500
- GRAFFITI: 22,800

Excellent & Good: 28% in 2020: **Up to 68% in 2021**

Poor: 69% in 2020: **Down to 25% in 2021**

Since November 2020: **242 Users** have accessed **SJ311 Language Translation Functionality**

Virtual Agent Utilization: **70%** since March 2021 **267 Residents** inquired 'Who is my hauler?'

Timeliness

Service Timeliness

Percentage of Service Requests Meeting Target

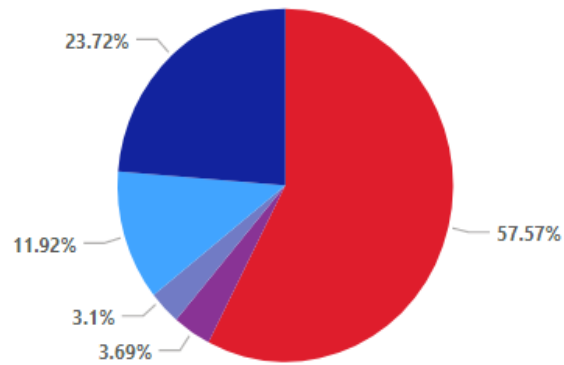| Service	Percentage	Expected Resolution Time (In Days)
Streetlight Outage	44.91%	16
Potholes	66.87%	2
Illegal Dumping	64.15%	5
Graffiti	66.60%	3
Abandoned Vehicles	85.03%	14

January 1, 2021- July 29, 2021

Customer Satisfaction Scores
January 1 – July 29, 2021

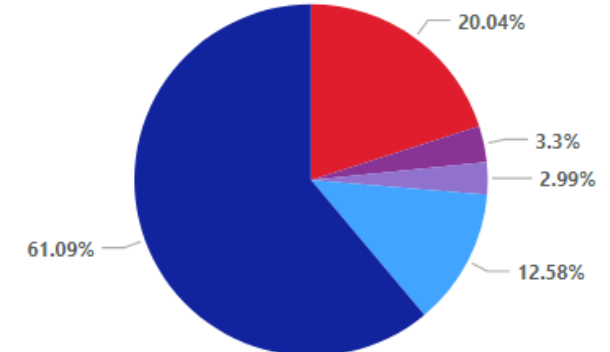**Experience** ● Poor ● Average ● Fair ● Good ● Excellent

Abandoned Vehicles

57.57%
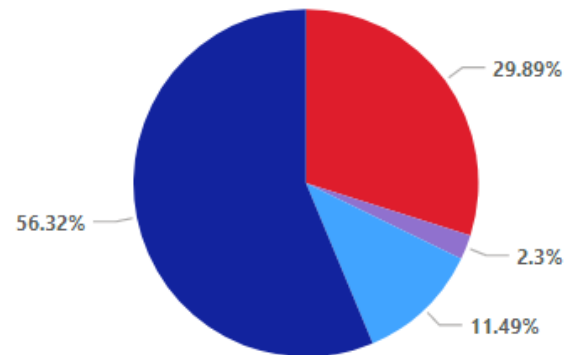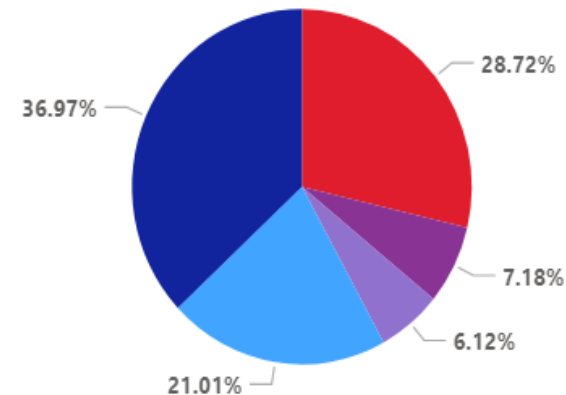23.72%
11.92%
3.1%
3.69%

