



# 311 CapSTAT



OFFICE OF THE CITY ADMINISTRATOR

**BUDGET**

**& PERFORMANCE MANAGEMENT**

## Participating Agencies

OUC	OCTO
DDOT	MOCRS
DPW	ERS
DMV	
DCRA	
DGS	

# Agenda

- ◆ Welcome and Introductions
- ◆ Overview and Deliverables from Previous CapSTATs
- ◆ Review of 311 Data
- ◆ Future of See Click Fix
- ◆ 311 Website Migration to Capsule Module

# Overview of Previous 311 CapSTATs

This is the fourth 311 CapSTAT with the City Administrator: March 2016; July 2016; July 2017; April 2019

Highlights of progress made with 311:

- Established monthly 311 Working Group meeting with involved agencies
- Hired more 311 call takers to increase the percentage of time 311 calls were answered within the SLA (90 seconds) from 40 percent in FY2016 to 91 percent in FY2018
- Refreshed the look of the 311 website and app and launched text to 311
- Reviewed, updated and streamlined all service level agreements
- Integrated two DCRA service request types on the 311 platform
- Streamlined resident communications from 311
- Implemented a 311 satisfaction survey for after service requests are closed

The 311 Working Group has been focused on website migration to the 311 Capsule Module. The next focus of the Working Group will be on service request completion, including close out notes, quality assurance, surveys, stepped SLAs, and transfer cases.

# Deliverables from the July 2017 311 CapSTAT

## 1. New agencies and service requests on 311:

Deliverable	Status (complete summary in handout)
DCRA Integration (launched November 1, 2017)	<ul style="list-style-type: none"> <li>2 service request types available on 311; technical challenges with the integration remain; anticipated completion by April 19, 2019</li> </ul>
DGS Integration of parks and facilities maintenance (anticipated August, 2019)	<ul style="list-style-type: none"> <li>Just started; anticipated completion by summer, 2019</li> </ul>

## 2. Improve communications with residents

Deliverable	Status (complete summary in handout)
Stepped SLAs (providing insight into the steps of a service request completion longer than 3 days)	<ul style="list-style-type: none"> <li>Complete for DCRA and DPW; DDOT in progress.</li> <li>DMOI plans to review the inclusion of some service request categories and the communications with residents.</li> </ul>
Picture integration into case closure emails	<ul style="list-style-type: none"> <li>Revisiting plan to start with pothole service requests; and beginning with DPW street and alley cleaning requests in April 2019</li> </ul>
Adding social media platform to Salesforce to consolidate OUC's responses	<ul style="list-style-type: none"> <li>Reconsidered due to inability to automate</li> </ul>
Improve MOCRS ability to respond to questions about service requests	<ul style="list-style-type: none"> <li>In progress, working with OCTO and OUC to provide access to the status of service requests</li> </ul>

## 3. Improve Service Request Delivery by Agencies

Deliverable	Status (complete summary in handout)
Develop a system for transfer service requests to another agency without closing a ticket	<ul style="list-style-type: none"> <li>Technical solution complete but requires preemptive matching between service request types. Additional technical solutions being considered.</li> <li>Implementation in progress by agencies</li> </ul>
DPW to develop a QA/QC improvement plan for premature case closures	<ul style="list-style-type: none"> <li>Needs continued focus from DPW and DMOI</li> </ul>

## 4. Other Recommendations:

Deliverable	Status (complete summary in handout)
Upgrade the 311 phone lines to an Interactive Voice Response (IVR) technology	<ul style="list-style-type: none"> <li>Working with OCTO on a solution, anticipated testing by October 2019</li> </ul>

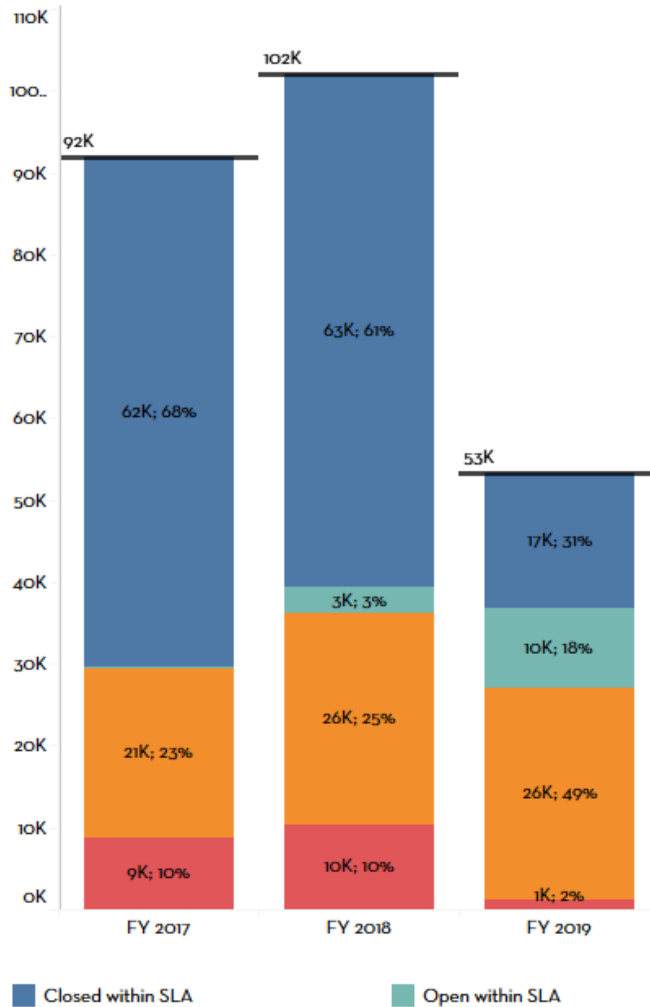
# DATA



# 50 percent of DDOT's FY2019 requests through Q2 are within SLA (closed, or remaining open), compared with 64 percent in FY2018

