



The City of San Diego

REPORT TO THE CITY COUNCIL

DATE ISSUED: September 17, 2008 REPORT NO: 08-134

ATTENTION: Public Safety & Neighborhood Services Committee Meeting of
September 24, 2008

SUBJECT: Quarterly Report on Customer Services Projects, Programs and Initiatives
Fiscal Year 08, Quarter 4, from April 1, 2008 through June 30, 2008

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE OR THE CITY COUNCIL.

BACKGROUND

In October of 2005, the City Council adopted Ordinance 19430 which was recommended by the City Council Strong Mayor-Strong Council Transition Committee that the Citizens' Assistance Program Manager provide constituent services quarterly reports to the Council Committee that oversees Neighborhood Services. Since that time, Citizens' Assistance has become part of the larger Department of Customer Services. The objective of these quarterly reports has become to provide a comprehensive account of the status of Citizens' Assistance activities, and in addition, to discuss the Customer Service Initiatives, the Community Service Centers, and Citywide Training. These four areas make up the Customer Services Department as a whole.

This report spans the fourth quarter of the FY2008; and represents a rolling log of projects that have been completed to date. Items reported as completed in previous quarters are not duplicated in this report.

This quarterly report includes information on:

- ◆ A status of citizen concerns submitted to the organization via Route Slips during that period, and improvements to the Route Slip process,
- ◆ Statistics on direct customer assistance via the six Community Service Center locations,
- ◆ Citywide training accomplishments completed during the Fiscal Year 08 Quarter 4, from April through June, 2008 and
- ◆ Customer Service Department programs and initiatives over the past quarter.

DISCUSSION

Citizens' Assistance

Route Slips are concerns or requests for services received by the Mayor or City Council. The Route Slip program was developed to provide a centralized mechanism for these concerns to be quickly routed to City staff for resolution. Route Slips are coordinated by the Citizens' Assistance Program of the Customer Services Department, and are sent to the responsible departments for citizen follow up and resolution. Route Slips represent a portion of the service requests that a department may be working to resolve at any given time. Often, inquiries and requests are submitted to the departments directly by the citizen, as opposed to first being submitted to an elected official, and then routed to the department as part of this Route Slip process.

For the reporting period April 1 through June 30, 2008, 477 Route Slips were generated. This represents an increase of 94 route slips from the previous quarter. For the same quarter of calendar year 2007, there were 482 Route Slips generated. That is roughly equivalent to what we have seen this quarter and very similar increase to the same time last year.

The eight most common issues raised by constituents throughout the City over the quarter ending June 30, 2008, include:

- Weeds/Trees 13%
- Code Violations 11%
- Potholes/Street Resurfacing 9%
- Traffic Calming Measures 9%
- Sidewalks and Curbs 8%
- Street Light 6%
- Street Signs 5%
- Trash and Debris 5%

Table 1: Current Quarter: Route Slip Breakdown (April 1, 2008 through June 30, 2008)

Concern/Request Category	Number of cases during this time period	Average Number of Days Until closure	Mode of Days until closure
Weeds/Trees	63	14	15
Code Violations	54	24	28
Potholes/Street Resurfacing	43	19	28
Traffic Calming Measures	41	40	38
Sidewalks & Curbs	36	24	21
Street Light	29	20	26
Street Signs	26	34	37
Trash/Debris	24	14	12

Table 2: Previous Quarter: Route Slip Breakdown (January 1, 2008 through March 31, 2008)

Concern/Request Category	Number of cases during this time period	Average Number of Days Until closure	Mode of Days until closure
Potholes/Street Resurfacing	52	13	8
Street Light	42	13	8
Traffic Calming Measures	41	41	36
Code Violations	37	21	18
Sidewalks & Curbs	27	17	13
Trash/Debris	24	16	11
Weeds/Trees	19	19	28
Street Signs	17	30	48

The following six types of issues have remained in the top eight categories each quarter for the past eight quarters: Code Violations, Potholes/Street Resurfacing, Sidewalks & Curbs, Street Light, Traffic Calming Measures, Weeds/Trees. This represents a steady state in the types of issues that concern our external customers most consistently, regardless of season or other variables.

Codes Violations Analysis

At the Public Safety and Neighborhood Services Committee Meeting of March 13, 2008, Councilmember Tony Young requested that Citizens' Assistance provide Route Slip statistics related to code violations and graffiti for the period October 1, 2007 through December 31, 2007. Statistical information was provided.

