

RESOLUTION No. 37456

Direct the Office of Management & Finance to create a 311 Program to improve and simplify community access to City information and services. (Resolution)

WHEREAS, the City of Portland strives to provide excellent customer service to meet community and customer needs; and

WHEREAS, Portland's existing dispersed customer service model can make it difficult for community members to access City information, programs, and services and can result in inequitable experiences and outcomes; and

WHEREAS, the City's dispersed approach to customer service means decision-makers lack consistent data and information about community interests and needs; and

WHEREAS, according to a 2018 representative community survey, Portland residents find it difficult to get information from the City and would like the City to simplify phone, online, and in-person access to City information and services; and

WHEREAS, this difficulty is more pronounced for residents who have a disability, do not speak English well, or have limited internet access; and

WHEREAS, cities across the country use 311 systems to provide residents with convenient access to government information and services, improve customer experience, and increase participation in government by traditionally under-represented community members; and

WHEREAS, in the FY 2017-18 Adopted Budget, Council approved a decision package for "311 project management and implementation" and directed the Office of Management & Finance (OMF) to oversee the planning effort; and

WHEREAS, OMF examined existing customer service conditions, researched community preference, studied best practices from across the country, and considered a variety of service delivery and funding models; and

WHEREAS, OMF, in partnership with City bureaus, presented a 311 Implementation Plan to guide the development of a 311 Program to City Council on November 27, 2018; and

WHEREAS, the proposed 311 Program will modernize the City's customer service so that all Portlanders can readily access the information and services they need; and

WHEREAS, the 311 Program will provide a single point of contact for community members; help community members find information, report issues, and request City services online, over the phone, and in-person at City buildings; increase the first-contact resolution rate when community members contact the City; provide information and referral services to the community for other local government, community and social services, including vital and time sensitive public notification during emergencies or

natural disaster response; and

WHEREAS, the 311 Program will provide a welcoming and inclusive customer service experience that increases equitable access and provision of City services, in keeping with the City's commitment to equity for under-served and under-represented communities; and

WHEREAS, a 311 Program will advance the City's efforts to provide accurate information and high-quality services to community members, customers, businesses, and visitors; and

WHEREAS, the 311 Program will collaborate with City bureaus to provide and improve intake, routing, and resolution for appropriate services, thereby enhancing the level of service, efficiency, and cost-effectiveness of the City's customer service; and

WHEREAS, a 311 Program will provide valuable data and insights into the community's needs and interests, allowing bureaus and City Council to make more informed service and outreach decisions; and

WHEREAS, in the FY 2019-20 Adopted Budget, Council appropriated \$662,105 in new resources and added 5.5 FTE to the Office of Community & Civic Life to launch a Citywide 311 Program; and

WHEREAS, in a budget note in the FY 2019-20 Adopted Budget, Council expressed their commitment to establishing a 311 Program in the City of Portland and directed OMF and the Office of Community & Civic Life to prepare a resolution confirming the details of the program for Council consideration in advance of the FY 2020-21 budget development; and

WHEREAS, Council further directed the City Budget Office to increase the current appropriations level of the 311 Program to fund the one-time and ongoing implementation costs as part of FY2020-21 budget development, upon passage of a resolution; and

WHEREAS, the 311 Implementation Plan recommends a phased implementation – via a partnership between OMF, the Office of Community & Civic Life, and service bureaus – that builds a strong operational foundation while expanding customer service offerings, formats, and functions; and

WHEREAS, OMF and the Office of Community & Civic Life have continued to refine the scope and implementation timeline for the 311 Program, in collaboration with City bureaus and in a manner that leverages the City's investments in the Portland Building and the Portland Oregon Website Replacement Project (POWR), see Exhibit A;

WHEREAS, the Office of Community & Civic Life and the Bureau of Technology Services are committed to the success of the 311 Program's implementation and will bring their respective expertise in civic engagement and enterprise technology; they agree to partner with the Office of the CAO to lead the implementation effort; and

WHEREAS, establishing the 311 Customer Service Program as a new program within OMF will advance OMF's values of service, equity, and innovation; enable the program to benefit from the Office's expertise in management of citywide initiatives; and provide an opportunity to align the 311 Program with other enterprise customer service improvements;

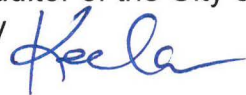
NOW, THEREFORE, BE IT RESOLVED that the City Council directs the Office of Management & Finance to develop a 311 Program to improve community access to City information and services based on Exhibit A.