Graffiti

18.09%
1.96%
1.96%
4.65%
73.35%

Illegal Dumping

20.04%
3.3%
2.99%
12.58%
61.09%

Potholes

29.89%
2.3%
11.49%
56.32%
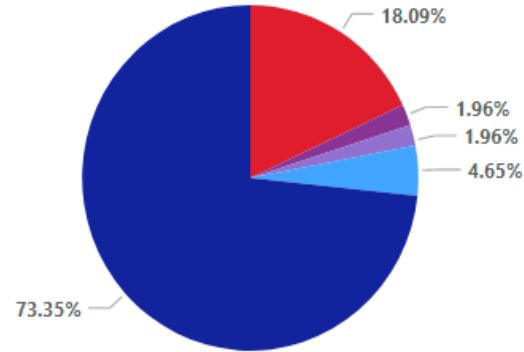
Streetlight Outages

28.72%
7.18%
6.12%
21.01%
36.97%

6

Equity Objective

Empower all who live, work, and play in San José,

especially underreporting and heavily impacted communities,

to submit reports via SJ311 and ensure that Services are delivered

per committed turnaround times.

Designing An Inclusive Experience

INCLUSIVE
- We will consider the diverse needs of the disabled and access and functional needs communities.

EFFICIENT
- We will build on existing accessibility efforts within the City.

OMNICHANNEL
- Accessibility compliance will be audited across all of San Jose 311.

ITERATIVE
- Recommendations will be deployed in smaller pilots, tested and then re-deployed in an iterative process to measure impact.

COLLABORATIVE
- Decisions will be made with, not for, people with disabilities or those with access and functional needs. We will keep partners continually informed and engaged with our progress.
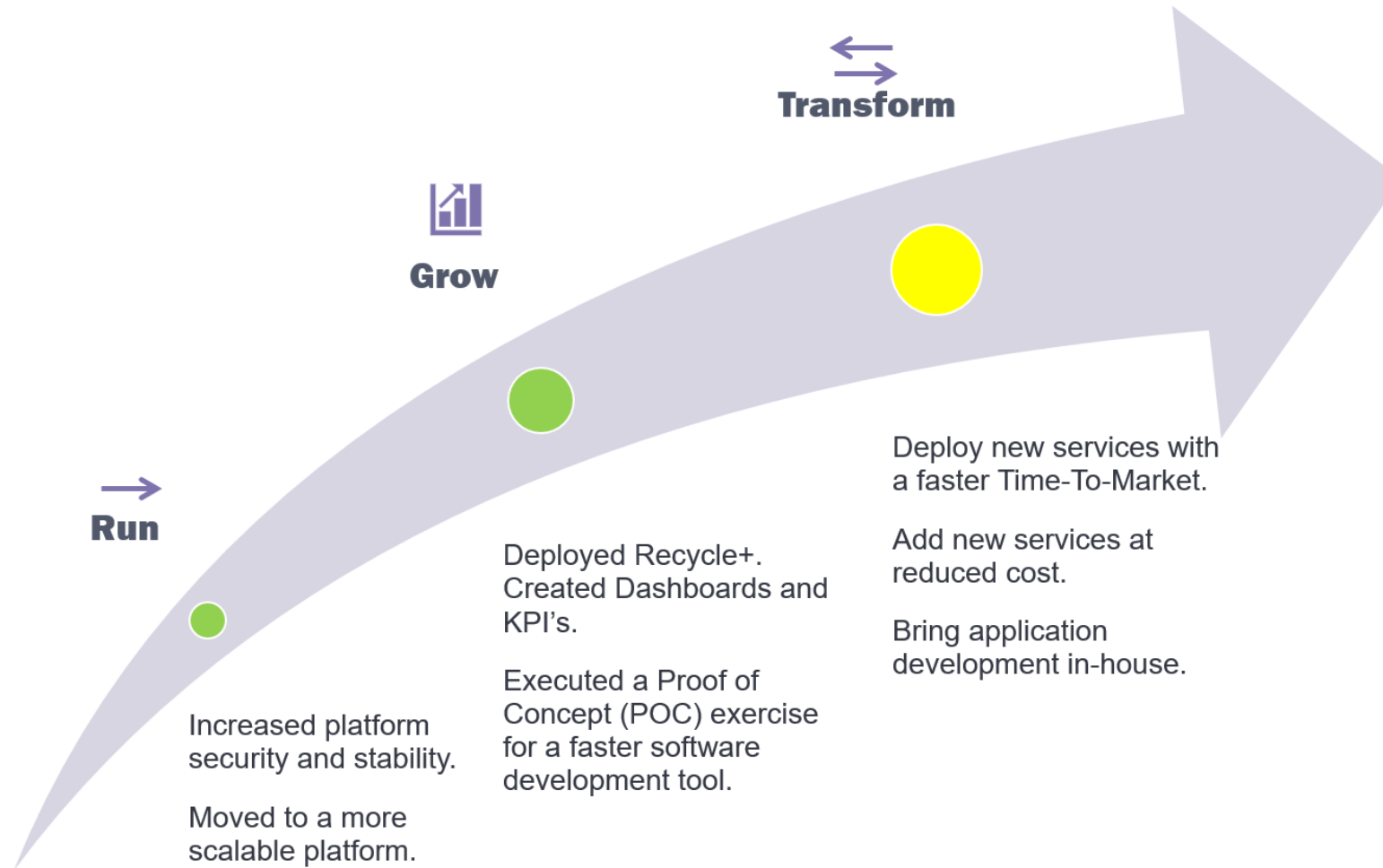
Accessibility Assessment