## ALL DDOT SERVICE REQUESTS

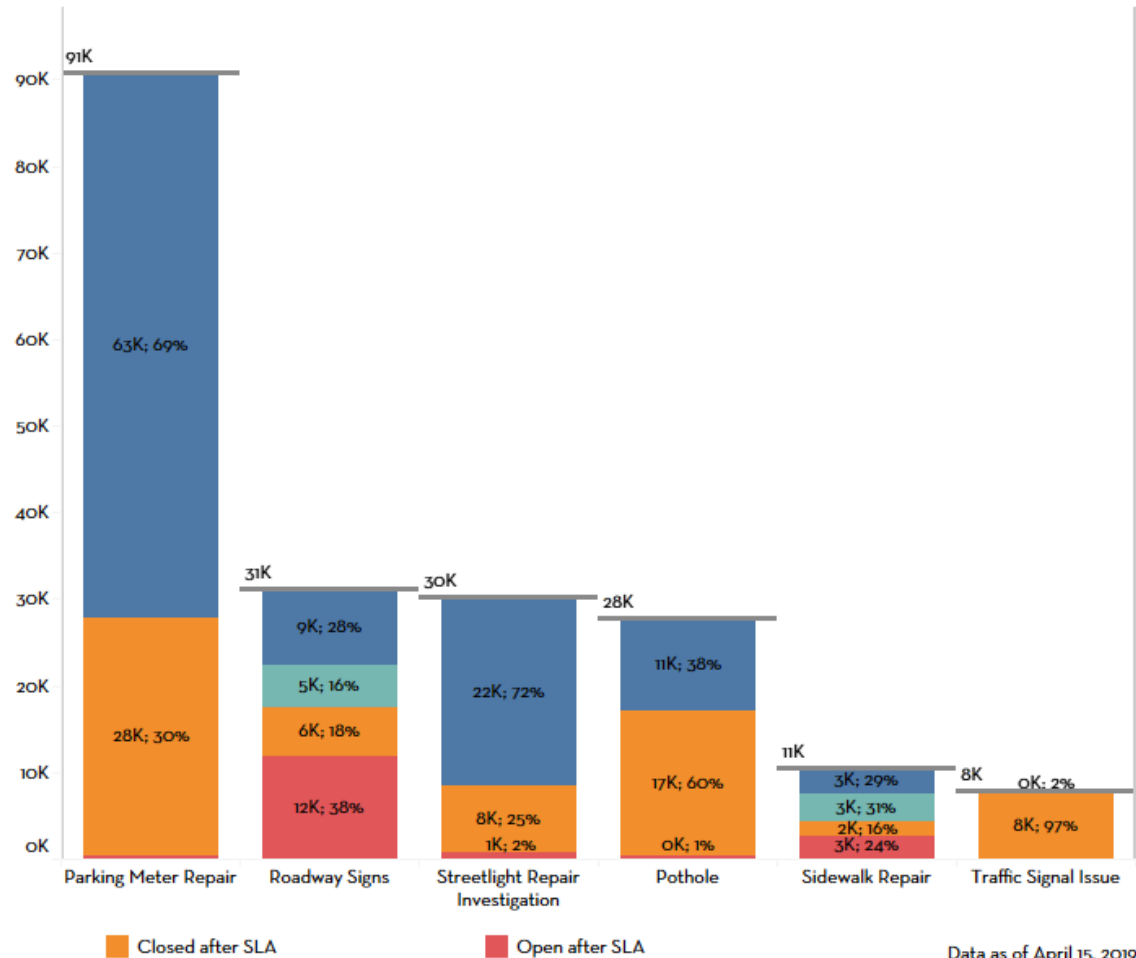
October 1, 2016 - March 31, 2019



## MOST REQUESTED DDOT SERVICE REQUESTS

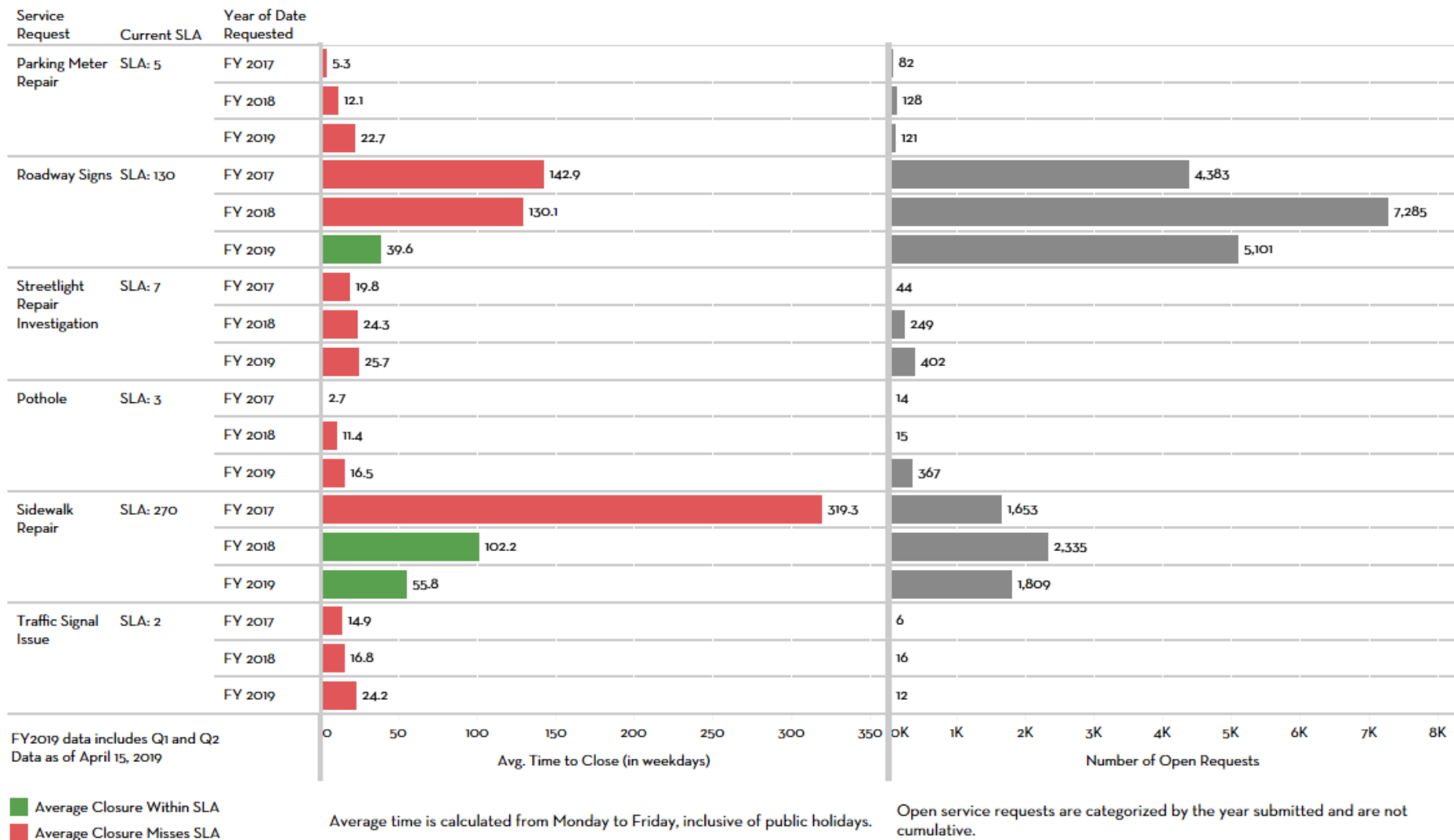
October 1, 2016 - March 31, 2019

Includes top requests (by volume) that have missed SLAs more than 20% of the time



Data as of April 15, 2019

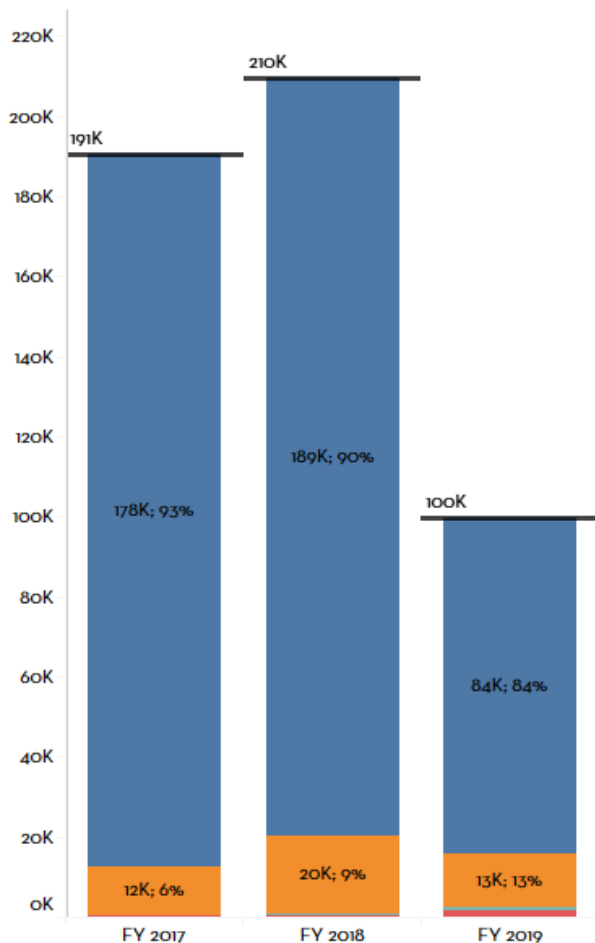
# While the time to close DDOT requests is reducing, many requests are still open, which are not accounted for in the 'time to close' average



# 84 percent of DPWs FY2019 requests through Q2 are within SLA (closed, or remaining open), compared with 90 percent in FY2018

## ALL DPW SERVICE REQUESTS

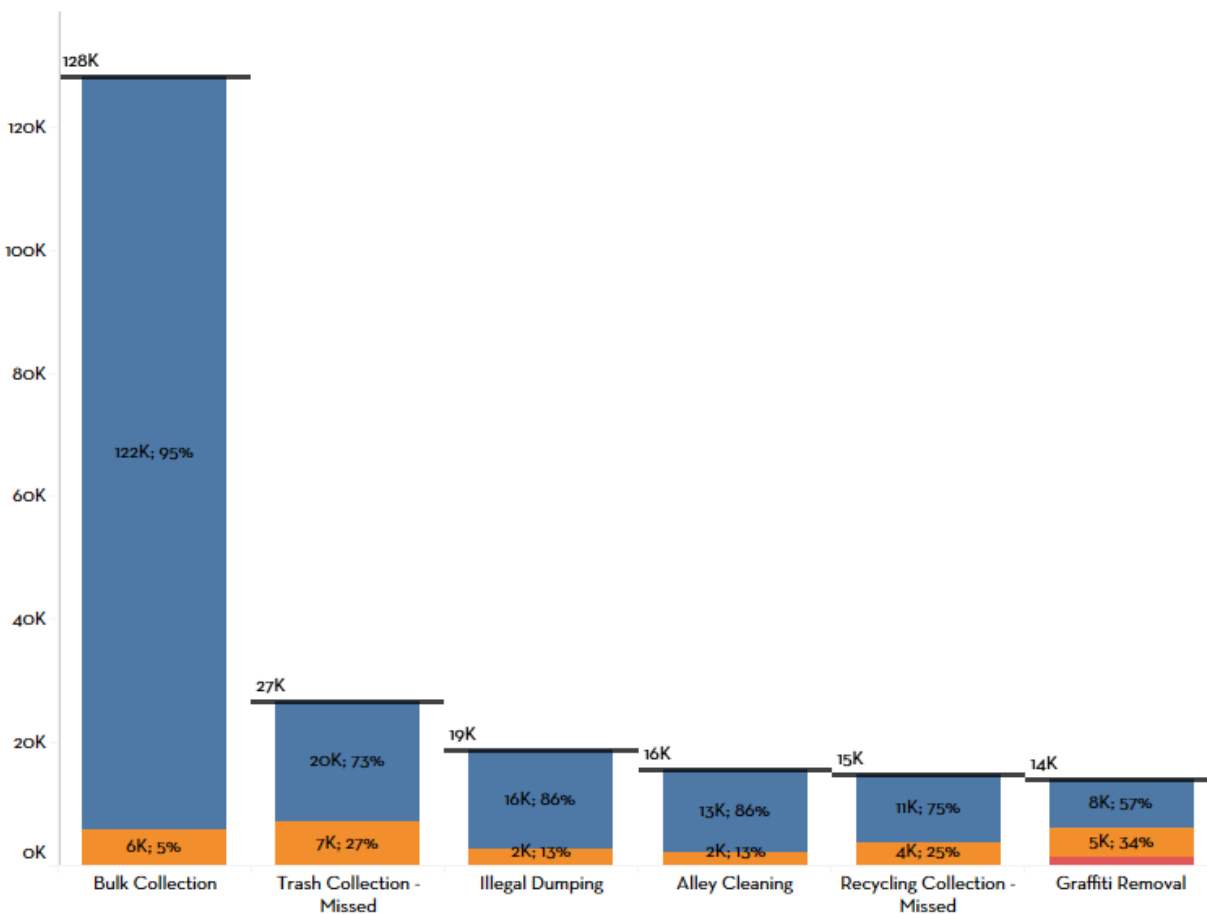
October 1, 2016 - March 31, 2019



## MOST REQUESTED DPW SERVICE REQUESTS

October 1, 2016 - March 31, 2019

Includes top requests (by volume) that have missed SLAs more than 10% of the time



