

“reducing traffic congestion, improving the quality of life in our neighborhoods,
and making our City Hall even more responsive and efficient”
Mayor Bill White

3-1-1 HOUSTON SERVICE HELPLINE

FY 06 PERFORMANCE REPORT



3-1-1, YOUR ONE CALL RESOURCE FOR CITY SERVICES

With every call, we assure easy access to municipal government
and deliver excellent customer service to our citizens.

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CITY of HOUSTON

Post Office Box 1562 Houston, Texas 77251 713-837-0311

OFFICE of the MAYOR

3-1-1 Houston Service Helpline

Dear Customers,

Fiscal Year 2006 began with business as usual, but in September 2005, we rapidly accelerated into the greatest challenge for the 3-1-1 Houston Service Helpline since inception. Our call volumes had substantially increased as Hurricane Katrina evacuees began looking for assistance to locate relatives, temporary housing and jobs. Then we faced the probability of a catastrophic event here in Houston as Hurricane Rita headed our way. At Mayor White's request, we activated our emergency response plan. Our call-center operated 24/7 in collaboration with METRO, Yellow Cab and the City's Office of Emergency Management to accept calls from persons needing evacuation assistance before Hurricane Rita reached our area. Our 3-1-1 call-takers recorded caller information for METRO and Yellow Cab to coordinate transportation to evacuate as needed and we handed over requests for special needs assistance to the Office of Emergency Management. Call volume spiked from a daily average of 10,000—13,000 to an all-time high of 23,000 calls in one 24-hour period. In the aftermath of the hurricanes, Mayor White directed 3-1-1 to open a Hurricane Housing Assistance Helpline to be housed in our 3-1-1 training room and managed by members of the 3-1-1 management team.

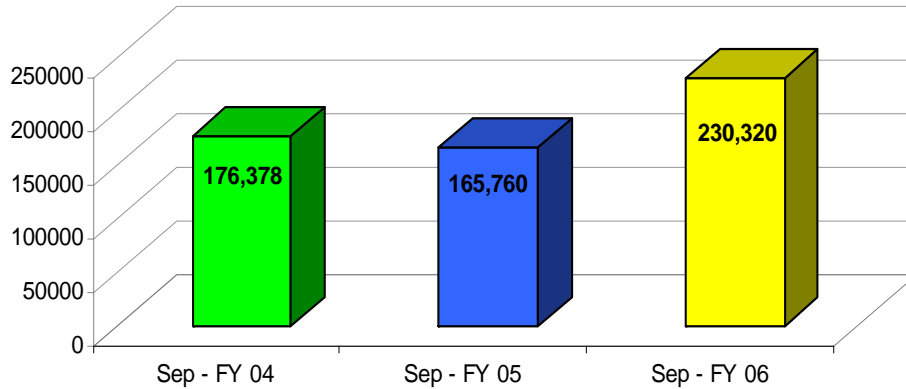
Just as things leveled to a smooth pace, Municipal Courts launched their new operating system, presenting a new challenge for 3-1-1 as we moved toward the new fiscal year. However, our 3-1-1 team met the challenge with certainty and dedication to successfully meet all expectations in mastering the new technology.

As always, the 3-1-1 management team remains dedicated to providing excellent customer service to all of our customers. In FY 07, we will further expand the service request types available via our online system, and continue developing additional service types for various departmental services that are currently handled by transferring the caller to the department.

Sincerely,
Gloria L. Bingham
Director

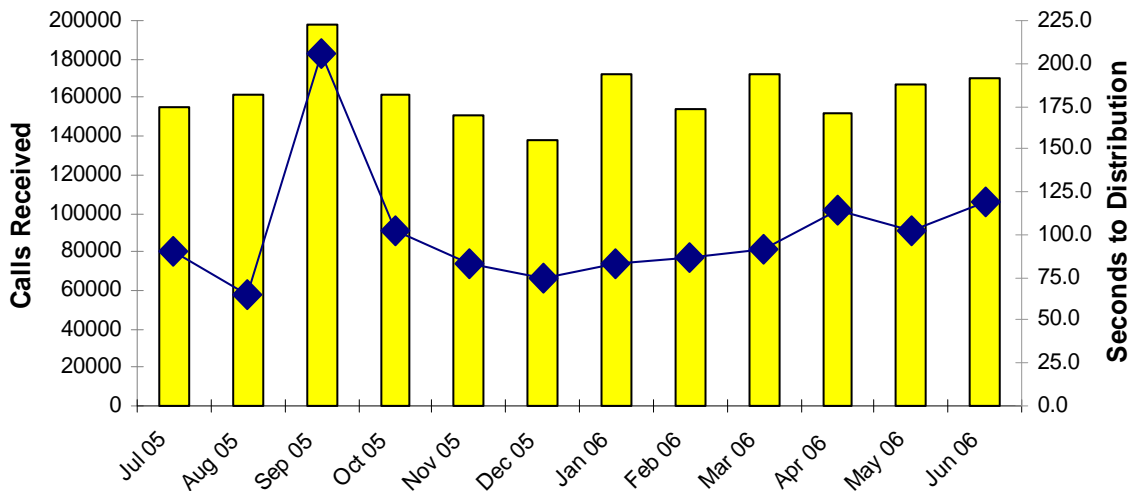
3-1-1 HOUSTON SERVICE HELPLINE PERFORMANCE STATISTICS