- Recognizing and teaching the importance of including residents with disabilities or those with access and functional needs to share their expertise and lived experiences.

- Prioritizing web accessibility in procurement and contract decisions.

- Building relationships with community organizations and partners to improve engagement and accessibility.

Scaling Platform and POC

Run

Increased platform security and stability.

Moved to a more scalable platform.

Grow

Deployed Recycle+. Created Dashboards and KPI's.

Executed a Proof of Concept (POC) exercise for a faster software development tool.

Transform

Deploy new services with a faster Time-To-Market.

Add new services at reduced cost.

Bring application development in-house.

2021 Website Analytics – Half Year (Q1/Q2)

Page Visits

- **3.2M** Total Visits
  - Up **377K** (**+8%**) ⬆

- **7.3M** Page Views
  - Down **348K** (**-4%**) ⬇

- Mobile Visits constitute **37% of Total Visits**
  - Down (**-4%**) ⬇

- **55%** of traffic to Top 10 Pages
  - Down (**-5%**) ⬇

Top 10 Pages

1. **Homepage**
2. Adopt a Dog (**+3**)
3. Animal Care Services
4. Adoptable Pets
5. **Emergency Notifications** (**-3**)
6. **Browse City Jobs** (**+2**)
7. **Junk Pickup** (**-1**)
8. Departments & Offices (**+1**)
9. **Utility Services Lookup** (**-2**)
10. Adopt a Cat (**+1**)