Closed within SLA

Closed after SLA

Open within SLA

Open after SLA

Data as of April 15, 2019



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BUDGET

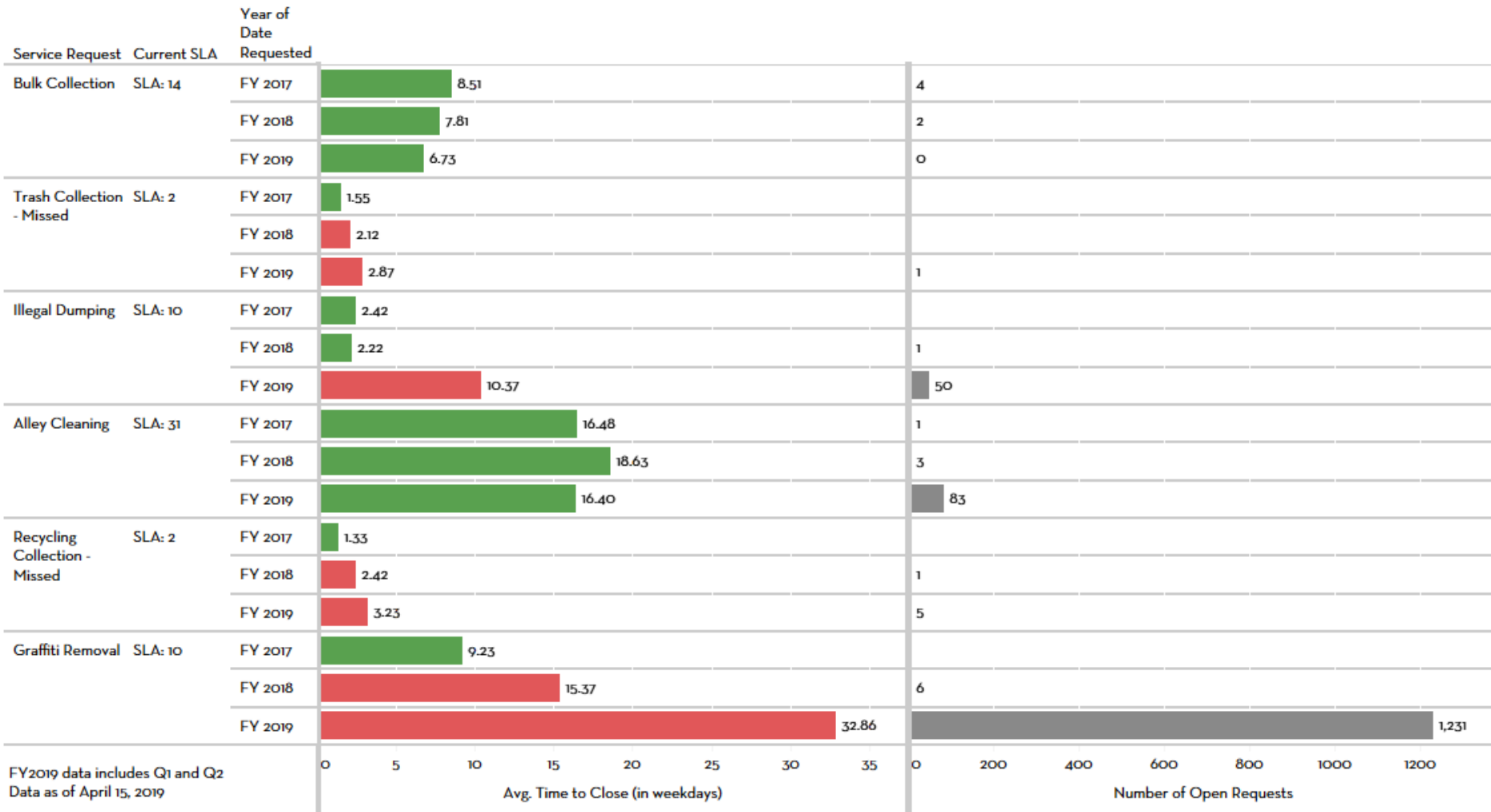
& PERFORMANCE MANAGEMENT

April 17, 2019

8



# DPW has closed most requests from prior fiscal years, but has a backlog in some FY2019 service requests, particularly graffiti removal



■ Average Closure Within SLA  
■ Average Closure Misses SLA

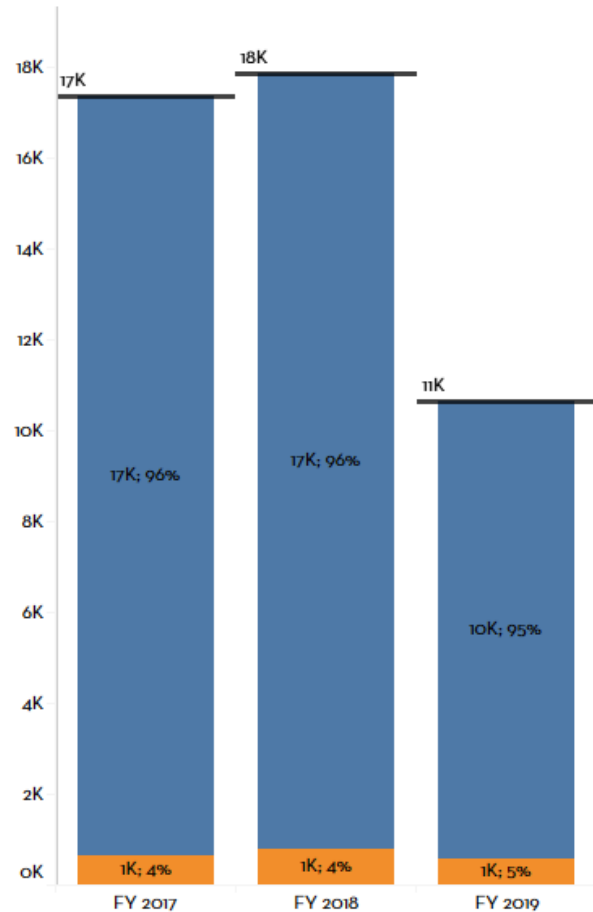
Average time to close is calculated from Monday to Friday, inclusive of public holidays.

Open service requests are categorized by the year submitted and are not cumulative.

# Around 95 percent of DMV's service requests have been closed within SLA in prior fiscal years and through Q2 2019

## ALL DMV SERVICE REQUESTS

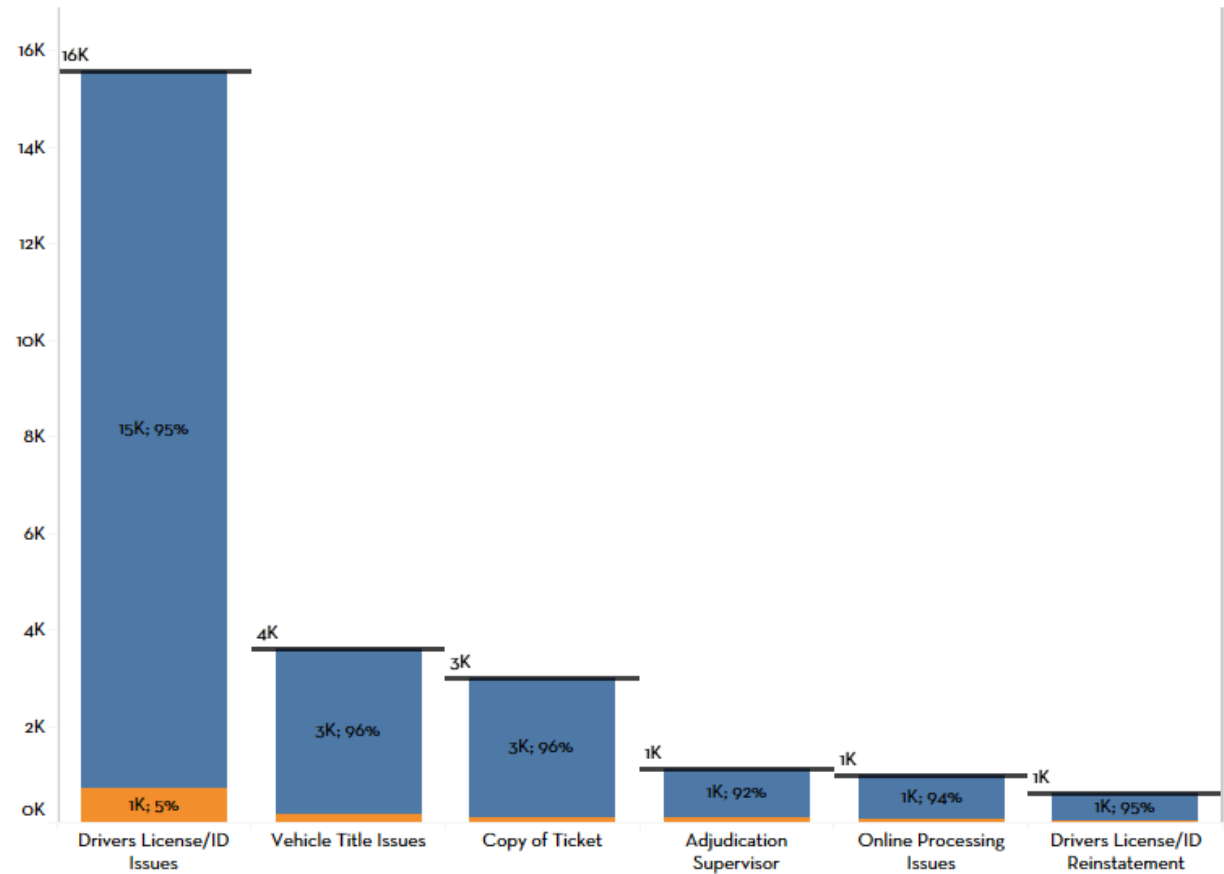
October 1, 2016 - March 31, 2019



## MOST REQUESTED DMV SERVICE REQUESTS

October 1, 2016 - March 31, 2019

Includes top requests (by volume) that have missed SLAs more than 4% of the time



Closed within SLA

Closed after SLA

Data as of April 15, 2019



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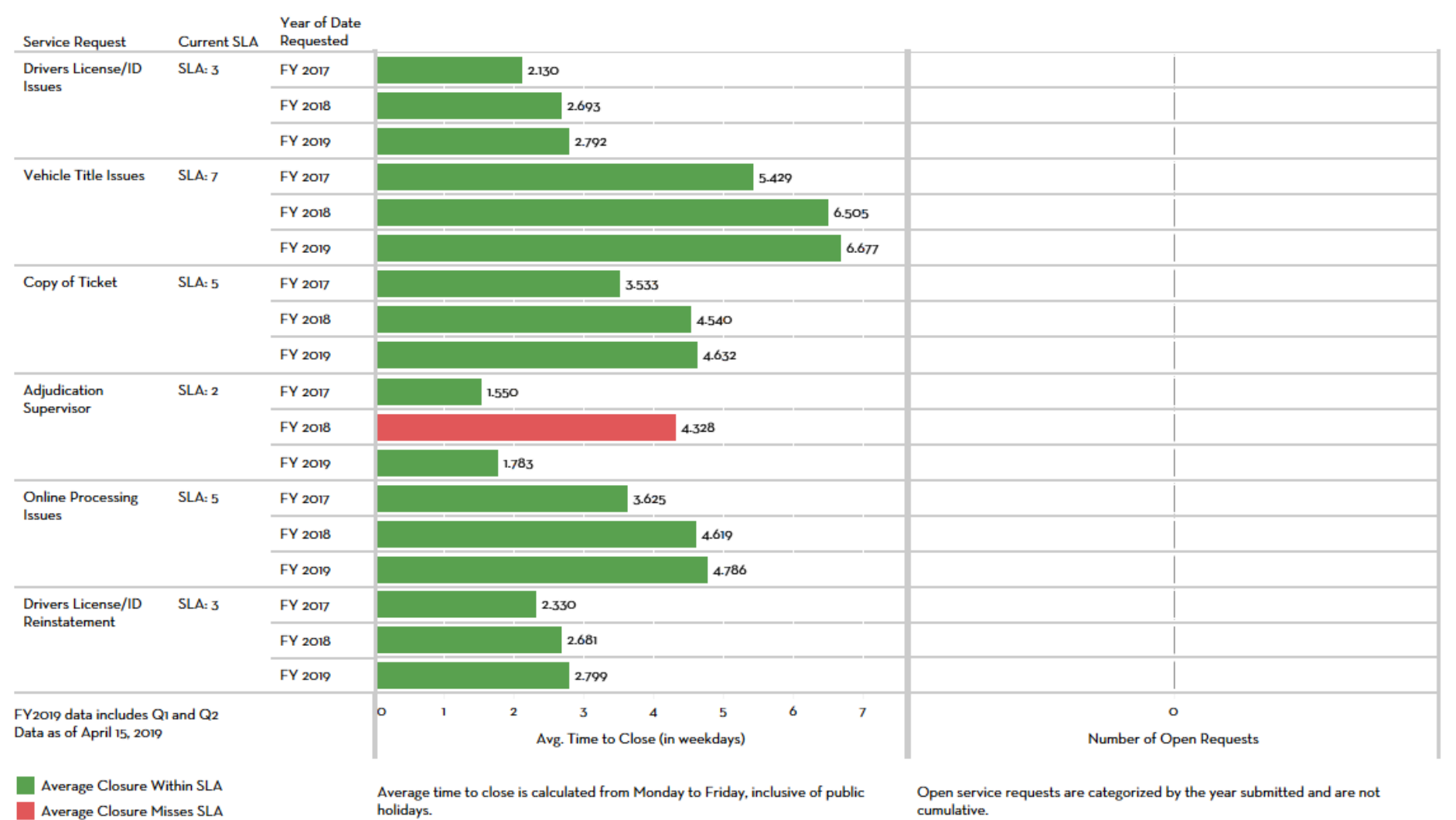
**BUDGET**