**Impact of Hurricanes Katrina and Rita on 3-1-1 Call Center
3-Year Comparison of Transactions Performed During Months
of September**



The graph below illustrates monthly call volumes during FY 06 and the average time for our customers to connect with a 3-1-1 operator. Connect averages are relative to the volume of incoming calls, staffing levels, and the nature of public issues requiring assistance from local government. Call volume spiked to an all time high in September of 2005 during the aftermath of Katrina, the anticipation of Rita and calls for assistance following the two devastating events.

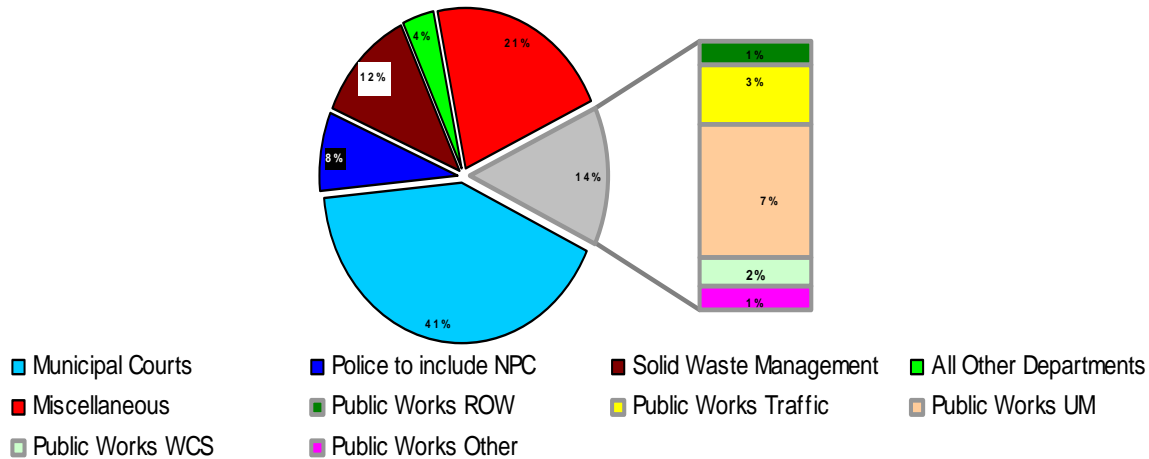
**FY 06 Monthly Calls Received
Including Average Time to Distribution**



Transactions Performed Since Inception by 3-1-1 Telecommunicators

Department	FY 02	FY 03	FY 04	FY 05	FY 06
Affirmative Action	827	974	782	524	389
Aviation	865	582	747	858	1,040
Building Services	1,736	866	754	870	945
City Council	4,624	4,235	4,393	3,666	4,131
City Secretary	4,266	2,428	2,774	2,386	2,072
Controller's Office	860	590	599	574	706
Convention & Entertainment	1385	1115	1,285	1,436	17,363
Finance & Administration	41,677	10,824	6,184	4,852	9,907
Fire Department	3,639	4,315	5,631	6,365	6,530
Health & Human Services	11,757	20,671	25,232	22,626	37,671
Housing & Community	3,589	2745	2,694	4,741	4,750
Houston Emergency Communications Center			96	174	1,430
Human Resources	10,140	8,772	8,496	9,595	8,495
Information Technology Department	N/A	119	440	504	1,331
Legal Department	2,394	2,103	2,145	2,217	2,281
Library	1,557	3,377	2,146	2,434	2,422
Mayor's Office	8,261	5,097	6,523	8,058	9,052
Municipal Courts	377,954	482,420	590,512	756,623	835,964
Interactive Voice Response (IVR Municipal Courts	716,200	692,416	491,077	318,005	215,440
Parks & Recreation	5,458	6,660	8,223	10,448	10,352
Planning & Development		17,970	20,178	14,445	7,742
Planning & Development NPD	16,882	31,235	30,230	10,219	215
Police Department	45,841	48,230	58,014	93,801	127,490
Police—Neighborhood Protection Corp				25,481	40,104
Public Works & Engineering	276,756	210,207	231,620	246,523	290,123
Solid Waste Management	162,878	170,498	160,306	208,906	235,306
All Other	182,144	215,657	215,161	253,950	433,652
* Aug 1-9, 2001 manual count in transition for 3-1-1 Go Live	38,404				
Total Transactions Provided	1,920,094	1,944,106	1,876,242	2,010,281	2,306,903