Emergency Outreach

- **166K** Total Emergency Page Visits

- **51K** (30%) Translated Emergency Page Visits

- **24K** Resident Assistant Chatbot Uses with **82%** Answer Success Rate
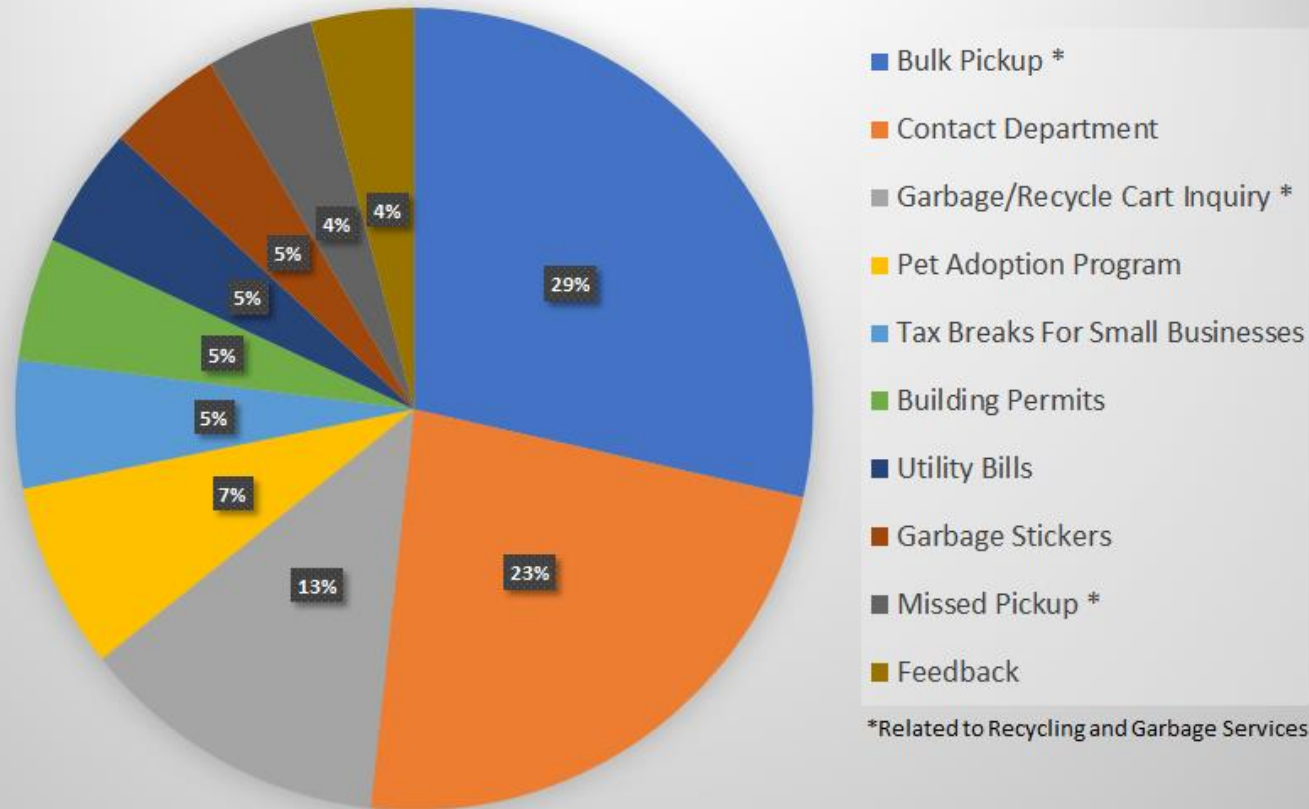
Flash Reports

- **346K** Flash Report Emails Sent

- **39% Open Rate** is **14% Higher** than Government Industry Standard.

- **1% Email Subscriber** growth in 2021.

Resident Assistant Chatbot

From July 1, 2020 to June 30, 2021

Resident Assistant Top 10

July 1, 2020 - June 30, 2021

- Bulk Pickup *
- Contact Department
- Garbage/Recycle Cart Inquiry *
- Pet Adoption Program
- Tax Breaks For Small Businesses
- Building Permits
- Utility Bills
- Garbage Stickers
- Missed Pickup *
- Feedback

*Related to Recycling and Garbage Services

29%
23%
13%
7%
5%
5%
5%
5%
4%
4%

70,976 Uses

580 questions from SJ 311 FAQs

Top 10 questions represents **40% of Usage**

'**Bulk Pickup**' and '**Contact Department**' represent **52% of the Top 10 Usage** (or 20% of overall usage)

Partnering to advance the City's external digital strategy

More Partnerships

Patricia "Patty" Wei

Goal: "Hoping to work in technology, education, and storytelling to improve equity in communities."