**& PERFORMANCE MANAGEMENT**

April 17, 2019

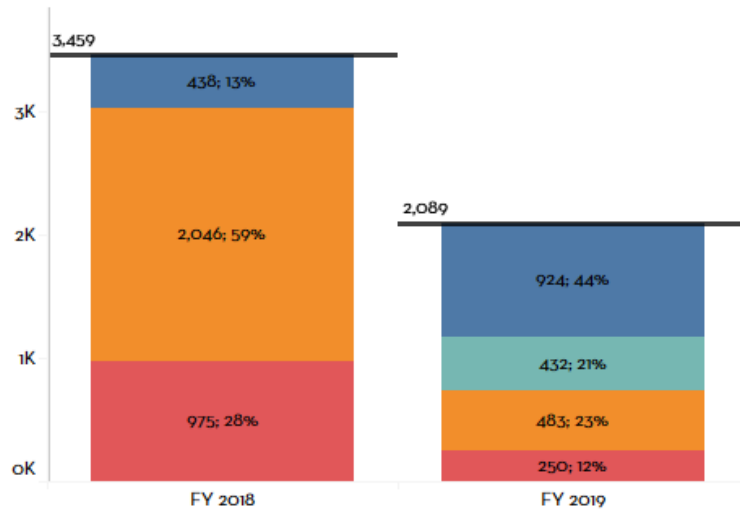
10

# On average, DMV is closing service requests within the stated SLA



65 percent of DCRA's FY2019 requests through Q2 are within SLA (closed, or remaining open), compared with 13 percent in FY2018

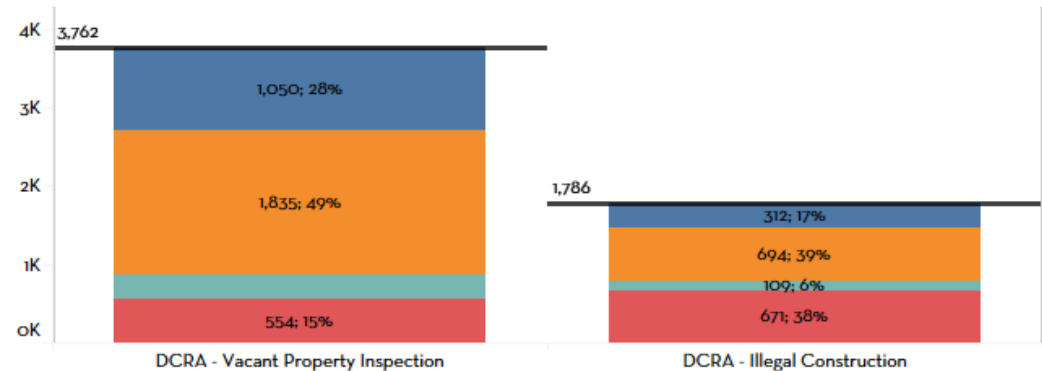
## ALL DCRA SERVICE REQUESTS



## DCRA SERVICE REQUESTS

November 1, 2017 - March 31, 2019

Only two request types currently available on 311. Due to a connectivity issue, service requests were not automatically closing in Salesforce when closed in Accela. Issue is anticipated to be resolved by April 19, 2019.



Closed within SLA

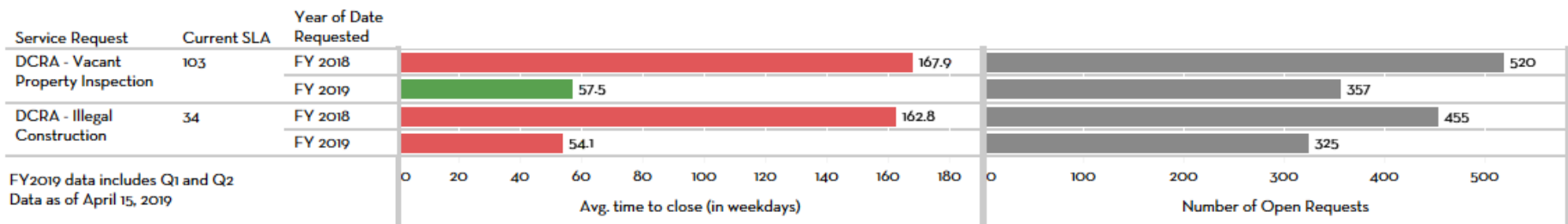
Closed after SLA

Open within SLA

Open after SLA

Data as of April 15, 2019

## TIME TO COMPLETE AND OPEN DCRA REQUESTS



Average Closure Misses SLA

Average Closure Within SLA

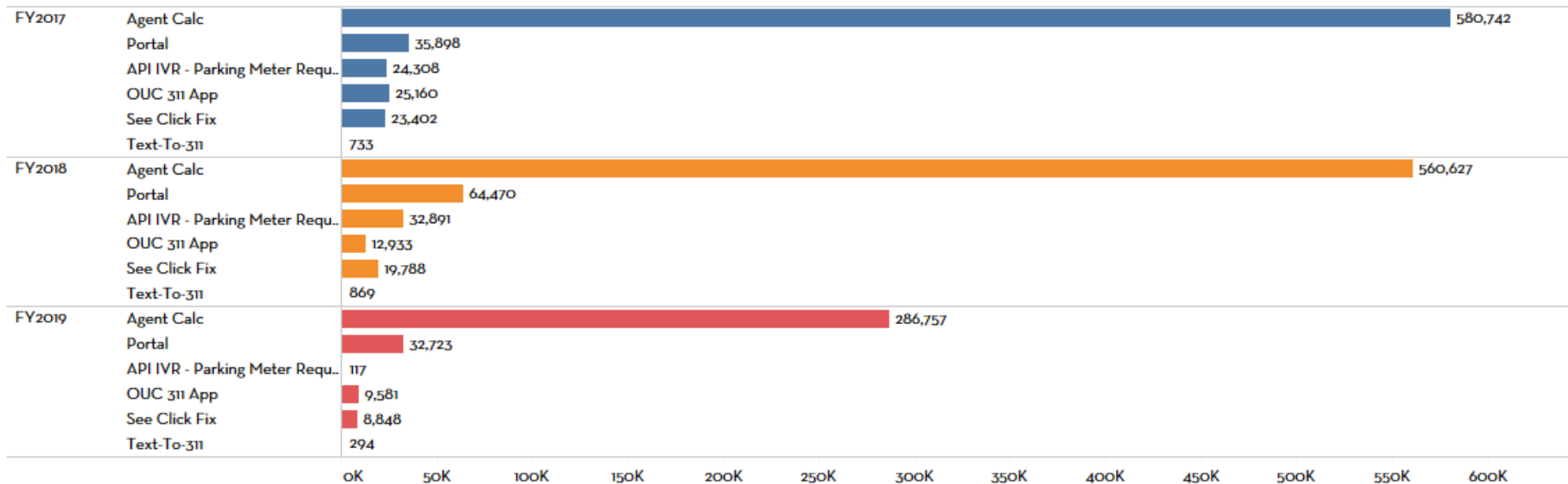
Average time to close is calculated from Monday to Friday, inclusive of public holidays.

Open service requests are categorized by the year submitted and are not cumulative

# Year over year comparison of 311 service request entry points (October 1, 2016 – March 31, 2019)

There are several ways that residents can submit service requests to 311. The most popular way to submit a request remains by phone. Use of See Click Fix is declining over time, but in 2018, nearly 20,000 requests were submitted via that application.

## 311 Service Requests: Method of Submission



More than half of requests that come in by phone are questions about government services (e.g. what documents to bring to the DMV), not service requests.

## 311 Agent Calls: Government Information and Service Requests



# CASE STATUS PUBLIC FACING

## WEB PORTAL

- Detailed SR Status view for logged in Users
- Ability for users to read and post comments on their SRs
- Different status view for guest user and logged in user

The image displays two screenshots of the 311 District of Columbia Office of Unified Communications web portal. The top screenshot shows the 'My Service Requests' view for a logged-in user, displaying two requests: 'Illegal Dumping' (Closed, 6 days ago) and 'Residential Bulk Collection' (Open, 13 days ago). The bottom screenshot shows the 'All Service Requests' view for a guest user, displaying two requests: 'Alley Repair Investigation' (Open, 11 hours ago) and 'Abandoned Vehicle - On Private Property' (Open, 13 hours ago).

