

2020





DEPARTMENT



results
minneapolis

311

Performance summary

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

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	2019 Budget	Performance measure	2019 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"> 2019 monthly average: 54% of calls answered within 20 seconds or less 2019 monthly average: 96/100 score across all 311 	<ol style="list-style-type: none"> Stable Increase 	<ol style="list-style-type: none">  

Enterprise Priorities

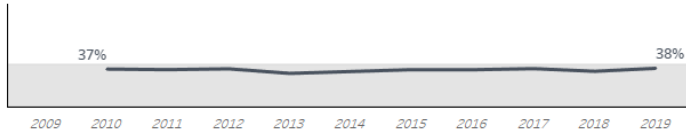
Workforce diversity

- **Does not meet** enterprise goal of 41% people of color
- **Exceeds** enterprise goal of 45% women
- 311 works diligently with HR to recruit diverse candidates by participating in the People of Color job fair and other community events. Of the 198 people invited to CritiCall testing in our last hiring event, 108 (55%) were people of color and 137 (69%) were women.

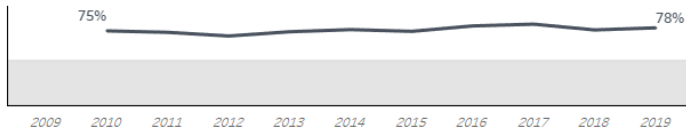
Workforce diversity (2009-2019)

311

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.

Definition for Regular City Workforce:

- Includes: all regular full-time, regular part-time, regular intermittent, and seasonal full-time City employees.
- Excludes: ACA seasonal and all temporary City employees including individuals on permit, outside trades, Election Judges, METP Summer Youth, and contractors.

Spending with diverse suppliers

- **Exceeds** Citywide percent diverse spending of 16%
- **Meets** Citywide percent spending with minority-owned suppliers of 7%
- **Exceeds** Citywide percent spending with non-minority women-owned suppliers of 9%
- Over the last five years, most of 311's diverse spending was spent with non-minority women-owned suppliers. Hitec Group International provides 311 with TTY/TTD telecommunications technology, and Innovative Office Solutions provides office supplies. 311 always checks first with our Target Market Program partners when ordering anything other than office supplies.

Summary

Total supplier spending* over selected years

\$18K

Amount spent with diverse suppliers over selected years

\$5K (26%)

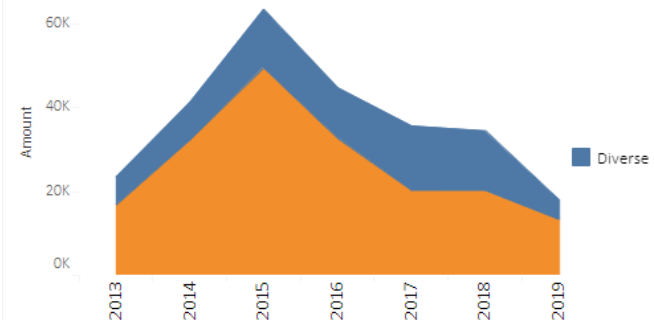
Minority-owned

\$1K (7%)

Non-minority women

\$3K (19%)

Share of diverse spending* (all years)