Kevin Wang

Goal: "Looking to eventually help be a part of and develop meaningful projects that can really help people."
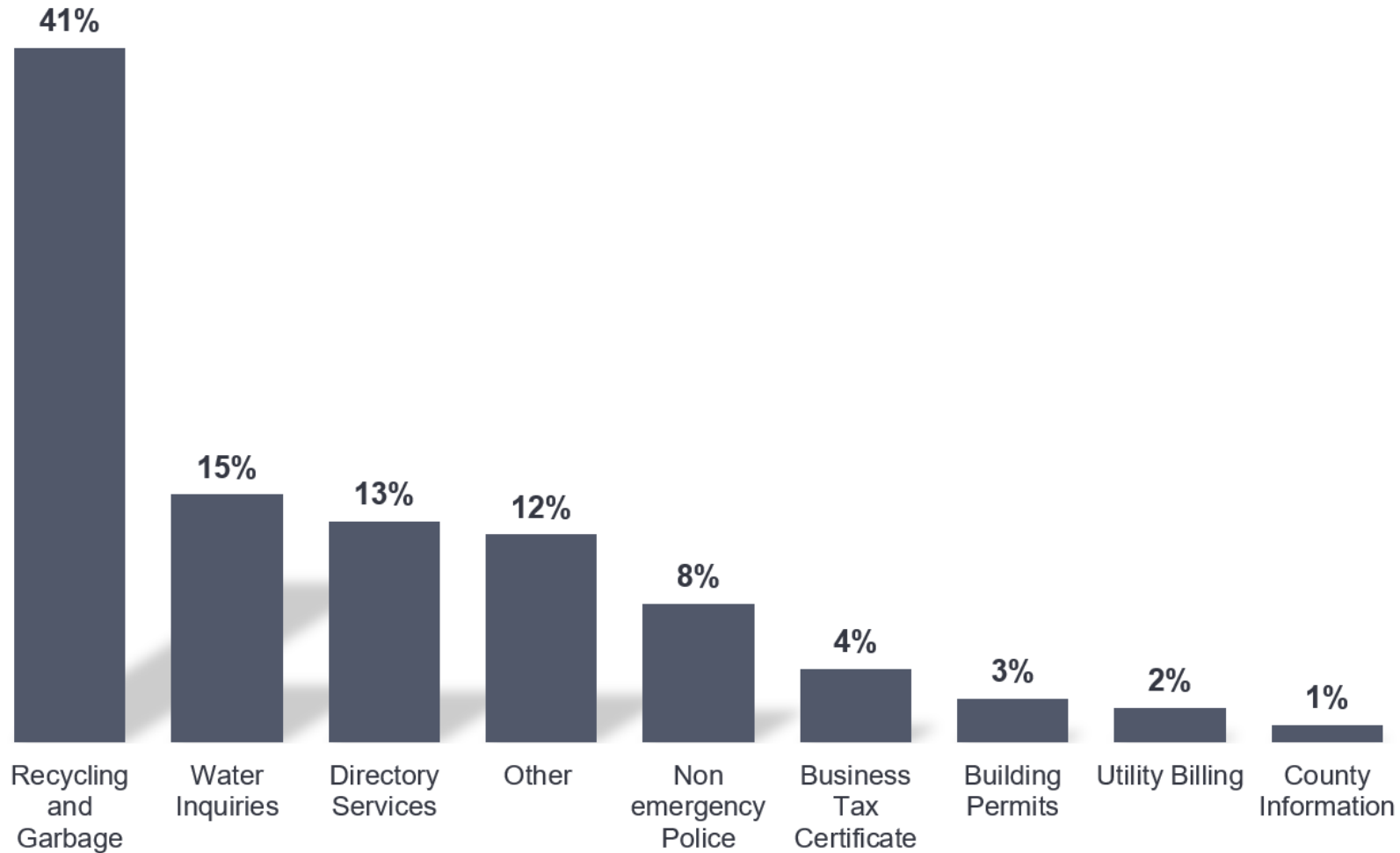
More data to be considered

At the last Smart Cities Committee meeting we were questioned about the **"Other Issues"**… and we heard you.