**311 District of Columbia Office of Unified Communications**

Mrudula Prabhakar Logout

Request Status All Services Knowledge Maps & Apps District

Enter your service request number

**My Service Requests**

**Illegal Dumping** Closed 6 days ago  
2101 CONSTITUTION AVENUE NW  
19-00003555

**Residential Bulk Collection** Open 13 days ago  
2101 CONSTITUTION AVENUE NW  
19-00003374

**Illegal Dumping** Closed  
2101 CONSTITUTION AVENUE NW

Details Activities Comments

Submitted: March 7, 2019 Expected Resolution: March 21, 2019

What materials are present?  
Bulk Trash, Construction Debris

Where are the materials located?  
Rear

Did you submit a photo?  
Yes

Please provide a contact phone number

**Illegal Dumping** Closed  
2101 CONSTITUTION AVENUE NW

Details Activities Comments

Complete

AG Inspection Completed: March 7, 2019 2:29 pm  
Asha Gopalakrishna Outcome: Education Issued - Close SR

Void

Scheduling and Inspection Unassigned

Removal Unassigned

Customer Collection Reminder

**Office of Unified Communications**

Register Login

Request Status All Services Knowledge Maps & Apps District

Enter your service request number

**All Service Requests**

**Alley Repair Investigation** Open 11 hours ago  
1521 12TH STREET NW  
19-00003654

**Abandoned Vehicle - On Private Property** Open 13 hours ago  
432 S STREET NW  
19-00003653

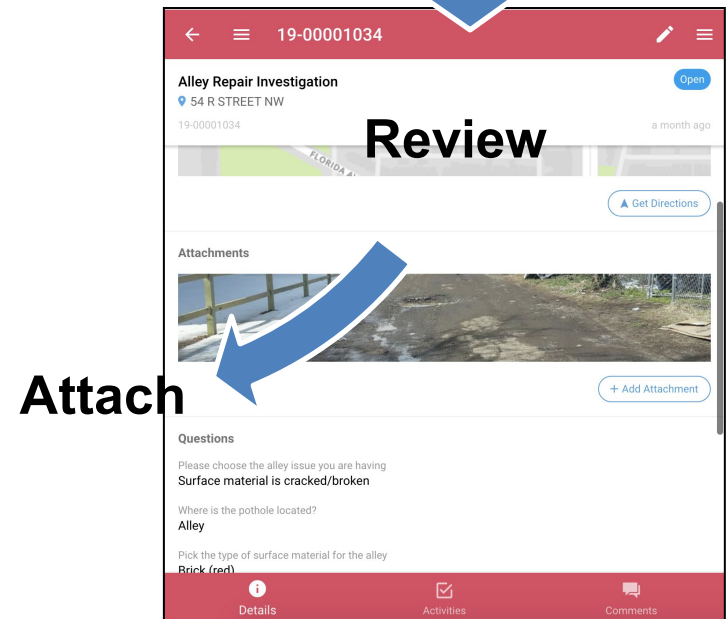
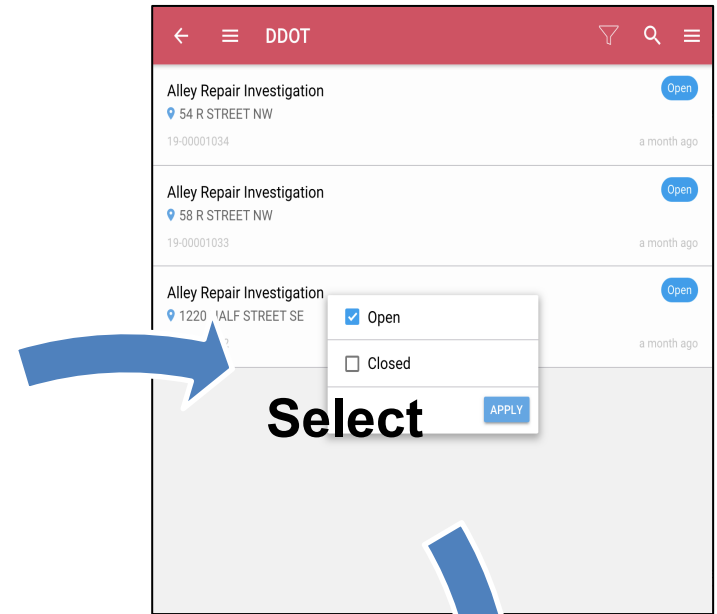
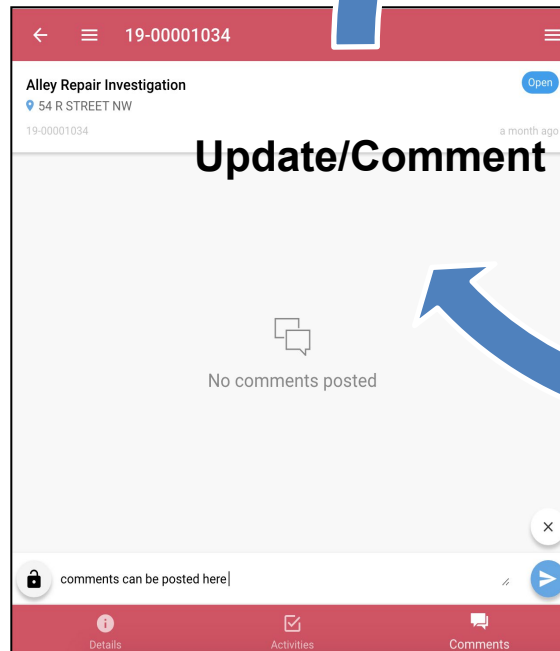
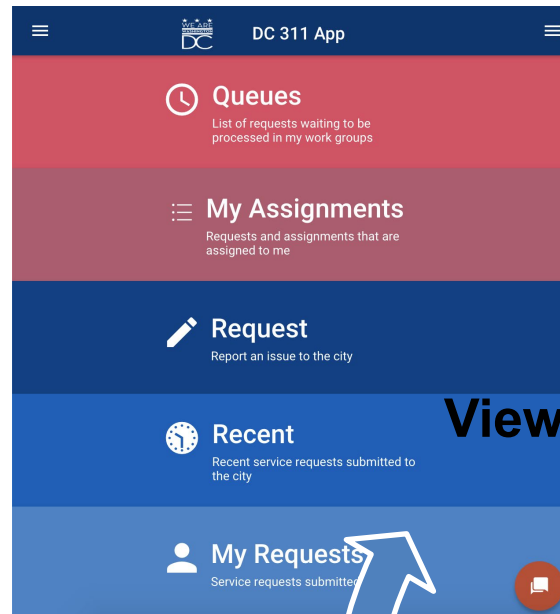
**Alley Repair Investigation** Open  
1521 12TH STREET NW

Submitted: March 13, 2019 Expected Resolution: March 25, 2020

# CASE MANAGEMENT

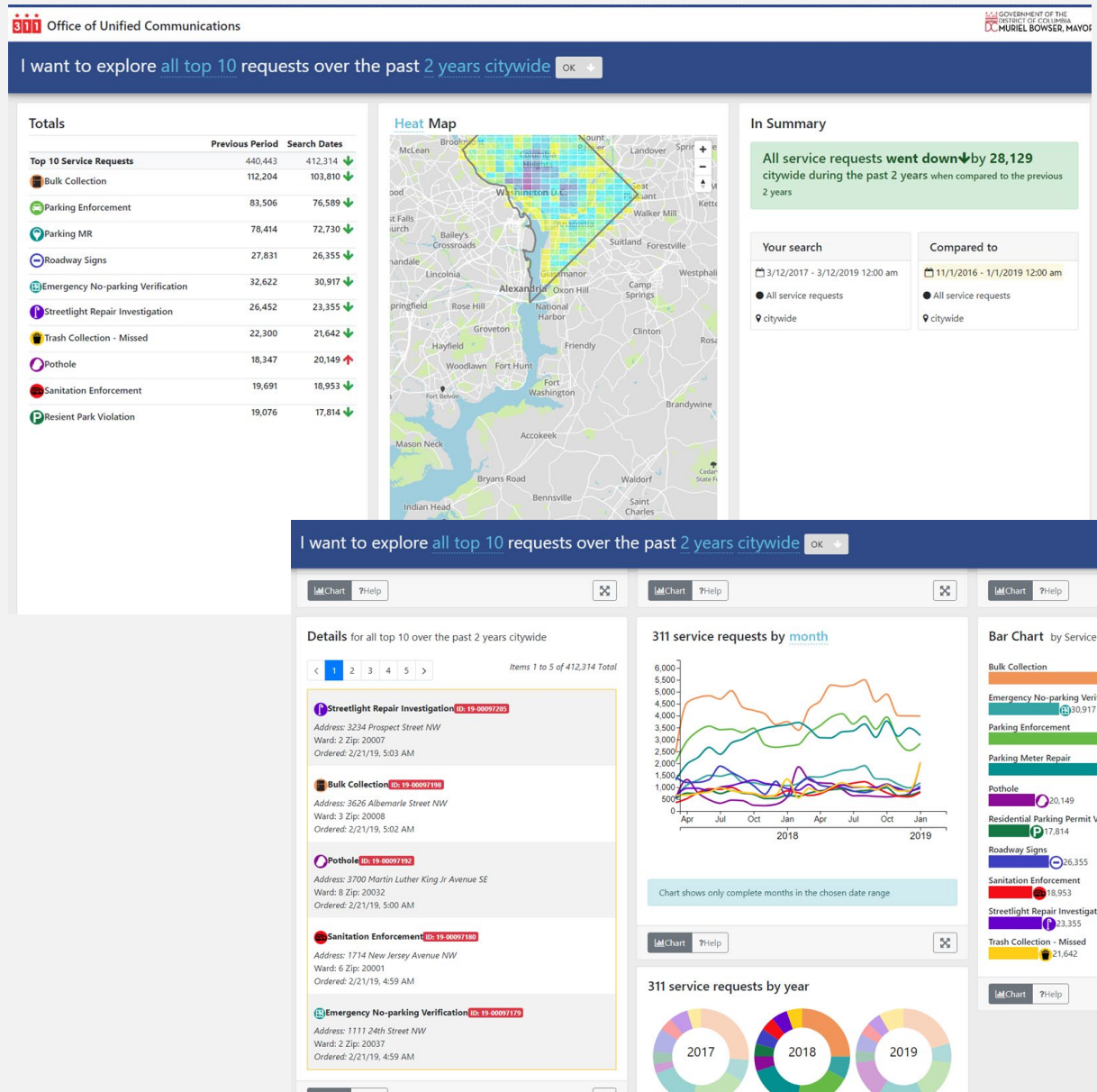
## DEPARTMENT APP

- Department APP allows servicing agencies to update and close cases in the field
- Process driven workflow ensures the agency updates the SR/Case efficiently
- Agency can add comments, update activity, attach pictures
- Agency can submit new requests
- Agency can track the process from submission to completion



# PUBLIC FACING 311 SCORE CARD

- Interactive and rich content
- Ability to search by Date, Time, Location
- Graphical stats
- Ability to compare different request types and closures over time





# Next Steps and Upcoming Projects

- ◆ Complete and finalize deliverables from previous CapSTATs including:
  - Improve MOCRS insight into 311 requests and ability to respond to questions about service requests
  - Upgrade the 311 phone lines to an Interactive Voice Response
  - Integrate DCRA new service request types
  - Integrate DGS parks and facilities maintenance:
  - Integrate photos into case closure emails
  - Implement and improve system to transfer service requests to another agency without closing a ticket
  - Continue agency focus on QA/QC improvement plan to ensure requests are completed before closed
- ◆ Work with DMOI to review service request types on the platform; consider the utility of the infrastructure related requests (e.g. sidewalk paving) and if necessary, consider communications with residents, including closing requests with a stated timeline for completion.
- ◆ Determine next steps for See Click Fix.
- ◆ Consider new service request types on 311, including lead abatement.
- ◆ Continue and renew focus on service request delivery—both technical and agency solutions—to ensure we are providing the highest level of customer care to residents and visitors.