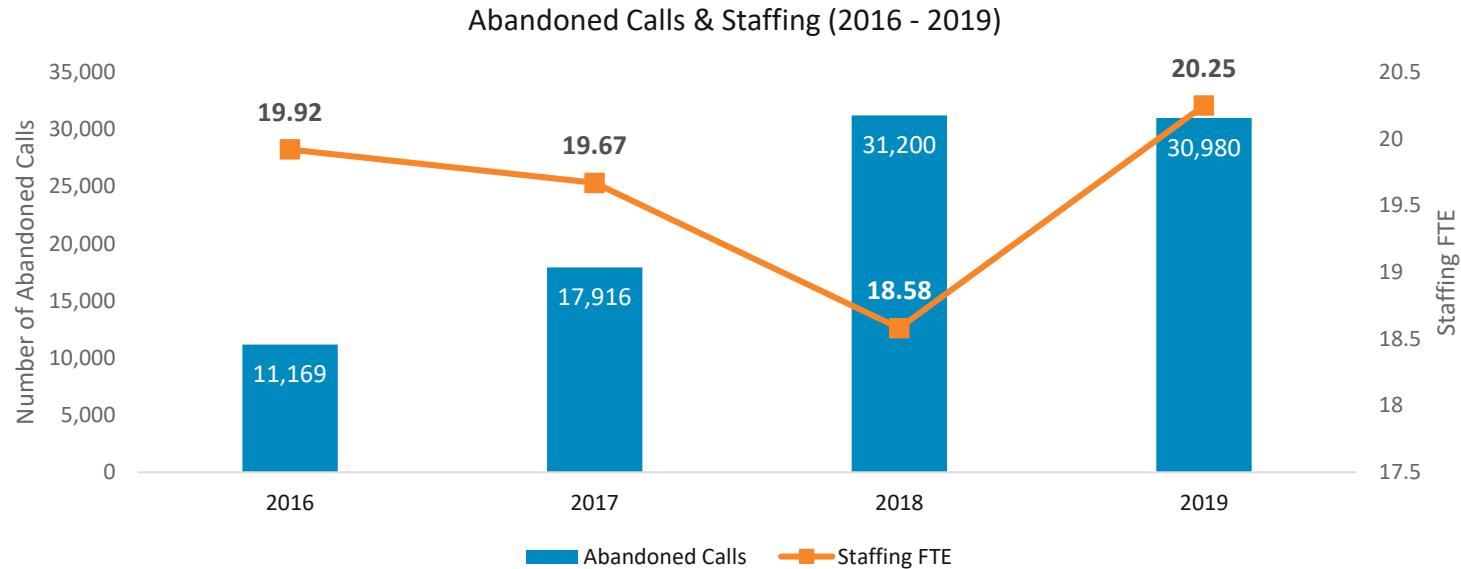


Department Priorities

Reducing Abandoned Calls

- Abandoned calls are calls that were lost in queue for some reason, including if a caller hangs up.
- In 2019, 311 took 328,021 phone calls which is 9,381 more calls than 2018. We had a total of 30,980 abandoned calls, about 2,500 a month.
- 311 started using a callback feature in April that enabled residents to leave a number and an agent would call them back. This program showed success but we still were losing 1,000 calls a month.
- At the end of August 2019, 311 closed on weekends; thereby, utilizing that staff during the week. This helped with service level as long as every agent was here everyday. When we utilized bell curve staffing and staff at 24 agents instead of 20 we are able to make service level most days.
- The chart below shows how staffing affects the volume of abandoned calls.

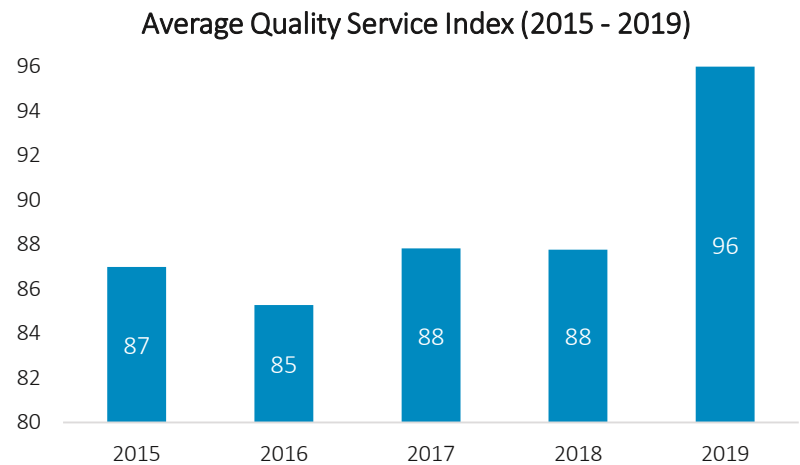
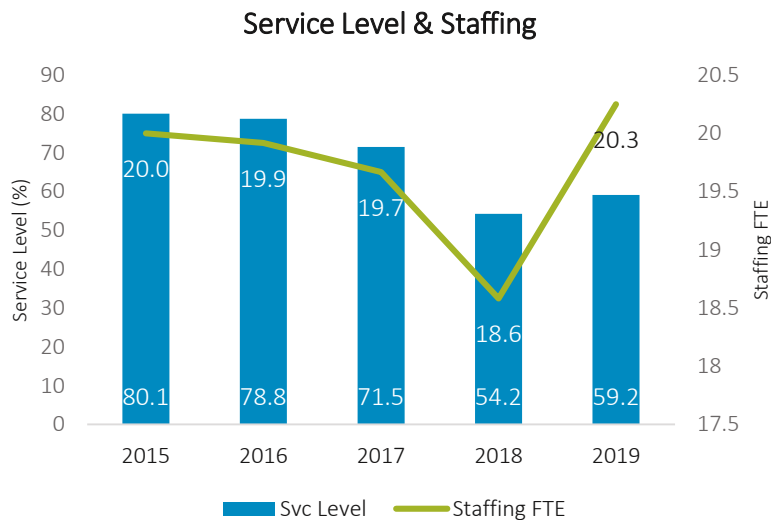
Performance measure



311

Program description: 311 is the gateway to the City of Minneapolis information and services, ensuring customer service excellence by enabling the City to deliver services more effectively. Minneapolis 311 ensures the City provides accountability and transparency to the public by providing non-emergency assistance, creating requests for service by connecting the public with a department expert. Services can be accessed via telephone, mobile app, online, text messaging, email and voicemail. Language line translation is available using the language line or by contacting 311 directly.

Performance measures



Definition:

- Service level represents the percentage of time that phones are answered in 20 seconds or less.
- Service levels depend on our staffing and the overall volume of calls (311 tends to get far more calls during the summer, street sweeps, and snow emergencies).
- 311 takes or processes over 368,000 phone calls, emails and voicemails a year. Although our work load increases, our staffing levels have not.

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.