

1 [311/Customer Relationship Management System.]  
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3 **Resolution urging the Department of Telecommunications and Information Systems**  
4 **(DTIS) to pursue all options necessary to develop a 311/Customer Relationship**  
5 **Management System; and urging Department of Telecommunications and Information**  
6 **Services and the Emergency Communications Department to continue to coordinate**  
7 **their respective efforts toward developing a project plan for implementing a**  
8 **311/Customer Relationship Management System for the City and County of San**  
9 **Francisco.**

10  
11 WHEREAS, The residents of San Francisco should expect city government to respond  
12 quickly and effectively to address their needs, and in particular, a right to customer service  
13 that allows them to easily access city services, track the city's progress on their requests and  
14 to get their needs met quickly; and

15 WHEREAS, Today, San Franciscans in need of city services face a confusing array of  
16 140 different city departments or agencies that are listed on the city's website and posts  
17 thousands of phone numbers and city employees; and,

18 WHEREAS, There are currently over 77 general information numbers and 32 Teletype  
19 lines that operate only during business hours, and can often perpetuate that access to city  
20 services is limited to the very computer savvy and persistent; and,

21 WHEREAS, Lack of a non-emergency 311 telephone line causes extensive and  
22 expensive misuse of the 911 emergency line, which may threaten public safety in San  
23 Francisco; and,

1           WHEREAS, Of the estimated 1.5 million telephone calls made to the San Francisco  
2 Emergency Communications Department every year, almost 70% are for non-emergencies;  
3 and,

4           WHEREAS, San Francisco city agencies lack a shared database that allows for  
5 problem resolution between departments when a citizen's request affects more than one city  
6 department, and without a database accessible to all city agencies, any work conducted or  
7 begun by one department can languish while another department goes un-notified about the  
8 need for their services; and,

9           WHEREAS, There is no citywide program for Continuous Quality Improvement (CQI), a  
10 long established standard in service-based industries; and establishing performance  
11 benchmarks, tracking performance, and assessing customer satisfaction are long established  
12 practices in the private industry and certain areas within the public sector; and,

13           WHEREAS, In October 2001, the Neighborhood Services and Recreation Committee  
14 convened a hearing to develop a strategy for the creation of a 311 Call Center, at which time  
15 the Department of Telecommunications and Information Services (DTIS) and the Emergency  
16 Communications Department (ECD) reported back on lessons learned from the cities of  
17 Chicago and Houston concerning their respective 311 systems; and

18           WHEREAS, In November of 2001, the Board of Supervisors passed a resolution  
19 directing the Emergency Communications Department to initiate a process to establish a 311  
20 Call Center, and as a result, the DTIS and the ECD have begun a preliminary planning  
21 process; and,

22           WHEREAS, Because of the current budget constraints facing the City, a 311/Customer  
23 Relationship Management System must be implemented in a fiscally responsible manner that  
24 allows for strategic planning and phases the implementation over several years; now,  
25 therefore, be it

1           RESOLVED, That the Board of Supervisors of the City and County of San Francisco  
2 does hereby urge the Department of Telecommunications and Information Services to pursue  
3 all options and necessary steps to develop a 311/Customer Relationship Management  
4 System; and, be it

5           FURTHER RESOLVED, That the Board of Supervisors does hereby urge the  
6 Department of Telecommunications and Information Services and the Emergency  
7 Communications Department to continue to coordinate their respective efforts toward  
8 developing a project plan for implementing a 311/Customer Relationship Management  
9 System for the City and County of San Francisco.

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# City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

## Tails

## Resolution

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**File Number:** 030801

**Date Passed:**

Resolution urging the Department of Telecommunications and Information Systems (DTIS) to pursue all options necessary to develop a 311/Customer Relationship Management System; and urging DTIS and the Emergency Communications Department to continue to coordinate their respective efforts toward developing a project plan for implementing a 311/Customer Relationship Management System for the City and County of San Francisco.

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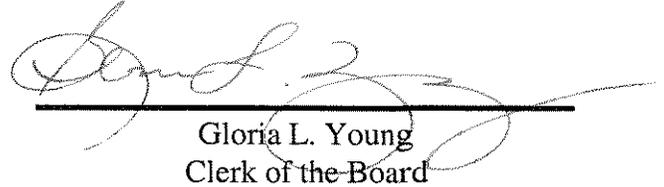
October 7, 2003 Board of Supervisors — ADOPTED

Ayes: 10 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Newsom,  
Peskin, Sandoval

Absent: 1 - Ammiano

File No. 030801

I hereby certify that the foregoing Resolution was ADOPTED on October 7, 2003 by the Board of Supervisors of the City and County of San Francisco.



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Gloria L. Young  
Clerk of the Board

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Date Approved

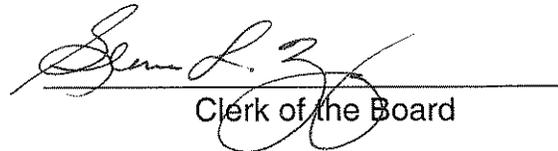
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Mayor Willie L. Brown Jr.

Date: October 17, 2003

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter.



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Clerk of the Board

File No.  
030801