# APPENDIX

# 311 SYSTEM UPGRADE

Office of Unified Communications

March 2019

# OVERVIEW

**Description:** Upgrade the District from the existing 311 Custom Salesforce application to Incapsulate's 311 Capsule Salesforce solution.

- Upgraded 311 Capsule that is user friendly and incorporates features requested thru 311 Working group
- Installation, configuration, testing and training for the 311 Capsule
- Conversion of existing Service Requests As-Is
- Integration with key existing legacy systems without changing 3<sup>rd</sup> party system interfaces and functionality
  - No change to City Works, Trakster, ACELA, QuickBase integration
  - No change to system workflow
- Data migration from current system to the 311 Capsule (SRs and KB)
- Upgraded 311 Capsule with enhanced web portal and mobile app
- **New Installation of 311 Capsule Mobile Department App** – for internal DC Gov servicing agencies only

# FEATURES AND BENEFITS

- GeoLocated Picture Integration
- Enhanced GeoLayer Capabilities
- Answer-Based Service Requests
- Image Pick-list Capability for Enhanced Service Request Submissions
- Enhanced Key Word Search & Optimization
- Complete Service Request Lifecycle View
- Enhanced Duplicate Cases & Parent/child Relationships
- Enhanced Duplicate case detection using street instead of radius only
- Service Notifications for the user
- Improved search for submitted requests
- Ability to Reallocate Service Requests
- Service Request Type Versioning (ex: Leaf Collection SR type with Spring / Fall Versions)
- Social Media Connector
- Department mobile app

# PUBLIC FACING SR CATEGORIES

- Customers can search for services using the Help feature
- Published Service Level Agreements give Customers immediate expectations for service resolution
- Service descriptions help customers choose the correct service for their needs

The screenshot shows the District of Columbia Office of Unified Communications public service request portal. The header includes the DC logo, the office name, and user information (Yasmin Brown, Logout) with a search icon. A red navigation bar contains links for Request, Status, All Services, Maps & Apps, and District. Below this is a search bar with the placeholder text "How can we help?".

The main content area is divided into two columns. The left column, titled "Get Help With:", lists four service categories: "Driver, Vehicle & Adjudication", "Environmental", "Grass, Park & Trees", and "Housing & Building Structures". Each category has a right-pointing chevron icon. The "Grass, Park & Trees" category is highlighted with a blue bar. The right column, titled "Grass, Park & Trees:", displays details for the "Dead Animal Collection" service. It includes a description, a red bar, and a table showing the servicing agency (DPW) and the service resolution estimate (2 Business Days). A red "REQUEST" button is located below the table. At the bottom right, there is a red circular icon with a white speech bubble.

**Get Help With:**

- Driver, Vehicle & Adjudication**  
No description available
- Environmental**  
No description available
- Grass, Park & Trees**  
No description available
- Housing & Building Structures**  
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining unchanged and beautiful.

**Grass, Park & Trees:**

- Abandoned Bicycle**  
This service request is to be used for bicycles that are left on public space ...
- Dead Animal Collection**  
Please use this request type to request the removal of dead animals on public property.

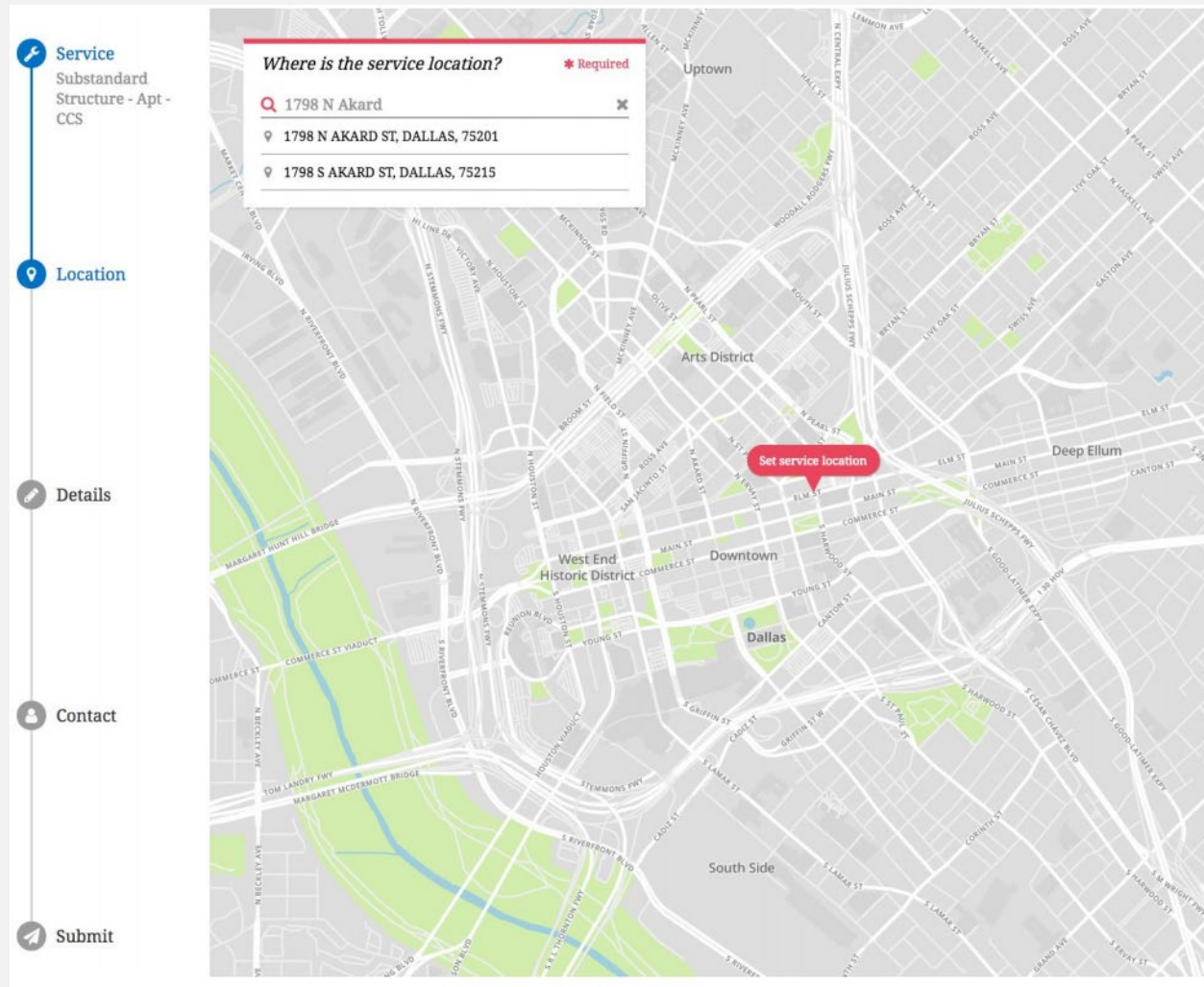
Servicing Agency	Service Resolution Estimate
DPW	2 Business Days

**REQUEST**

- Graffiti Removal**  
Please use this service request type to request that graffiti be removed from...

# NEW CASE CREATION PUBLIC FACING WEB PORTAL

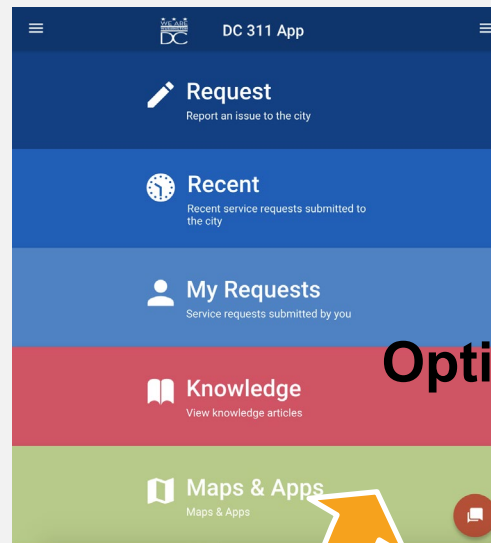
- Service Request wizard helps customers navigate the ticket submission process
- Process driven questions help ensure the customer submits their issue under the right category or to a knowledge base item
- Customers can track the process from submission to completion



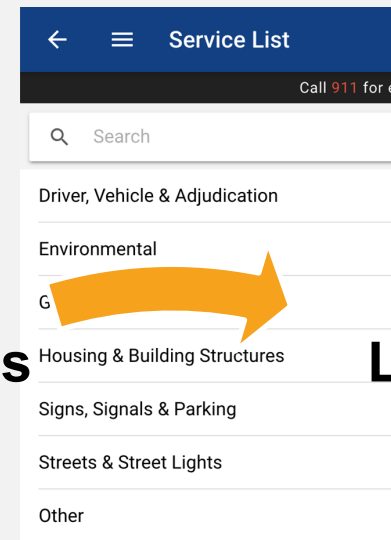
# NEW CASE CREATION PUBLIC FACING

## MOBILE APP

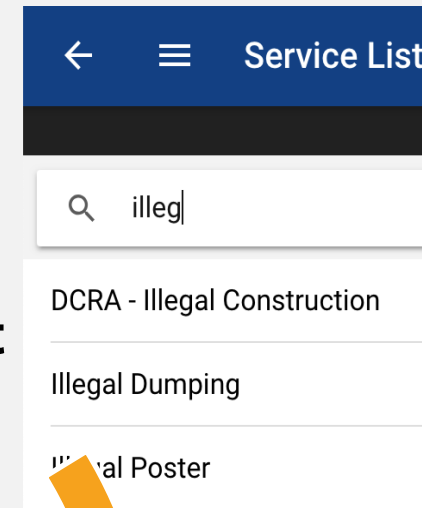
- Homogenous user experience in both web portal and mobile app.
- Customers can track the process from submission to completion.