At the Public Safety and Neighborhood Services Committee meeting of June 19, 2008, Councilmember Tony Young requested an additional, more detailed breakdown of the specific category of Code Violations including graffiti and weed abatement. Code violations, graffiti, and weed abatement route slips account for 27% of the Route Slips for this quarter. The category of code violations for the quarter 4/1/08 through 6/30/08 included the following specific issues with the number of Route Slips per issue:

Table 3: Detail of Code Violation Route Slips 4/01/08 through 6/30/08

Category of Code Violation	Number of Codes Violation Route Slips
abandoned building	1
abandoned house	8
advertising signs	1
auto repair shop at a house	1
barking dog	2
blue dumpster/trash container	1
broken news rack on city street	1

Public Safety & Neighborhood Services
 Quarterly Report on Customer Services Projects, Programs and Initiatives
 Fiscal Year 08, Quarter 4, from April through June, 2008
 Page 4 of 9

Category of Code Violation	Number of Codes Violation Route Slips
business out of home	4
cars parked on lawns	2
cars with for sales signs parked on main streets	1
cluttered driveway and house	1
commercial store hours for delivery	1
covenants, conditions and restrictions, and development performance report enforcement	1
dilapidated construction project	2
disagree with code violations claims	1
dogs being a nuisance	2
erosion issues	1
fence in disrepair	1
fire hazard	1
foreclosure – home	1
home damage by wildfire	1
house not secure	1
illegal setup of shed in back yard	1
improper discarding of cigarettes	1
ivy grown onto neighbors property	1
large realtor signs	1
laundromat not using filters on machines	1
loud blower on fire stations	1
loud noise	1
mosquitoes in swimming pool	1
one home with many cars parked on the street	1
palm tree with thorns in public property	1
parking impact	1
people living in trailers on property	1
residential high occupancy ordinance	4
sewer water being dumped	1
shopping carts	1
signs posted in public right away	1
storage container on driveway	1
trash cans left out after pick up date	1
tree leaning on home	1
unkempt yard with rats	1
weeds, trash and debris in the public right away	6

The number of code violation Route Slips generated for the 4th Quarter of FY08 is 54¹. Code violation Route Slips include the issues noted above. The code violation Route Slip statistics for the past two years are as follows.

Table 4: Code Violation Route Slips by Quarter

Time Period by Quarter	Number of Codes Violation Route Slips
4/1/06 – 6/30/06	71
7/1/06 – 9/30/06	71
10/1/06 – 12/31/06	43
1/1/07 – 3/31/07	38
4/1/07 – 6/30/07	63
7/1/07 – 9/30/07	49
10/1/07 – 12/31/07	23
1/1/08-3/31/08	37
4/1/08-6/30/08	54

The number of graffiti Route Slips generated this quarter total 13². Graffiti Route Slips include graffiti located on either public or private property. The graffiti Route Slip statistics for the past two years are as follows.

Table 5: Graffiti Route Slips by Quarter


Time Period by Quarter	Number of Graffiti Route Slips
4/1/06 – 6/30/06	14
7/1/06 – 9/30/06	13
10/1/06 – 12/31/06	6
1/1/07 – 3/31/07	5
4/1/07 – 6/30/07	12
7/1/07 – 9/30/07	10
10/1/07 – 12/31/07	2
1/1/08 – 3/31/08	9
4/1/08-6/30/08	13

¹ There are other avenues to report code violations and most people do not report code violations via a Route Slip; but rather choose to report code violations directly to Environmental Services, the Police Department, Neighborhood Code Compliance, or the specific department working in the area of concern.

² There are other avenues to report graffiti and most people do not report graffiti via a Route Slip; but rather choose to report graffiti directly to Neighborhood Code Compliance.

In addition to the day to day activities of processing Route Slips, Citizens' Assistance staff continues to improve the use of the Route Slip system internally, and provide more access to information and services externally.

For our internal customers, hands-on training is available regularly to staff who generate Route Slips. Training is also available to department staff on how to respond to and process Route Slips.

For both internal and external customers, the Information Resource Directory (IRD) is available on the City's home page and can be accessed via CityNet (<http://www.sandiego.gov/citizensassistance/resource.shtml>). The IRD is easily identifiable by the red circle with the "i" in the center,  Information Resource Directory. By entering a topic, the customer will be able to access the phone number, address, and website associated with that service.

Community Service Centers

From April 1, 2008 to June 30, 2008, the six Community Service Centers processed a total of 24,365 customer transactions. Table 6 below shows some of the different types of transactions processed during this period.

The CSC staff continues to work with the community and with City Departments to provide additional services and City information available at these convenient locations.

Table 6: Transactions by type in Community Services Centers

Service Provided	Number of Transactions
Water/Sewer Bills Payments Accepted	11,656
Passport Applications Processed*	1,588
Business Tax Certificates	535
Parking Citations	301
Personnel Applications Accepted	373
Community Room Meetings Held	211
Residential "E" Parking Permits	11
Employee Transit Passes	360

* Each passport processed generates revenue for the City

Citywide Training

OneSD

During this quarter, Citywide Training has continued to play lead role in the Learning Management module for the Human Resource Management phase of the OneSD project.