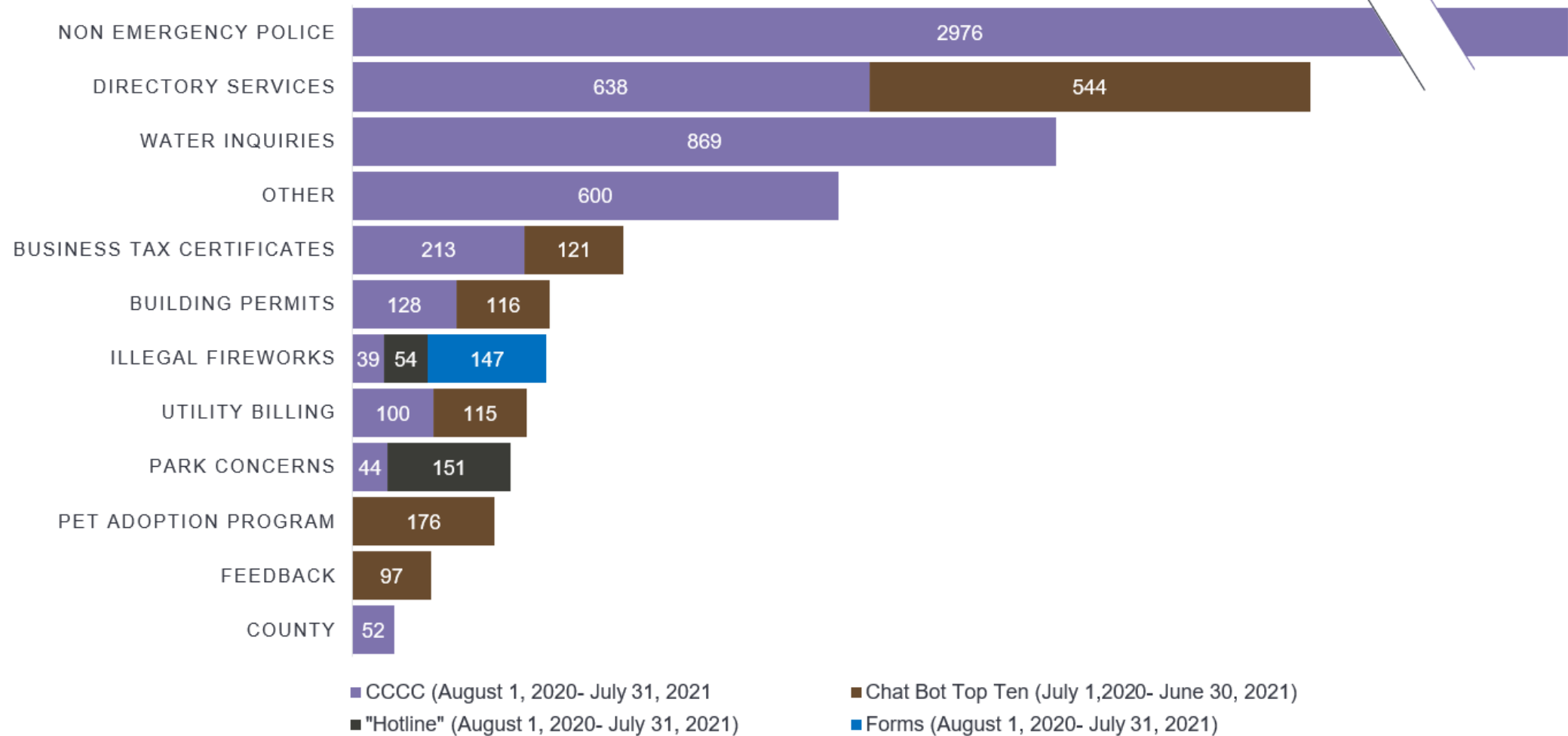Let's take a deeper dive into

"Other Issues"

CONTACTS FOR SERVICES NOT CURRENTLY IN SJ311
(MONTHLY AVERAGE)

- NON EMERGENCY POLICE: 2976
- DIRECTORY SERVICES: 638, 544
- WATER INQUIRIES: 869
- OTHER: 600
- BUSINESS TAX CERTIFICATES: 213, 121
- BUILDING PERMITS: 128, 116
- ILLEGAL FIREWORKS: 39, 54, 147
- UTILITY BILLING: 100, 115
- PARK CONCERNS: 44, 151
- PET ADOPTION PROGRAM: 176
- FEEDBACK: 97
- COUNTY: 52

- CCCC (August 1, 2020- July 31, 2021
- Chat Bot Top Ten (July 1,2020- June 30, 2021)
- "Hotline" (August 1, 2020- July 31, 2021)
- Forms (August 1, 2020- July 31, 2021)

Top list based on the data and ability to respond

Based on our initial findings these are the top three:

Directory Services

Illegal Fireworks

Water Inquiries

Plans to extend this list:

Weighted Shortest Job First (WSJF) exercise

Library, "Community Conversation"

Going beyond the data...

How do these priorities match what your constituents request?

Community enablers?

Complaint based vs service based

❑ Digital Equity - Community Wi-Fi Reporting

❑ Pay Utility Bill (Water and Multi-Family Garbage)

❑ Water Inquiries (Start/Stop Services and Usage)

❑ Report Illegal Fireworks
❑ Affordable Housing Services

- Rental Assistance (Owners and Tenants)

- Connect Tenants to Affordable Housing