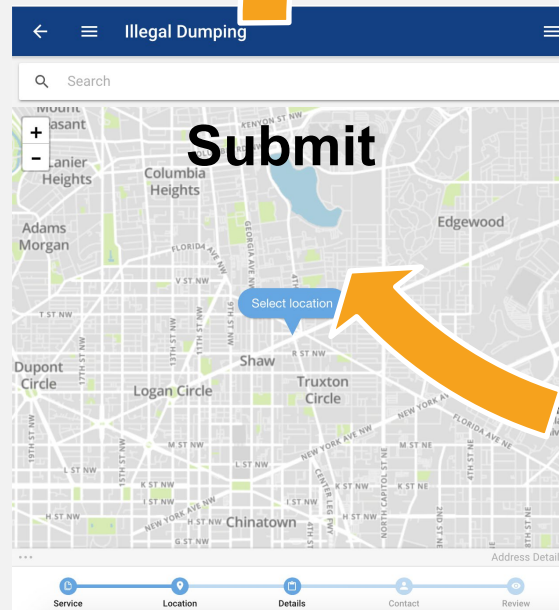
Options



List

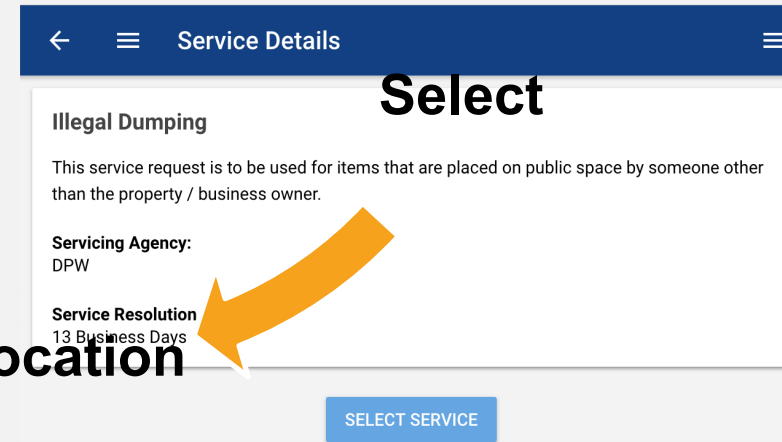


Select



Submit

Location

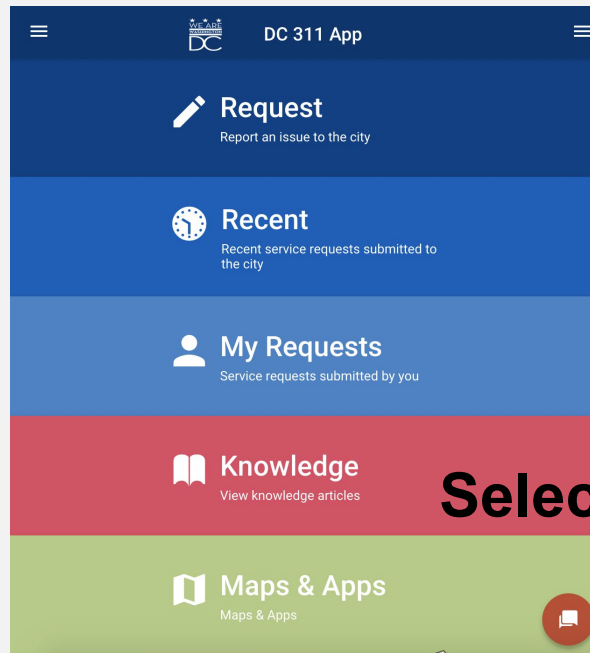


SELECT SERVICE

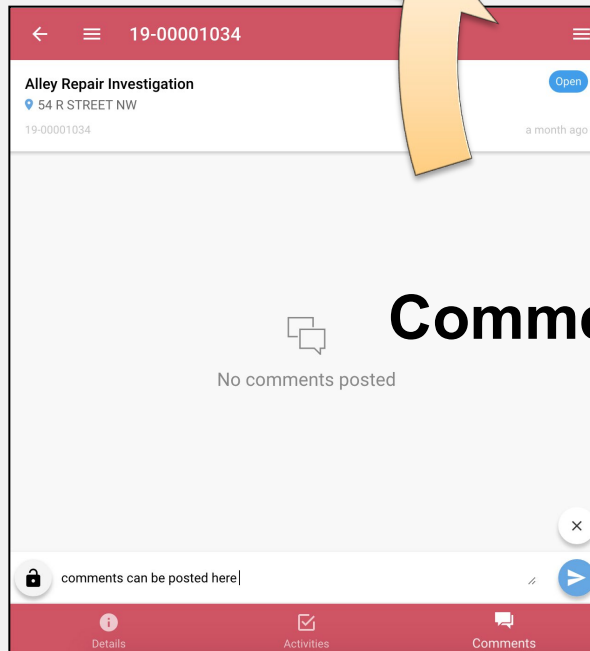


# CASE STATUS PUBLIC FACING MOBILE APP

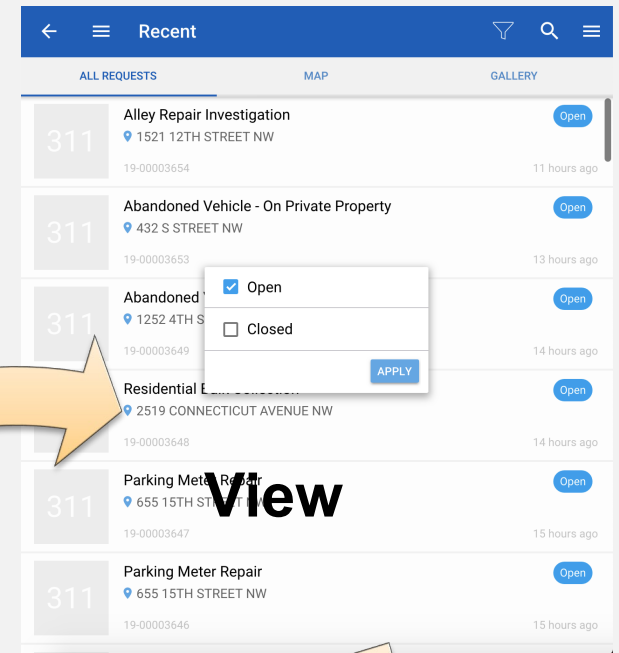
- Detailed SR Status view for logged in Users
- Ability for users to read and post comments on their SRs
- Separate Recent, and My Requests tabs for ease of SR status view access.



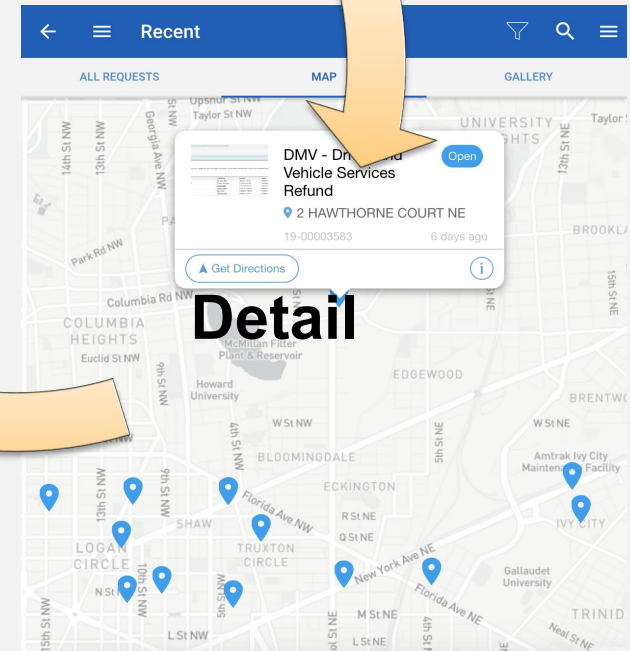
Select



Comment



View



Detail

# NEW CASE CREATION

## INTERNAL DC GOV

- Agents can easily track the SR progress from submission to completion.
- All the relevant SR details visible on one screen.
- Improved location based features to help provide better agent and user experience.

The screenshot displays the 'New Case Creation' interface for a 'SERVICE REQUEST Creation'. The top navigation bar includes a 'Create Service R...' dropdown, a 'New Case Creation' tab, and a '+ New Service Request' button. The left sidebar shows progress indicators for 'Service Type' (High Weeds), 'Location' (2604 TURTLE CREEK BLVD), and 'Contact Information'. A 'Details' section indicates '0 of 5 questions answered'. The main form area is divided into sections: 'REQUEST DETAILS' with a dropdown for 'Who was the Service Request Reported by?', a 'Required' section for 'What type of property/building is it?' with checkboxes for Residential, Business, Vacant Lot, and Multi-Family/Apartments, another 'Required' section for 'Where are the weeds located?' with a dropdown, and a question 'Are the weeds at least 12 inches high?' with Yes/No checkboxes. The right sidebar provides additional context: 'response time for this service request is 10 business days.', 'Service Level Agreement 20 Business Days', 'LOCATION INFORMATION' with 'CODE SUB DISTRICT A' and 'CODE CENSUS TRACTS 48113000500', and a 'KNOWLEDGE' section showing a search for 'Weeds, Tall grass, High shru' and a result for 'High Weeds CCS - SR' with a description '000001053' and the text 'High weeds'. The bottom navigation bar contains 'History' and 'Knowledge' links.