The Learning Management (LM) component of OneSD will be used to manage, administer, and track training activities within City departments. The initial design, or Blueprint, is now complete and has been approved by stakeholders and the OneSD Steering Committee. This next phase of the OneSD project is "Realization," and the team is now focused on configuring the SAP system according to the Blueprint designs, and preparing the data from the old systems to be loaded into the new system.

Ken Blanchard-developed Customer Focused Culture Training Series

As reported previously, the Customer Services Department worked closely with the Ken Blanchard Companies to create a customized series of four training classes, entitled "Customer Focused Culture: Creating Legendary Service®." City departments and employees continue to be supportive of the Customer Service Initiative projects, and have been pro-active in requesting training sessions. In this quarter, a total of 338 people were trained in this topic alone.

Other Citywide Training Efforts

In May, Citywide Training partnered with the Environmental Services Department to pilot a new method for providing customer service information to its drivers. Because they must complete their scheduled routes each day, it is difficult to give classroom training in a formal setting. Instead, we used an "Information Fair" type format to catch drivers as they returned from the field, talk to them one-on-one and in small groups about their customer service challenges, and distribute customer service tip sheets. More than 100 drivers participated over the two-hour session.

In addition to these projects, Citywide Training continued to provide its regularly scheduled classes, including three New Employee Orientations, two seven-day Supervisors Academies, and three two-day Discipline & Rewards training classes.

Customer Service Department Programs and Initiatives

Department staff continued work on several programs and projects that are part of the Customer Service Initiatives efforts. These are City-wide projects designed to improve the quality of service delivered and support Customer Service's vision of "America's Finest Service for America's Finest City." The initiatives can be categorized into the following areas: guideline development, training and staff development, feedback and data collection, rewards and recognition, and customer focused process improvement.

Upgrading Phone Systems

During this time period, Customer Services Department staff, along with Information Technology staff and other City and San Diego Data Processing employees continued to work on the upgrade of both the hardware and software platforms of multiple phone systems around the City. These systems were in need of upgrades for purposes of stabilizing and expanding future functionality possibilities. The new phone system will allow phone tree development where it does not currently exist and stabilize aging existing systems.

Volunteer Coordination Program

The Citywide Volunteer Coordination Program has been managed by staff within the Customer Services Department. This Program underwent a transition during this quarter. There is no longer a dedicated staff member to administer this program. In order to continue the high number of volunteer hours enjoyed each year by City Departments, both the internal and external web sites were updated to direct potential volunteers more quickly to their program of interest. The internal site was created with updated forms and policies needed for volunteer management within the Departments. And the volunteer coordinators from the various departments were called together to ensure a smooth transition. The Customer Services Department will retain responsibility for the Annual Volunteer Report to the City Council, and is currently developing a centralized "volunteer orientation" training for new unpaid staff.

CONCLUSION

Providing superior quality customer service benefits City employees, the customers of the organization, and the organization itself. City departments and employees have been very supportive of the Customer Service Initiative projects, and have been pro-active in requesting training sessions for staff throughout the organization, and in supporting all of the efforts to continuously improve our service delivery quality.

The Customer Services Department will continue to support the organization in providing "America's Finest Service for America's Finest City."

We will continue to lead and participate on projects that further the goals of the Department, which include:

- All Departments will have the tools to practice excellent customer service,
- The City will have a customer-focused culture that is recognized for excellent customer service,
- Our customers will have easy access to our services, and
- The Customer Services Department will deliver its services in an efficient and effective manner.

The Customer Services Department will continue, along with all City employees, to connect the dots between the needs of our customers, the services provided by local government, and the high quality service delivery goals of World-Class organizations.

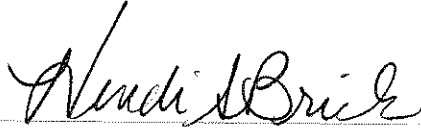
FISCAL CONSIDERATIONS: N/A

PREVIOUS COUNCIL and/or COMMITTEE ACTION: June 15, 2005, City Council Transition Committee, Subject Constituent Services; January 25, June 6, September 12, 2007, and March 13, 2008 Public Safety & Neighborhood Services Committee, Quarterly Report on Constituent Services.


COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: March 15, 2007 Customer Service Summit; June 26, 2007 Customer Service External Committee Meeting.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Citizens and employees.

Respectfully Submitted,



Customer Services Director



Deputy Chief Operating Officer