

2019





DEPARTMENT



results
minneapolis

311

Performance summary

Enterprise priorities (page 3): Workforce diversity, Spending with diverse suppliers
Department priority (page 4): Reduce abandoned calls, Replace existing call recording system

Trend Key			
	Year-over-year (YoY) increase by more than 5%		Less than 5% YoY change
	YoY decrease by more than 5%		No trend

Budget program	2018 Budget	Performance measure	2018 performance	Trend from prior year	Trend: Red/yellow/green
311	\$4.1M	<ol style="list-style-type: none"> Service levels Quality Service Index 	<ol style="list-style-type: none"> 2018 monthly average: 54% of calls answered within 20 seconds or less 2018 monthly average: 88/100 score across all 311 	<ol style="list-style-type: none"> Decrease (2017 monthly average: 70%) Stable (2017 monthly average: 88/100) 	<ol style="list-style-type: none">  

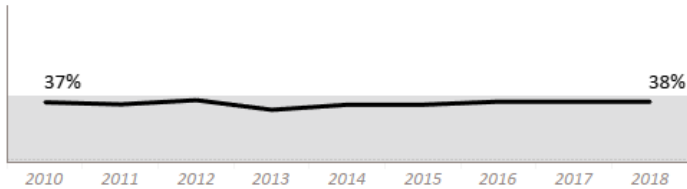
Enterprise Priorities

Workforce diversity

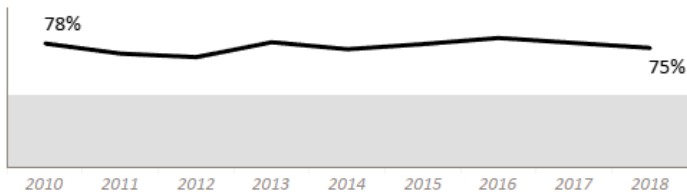
- **Does not meet** enterprise goal of 41% people of color
- **Meets** enterprise goal of 45% women
- 311 has worked with HR to expand our presence at recruiting events internally and externally within the City of Minneapolis.
- Traditionally, call center agents are women; however, we are seeing a larger number of males applying which could be because of an increase in pay.

Workforce diversity (2009-2018)

People of color



Women



Notes:
 (1) Grey shading indicates enterprise goals (41% people of color and 45% women).
 (2) 311 employees were part of the 911 department in 2009. 311 became its own department in January 2010.

Spending with diverse suppliers

- **Exceeds** Citywide percent diverse spending
- **Does not meet** Citywide percent spending with minority-owned suppliers
- **Exceeds** Citywide percent spending with non-minority women-owned suppliers
- We have worked diligently over the years to select diverse suppliers. We spend thousands of dollars a year on “swag:” for the center to give away at conferences and community events and it is not always feasible to use local suppliers, diverse or not, since bigger suppliers are more competitive in their pricing.

Summary

Total supplier spending* over selected years

\$34K

Amount spent with diverse suppliers over selected years

\$14K (41%)

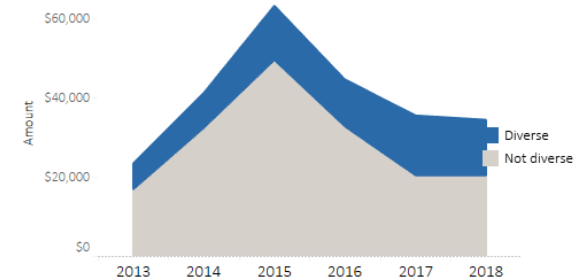
Minority-owned

\$261 (1%)

Non-minority women

\$14K (40%)

Share of diverse spending* (all years)

