

1 [Web-based 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 web-based 311 Call Center request**  
5 **system attached to the city’s existing website; and directing the DTIS to coordinate**  
6 **with all appropriate city departments to continue with developing a project plan**  
7 **necessary to implement a full-scale web-based Customer Relationship Management**  
8 **System for the City and County of San Francisco.**

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

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

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

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

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

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

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

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

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

19           WHEREAS, Because of the current budget constraints facing San Franciscans, 311  
20 system must be implemented in a fiscally responsible manner in which phases the program  
21 over several years and allows the city to first focus its resources to develop a web-based  
22 request system attached to the city's existing website; and,

23           WHEREAS, By executing a phased department by department project roll-out project  
24 development costs could be distributed across multiple fiscal years; now, therefore, be it  
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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 necessary to develop a web-based 311 request system attached to the city's  
4 existing website; and, be it

5           FURTHER RESOLVED, That the Board of Supervisors directs the Department of  
6 Telecommunications and Information Services to coordinate with all appropriate city  
7 departments to continue with development of a project plan for implementing a full-scale web-  
8 based Customer Relationship Management System for the City and County of San Francisco.

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