# Internal Submission of Service Request

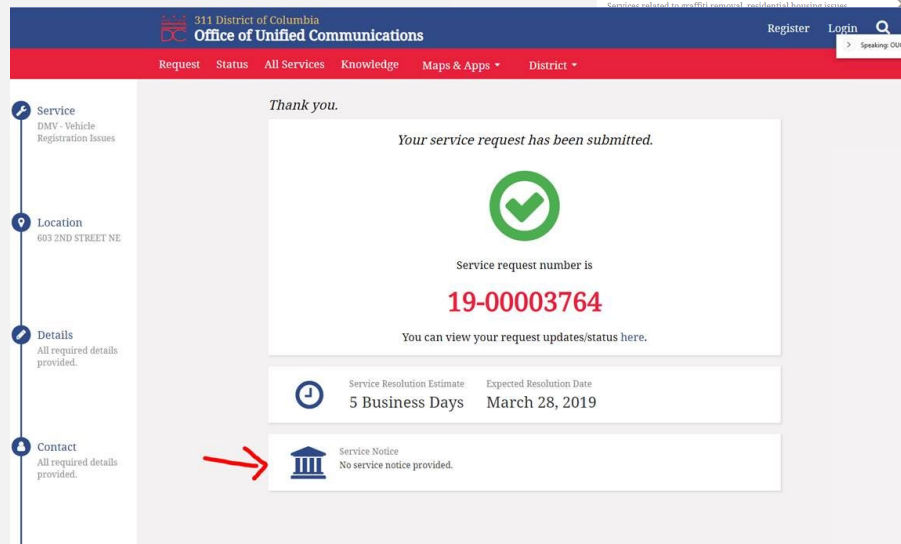
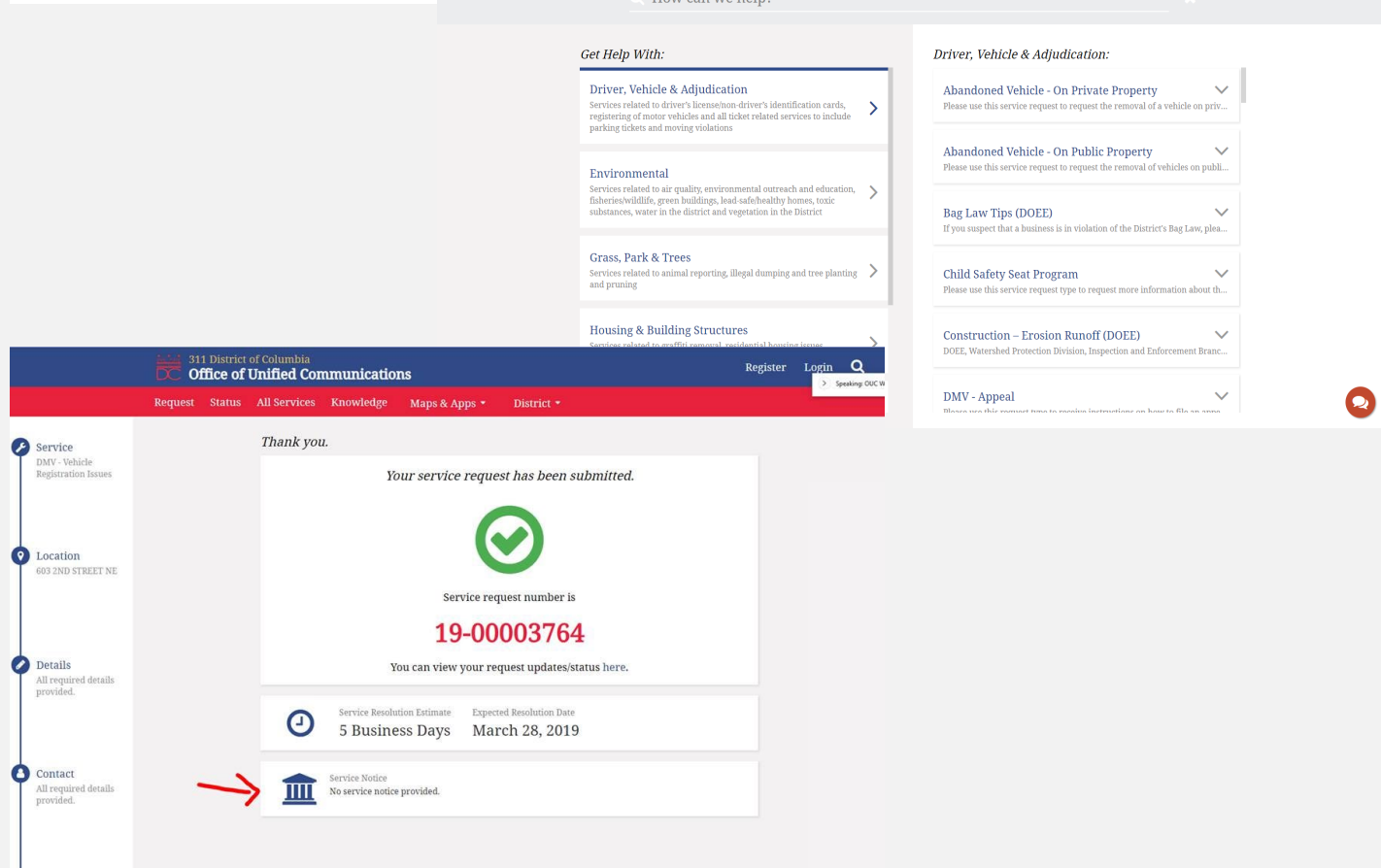
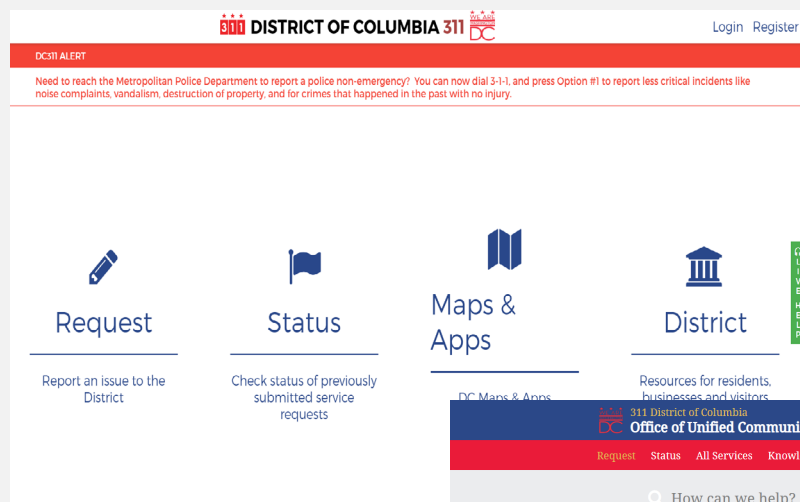
- “Bread Crumbs” Submission Tracking within the screen
- Knowledge integration
- Service details
- Additional integrated map layers & views

The screenshot shows the OUC SuperUser interface for submitting a service request. The top navigation bar includes links for Home, Agent Console, Service Requests, Dashboards, Reports, Transaction Report, Agency Dept Codes, FlexNoteQuestion Config, ServiceRequest Type Config, Activity Outcomes, Activity Types, Workflow Rules, SR Bulk Close, and Bulk Close Logs. The left sidebar contains sections for Telephony, OUC Links, Messages and Alerts, and a Recycle Bin. The main form area is divided into several sections: Search, Service Request Type, Service Request Location, Service Request Information, and Participant Information. Each section contains various input fields and dropdown menus for data entry.

The screenshot shows the Salesforce interface for creating a new service request. The top navigation bar includes a search bar and a user profile icon. The left sidebar contains a list of service request types, including Abandoned Bicycle, Location, Contact Information, Details, and Files. The main form area is divided into several sections: SERVICE REQUEST Creation, Location, Contact Information, Details, and Files. The Location section is currently active, showing a map of the area around 2720 Martin Luther King Jr Avenue SE. The map includes a street view image and a location pin. The right sidebar contains a search bar and a list of service request types, including Abandoned Bicycle, Location, Contact Information, Details, and Files.

# User Portal & Mobile Submissions

- Service Request Categories
- Detailed SR information within the screen
- “Pizza Tracking” throughout the SR submission
- Ability to add multiple photos
- Service Notifications



# User Portal & Mobile Submissions

- Service Request Categories
- Detailed SR information within the screen
- “Pizza Tracking” throughout the SR submission
- Ability to add multiple photos

The screenshot shows the top navigation bar with the 311 District of Columbia logo and 'Office of Unified Communications'. It includes links for Register, Login, and a search icon. Below the navigation bar is a red header with links: Request, Status, All Services, Knowledge, Maps & Apps, and District. A search bar with the placeholder text 'How can we help?' is centered below the header. The main content area is divided into two columns. The left column, titled 'Get Help With:', lists five categories: Driver, Vehicle & Adjudication; Environmental; Grass, Park & Trees; Housing & Building Structures; and Signs, Signals & Parking. Each category has a brief description and a right-pointing arrow. The right column, titled 'Driver, Vehicle & Adjudication:', lists four sub-categories: Abandoned Vehicle - On Private Property; Abandoned Vehicle - On Public Property; Bag Law Tips (DOEE); Child Safety Seat Program; Construction - Erosion Runoff (DOEE); and DMV - Appeal. Each sub-category has a brief description and a right-pointing arrow. A red circular chat icon is located in the bottom right corner.

The screenshot shows the submission form for a service request. The top navigation bar and red header are identical to the previous screenshot. The main content area is divided into three sections. The left section is a vertical sidebar with five steps: Service (Bag Law Tips (DOEE)), Location (2720 MARTIN LUTHER KING JR AVENUE SE), Details (All required details provided.), Contact, and Submit. The middle section contains three text input fields: 'What is the name of the business suspected of the violation?', 'What is the type of suspected violation?' (with a list of options: Not Charging for any disposable bags, Not displaying bag fee on customer receipt, Mistakenly charging for disposable bags), and 'If you would like to be contacted, what is your contact information (email and/or phone)? However, if you wish to remain anonymous please leave the section blank.' The right section is titled 'Upload a file' and contains a large dashed box with an upload icon. Below the upload box are two photo thumbnails showing bags of trash. A red 'NEXT' button is located at the bottom right of the form. A red circular chat icon is located in the bottom right corner.

# User Portal & Mobile Submissions

## 1. Logging In



Email Address \*

Password \*

  
[Forgot your password?](#)  
☐ Remember me 

[Continue without login](#)

[Sign Up](#)



## Forgot Your Password

Email Address \*

# KEY TAKEAWAYS

- Current 311 is heavily customized solution that requires extensive testing and prohibitive cost for minor/major changes
- 311 Capsule is being used by 3 other jurisdictions, DC will benefit from any enhancements with the other jurisdictions
- Access to the full offering of 311 Capsule features, support and 3 annual releases. Enhancements based on customer feedback. Upcoming releases will include features such as:
  - ChatBot Summer/Winter 2019 – Artificial Intelligence (AI) driven user interaction to select, submit and receive status updates on Service Requests; capture contact details; and provide answers for basic questions
  - LiveMessage Winter 2019 - Salesforce feature to consolidate communication across multiple messaging apps, configured to support SMS and Facebook Messenger. Users can submit and receive status updates on Service Requests. Save chat transcripts to the SR record.
- Department app will allow user agencies to update/modify/close cases from the field
- Enhanced user interaction that provides more visibility to open and closed cases
- More intuitive to create a better end-user experience
- Visibility for customers through the life cycle of the service request
- Streamlines service request creation and management
- Data-driven analytics and decision-making tools (dashboards, maps)

# Capsule Migration Delay

- Detailed SR Status details should only be visible for logged in user and only on their SRs
- ESRI Search not populating Common place locations, intersections, and block addresses
- Bulk Calendar – Auto date selection for internal and external users
- Internal Comments Fields in Console to be deactivated/removed
- Ability to add/view images, hyperlinks and use Rich text formatting to font in Service Request Description section
- SR attachments counter (Counts number of attachments on SR)
- Ability to restrict users from submitting block address when submitting Bulk requests
- Ability to (case) dispute a service request on the service request status page, via email and via surveys stepped SLAs for service requests
- Location validation API integrators (3<sup>rd</sup> party post request)
- Transaction reporting



# FAQs

- Train the Trainer for DC Stakeholders and partnering agencies will start the week of April 7<sup>th</sup>, Erick Hines and Yasmin Brown will be reaching out to the POCs
- License count for each agency will match what is available to your agency today
- Data migration will include all closed cases for 3 years and any open cases
- 311 System integration to agency systems – there should be no changes expected by user agencies, OUC will reach out to technical POCs for validation
- 311 Score card is available for your review and feedback (please open in Chrome, Firefox or Edge) <http://testapps02.dcgis.in.dc.gov/datacards/311>
- System migration date – is tentatively pushed out to mid-May. OUC will provide more specific dates based on internal system acceptance testing by this Friday

**Any additional questions please e-mail [yasmin.brown@dc.gov](mailto:yasmin.brown@dc.gov)**