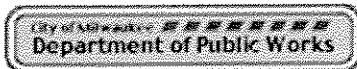


SINGLE TELEPHONE NUMBER ACCESS CITIZEN REQUEST AND INFORMATION LINE

City of Milwaukee
Department of Public Works
March 2006



Mayoral Initiative

To streamline public access to City government by providing two telephone numbers:

- 911 for emergency calls.
- Single telephone number for non-emergency calls.

Mission Statement

To provide access to City government to intake, route and resolve service and information requests in the most cost efficient and effective manner.

Current Challenges Accessing City Government

- Myriad of City departments and telephone numbers (approx. 800 telephone numbers listed in the white pages).
- Complex organizational structure.
- Costly to publish departmental telephone numbers in the white pages.

What Are Other Cities Doing?

- Use 311 as single number access with 7-digit number for back-up.
- Use 311 to relieve police non-emergency calls from 911.
- Use 311 to access all governmental services.
- Use 311 integrated with a service request management system to answer requests for city services and information calls.
- Use 311 for multi-jurisdictional requests.

Capabilities of Single Telephone Number Access

- Divert non-emergency calls from the 911 system.
- Ability to address municipal emergencies through hotline numbers by reserving numbers on the IVR.
- Ability to address seasonal demands (elections, property taxes, property assessments) by reserving a number on the IVR.
- Ability to address peak phone calls in departments with back-up capability.

Capabilities of Single Number Access (continued)

- Could be operational 24 hours a day, 7 days a week, or serve operations that function 24/7.
- Ability to provide information in different languages.
- Could expand functionality to include tourist information, special events, regional information, etc.

Single Number Access vs. 311

- Must negotiate with SBC to implement 311 technology.
- Cost per call for 311 is \$0.08 (tariff rate). City averages 440,000 incoming calls per month.
- One-time costs to implement 311 is estimated to total \$100,000.
- Landline phones not served by SBC (30%) would be required to dial a 7-digit telephone number.
- Cell phones would be required to dial a 7-digit telephone number.
- Challenges in educating the public on who has access to 311 and who has to dial 7-digit number.

Framework For Milwaukee

- Implement single number access "286-CITY", but does not preclude implementation of 311 in the future.
- Intent is to reduce the number of telephone numbers listed not completely eliminate them.
- City invested \$3 million in a new state-of-the-art telephone system in 2005.
- No central call center proposed. Utilize existing staff and resources.
- Minimize one-time and on-going costs.

Framework for Milwaukee (continued)

- Develop front-end IVR to route calls directly to City departments based on call volume.
- IVR as proposed will route 80% of all calls.
- IVR will be both dynamic (seasonal, emergencies) and static (high volume).
- “3 clicks or less” approach to reach final destination.
- DPW Call Center will be the “opt out” option for the IVR.
- DPW Call Center will utilize application to transfer calls efficiently.
- DPW Call Center will implement call recording system for quality control purposes.

Implementation Steps

- Provided an overview to City departments in August 2005.
- Met with departmental representatives to discuss call routing options, text of menus and submenus.
- Provided call volume information to each department and assigned IVR number(s) for highest priority or volume calls.
- Determined types of calls to be routed through IVR and to be transferred and answered by the DPW Call Center.
- Developed IVR including programming telephone numbers and recording messages during business hours and after hours.

Implementation Steps (continued)

- Will provide reports to departments including options selected, wait times, number of calls in the queue, length of call, number of calls lost, etc.
- DPW staff will monitor call volume into City to ensure adequate number of telephone lines and make adjustments if necessary.
- Expand existing training manual to be more comprehensive.
- Conduct training sessions for appropriate staff to provide backup support for departments as requested (seasonal).
- Conduct focus group testing and utilize results to enhance system.
- Develop informational material to guide the public on use of system (will have costs associated).
- Reexamine telephone numbers listed in the white pages to minimize costs.

Conclusion

Single Telephone Number Access will improve the way City of Milwaukee residents access City government.

Mayor Tom Barrett