BE IT FURTHER RESOLVED that the City Council directs the Office of Community & Civic Life to transfer currently appropriated personnel and resources for the 311 Program to the Office of Management & Finance as soon as feasible and no later than July 1, 2020.

BE IT FURTHER RESOLVED that the City Budget Office increase the current appropriation level (CAL) target for the Office of the Chief Administrative Officer within the Office of Management & Finance for the FY 2020-21 Annual Budget by \$1,911,227 to support the 311 Program. As the 311 Program will not require the full budgeted amount in FY 2020-21 and FY 2021-22, see Exhibit A, partial program resources may be available for one-time use by City Council in these fiscal years. In FY 2020-21, available resources are projected to be approximately \$1.2 million.

Adopted by the Council: NOV 13 2019

Commissioner Wheeler
Prepared by: Michelle Kunec-North
Date Prepared: October 17, 2019

Mary Hull Caballero
Auditor of the City of Portland
By  Deputy

1041

Agenda No.

374561

Item Type: Resolution

No.

Council Meeting Date: November 13, 2019

Title: Direct the Office of Management & Finance to create a 311 Program to improve and simplify community access to City information and services (Resolution)

AGENDA TYPE

☐

Consent

☒

Regular

☐

Time Certain Start Time

Item 1 of 1

Total amount of time needed for presentation, testimony and discussion (Regular and Time Certain Only): 30 Minutes

INTRODUCED BY: Mayor Wheeler & Commissioner Eudaly

COMMISSIONER / AUDITOR APPROVAL

Mayor - Finance & Admin. - Wheeler Mustafa Washington Digitally signed by Mustafa Washington
Date: 2019.11.05 11:56:14 -0800

Position 1/ Utilities - Fritz

Position 2/ Works - Fish

Position 3/ Affairs - Hardesty

Position 4/ Safety - Eudaly Marshall Runkel Digitally signed by Marshall Runkel
Date: 2019.11.05 14:00:10 -0800

City Auditor - Hull Caballero

BUREAU APPROVALS

Bureau: OMF/CAO

OMF/CAO: Tom Rinehart Digitally signed by Tom Rinehart
Date: 2019.10.23 11:42:32 -0700

Bureau Approval:

Prepared By: Michelle Kunec-North

Date Prepared: October 17, 2019

1) Is a completed Impact Statement attached? ☒ Yes2) Does the item amend the budget? ☐ Yes ☒ No
If yes, **Budget Office** Approval3) Is the item a Code ordinance? ☐ Yes ☒ No4) Is this item a contract (current or future), code, easement, franchise, comp plan or Charter? ☐ Yes ☒ No
If yes, **Attorney Office** ApprovalIf yes, **Auditor Office** Approval

5a) Is item a Portland Policy Document or Administrative Rule?

☐ Yes ☒ No5b) If yes, is the City Policy/Admin Rule directive in the ordinance or resolution? ☐ Yes ☐ No

ACTION TAKEN:

CLERK USE: DATE FILED 11/5/19

Mary Hull Caballero
Auditor of the City of Portland

By: Keelan McClymont Digitally signed by Keelan McClymont
Date: 2019.11.05 12:49:07 -0800
Deputy

FOUR-FIFTHS AGENDA

1. Fritz
2. Fish
3. Hardesty
4. Eudaly
Wheeler

COMMISSIONERS VOTED AS FOLLOWS:

	YEAS	NAYS
1. Fritz	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Fish	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Hardesty	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Eudaly	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Wheeler	<input checked="" type="checkbox"/>	<input type="checkbox"/>