

# Memorandum



DATE December 10, 2009

TO Honorable Members of the Quality of Life Committee: Pauline Medrano (Chair), Vonciel Jones Hill (Vice Chair), Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve Salazar

SUBJECT 3-1-1 Mobile Squad

On Monday, December 14, 2009, you will be briefed on the 3-1-1 Mobile Squad. The briefing will be presented by Eva M. Liggins, Assistant Director, 311. The briefing material is attached for your review.

If you have questions or need additional information, please let me know.



David K. Cook  
Chief Financial Officer

cc: Honorable Mayor and Members of the City Council  
Mary K. Suhm, City Manager  
Deborah A. Watkins, City Secretary  
Thomas P. Perkins, Jr., City Attorney  
Craig D. Kinton, City Auditor  
Judge C. Victor Lander, Administrative Judge Municipal Court  
Ryan S. Evans, First Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Frank Libro, Public Information Office  
Helena Stevens-Thompson, Assistant to the City Manager

# 3-1-1 Mobile Squad



Presented to the Quality of Life Committee  
December 14, 2009

# Mission Statement

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The 3-1-1 Call Center will provide the highest level of quality customer service to all City of Dallas employees, citizens, business partners and visitors by responding promptly to requests for service, providing accurate information, and displaying a willingness to help. We will develop and nurture partner relationships with key internal and external stakeholders.



# Vision Statement

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To improve the quality of life for our customers through competence and caring. We will strive to deliver the industry's best customer service experience and serve as a model to new and existing call centers.



# Call Volume and Activity

	Oct – Nov 2008	Oct – Nov 2009
Water	86,494	68,442
3-1-1	113,685	84,924
Courts*		19,893
Total Calls	200,179	173,259
Avg Calls Per Day	3,282	2,840
Dispatched Calls	16,449	14,025

\*transitioned to 311, effective 9/21/09



# In the beginning...



- Five City departments teamed up to create 3-1-1 Mobile Squad
- Team obtained a 1997 Chevy Blazer from Equipment and Building Services
- Code Compliance and Sanitation provided \$1,650 to wrap vehicle with 3-1-1 information
- 3-1-1 Mobile Squad implemented in July 2009
- Believed to be the first of its kind in the country
- Equipped with 2 rugged laptops with air cards provided by Communication and Information Services; staffed with 2-3 English and Spanish-speaking call center representatives



# Benefits of the 3-1-1 Mobile Squad

- Serves as a City-wide marketing tool to educate the public about City services and/or initiatives
  - 2010 Census
  - OneDAY Dallas (1-day trash and recycling pick-up program)
  - Weatherization Assistance Program
- Promotes neighborhood awareness of the 3-1-1 Customer Service Help Line
- Allows 3-1-1 representatives to interact face-to-face with citizens
- Outreach to citizens at town hall meetings, city events, community cleanups and safety fairs
- Promotes goodwill between the citizens and the reps





# 3-1-1 Mobile Squad on the move...

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- July 18, 2009 – Neighborhood Clean Up – Golden Seed Church
- August 18, 2009 – Polk Wisdom Library – Neighborhood Assoc. Meeting
- August 22, 2009 – Grace Tabernacle – Town Hall Meeting
- August 27, 2009 – Fretz Park Rec Ctr. - Town Hall Meeting
- August 28, 2009 – Polk Terrace Block Party
- August 29, 2009 – Mt. View College – Recycle Round Up
- September 10, 2009 – North Central DPD Substation
- September 12-13, 2009 – Pike Park – Mexican Independence Day
- September 26, 2009 – Martin Weiss Park – Graffiti Abatement





# 3-1-1 Mobile Squad on the move... (continued)

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- October 6, 2009 – National Night Out – SOC High School
- October 6, 2009 - National Night Out - Meadow Stone Park
- October 10, 2009 – 2000 Roses Community Clean Up
- October 17, 2009 – Farmer’s Market – Pumpkin Festival
- October 24, 2009 - Vickery Towers - Taste of Greenville Ave
- October 24, 2009 – Old East Dallas Work Yard – Unity in the Community
- October 24, 2009 – Faith Temple – Health Fair
- November 12, 2009 – Exline Park - Take the Office to the Streets
- November 14, 2009 – Farmers Market - Safety Fair



# 3-1-1 Mobile Squad Upcoming Events

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- Mobile Squad partnering with 2010 Census Team to promote the Decennial Census
- Team with Sanitation to promote OneDAY Dallas



# Requesting the 3-1-1 Mobile Squad

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To request the 3-1-1 Mobile Squad at your town hall meeting, city event, community cleanup or safety fair, call 3-1-1 or e-mail [eva.liggins@dallascityhall.com](mailto:eva.liggins@dallascityhall.com)