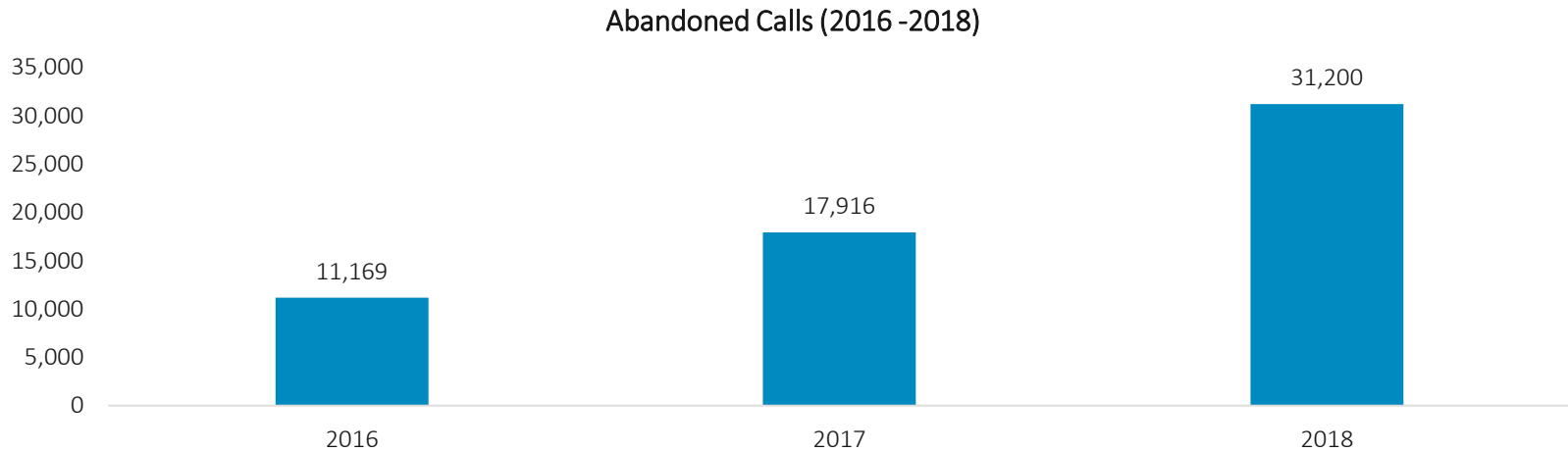


Department Priorities

Reduce abandoned calls

- Abandoned calls are calls that were lost in queue for some reason, including if a caller hangs up.
- In 2018, 311 took 318,640 phone calls that is 13,000 more phone calls than 2017 and 18,000 more phone calls than 2016. In 2018 we took a total of 341,664 requests for service.
- This year 311 will introduce a pilot program with a call back feature so that customers can leave their phone number and we will call them back without losing their place in the queue.

Performance measure(s)

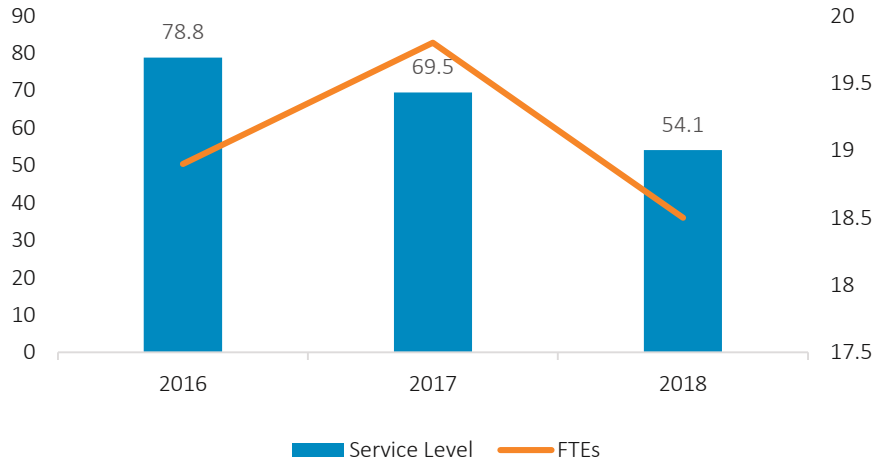


311

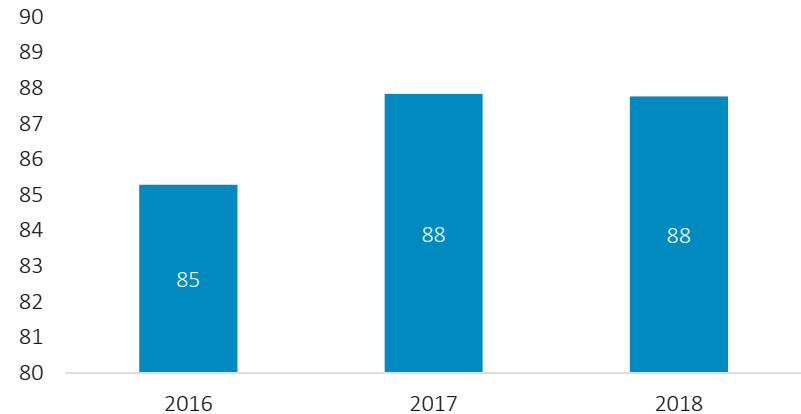
Program description: 311 serves as the single point of contact for local government information and services providing accountability and transparency by simplifying access to information and services, enabling organizations to deliver services more effectively, tracking requests for service delivery from inception to completion and providing process solutions. These services are available via email, voicemail, text, on the internet using self service, or using the mobile application for smart devices. Language translation is available using the language line, or by contacting 311 directly. 311 routes inquiries to the proper city department by creating a request for service, or transferring a call to an expert.

Performance measures

Number of FTEs and Service Level (2016-2018)



Average Quality Service Index (2016-2018)



Definition:

- Service level represents the percentage of time that phones are answered in 20 seconds or less.
- Service levels depend on our staffing level and the overall volume of calls (311 tends to get far more calls during the summer).
- 311 takes over 341,000 phone calls, emails and voicemails a year. Industry standard is 80/20.

Definition:

- Quality Service Index (QSI) is a quality score out of 100 for each 311 call.
- Meeting these service requirements allows us to provide excellence in service to our internal and external customers and would also allow 311 to apply for a Center of Excellence Award.
- Ideally we want to raise this score to the high 90s, while trying to maintain our service level. Barriers to doing this include inexperienced agents and an inability to grade more calls.