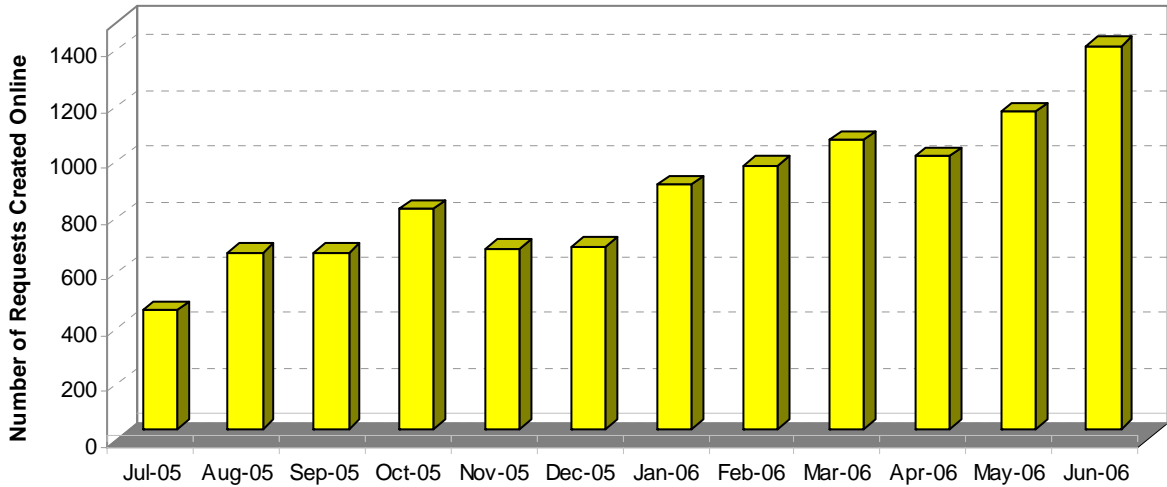
FY 06 Total Transactions Provided By Department



311 Self-Serve Web Intake System

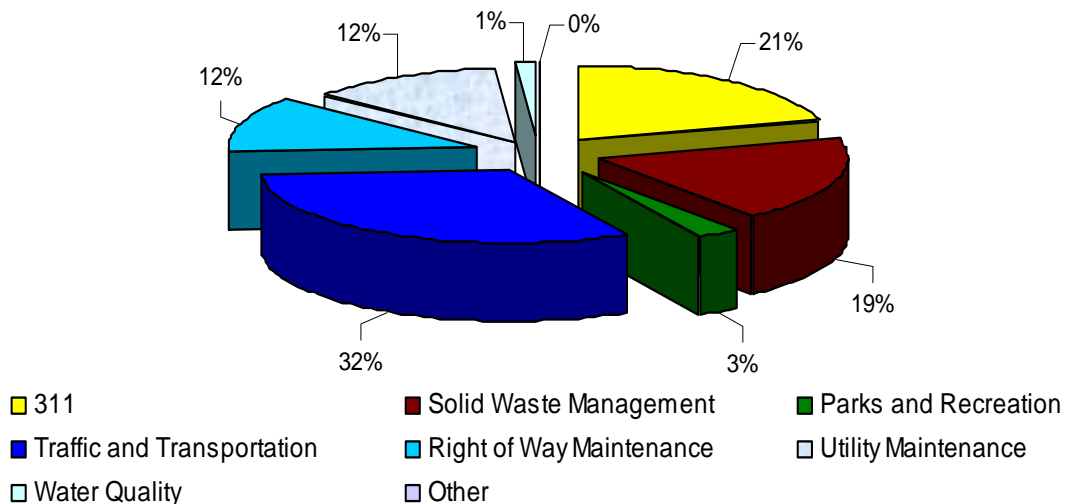
In the last weeks of FY 05, the 3-1-1 Helpline expanded services to include a self-serve web intake system for our customers to utilize at their convenience. As anticipated by the 311 Team, our online system usage showed a steady upswing in popularity throughout FY 06.

FY 06 Self-Serve Web Intake Participation By Month



While we expanded service request types during FY 06, only basic services were made available via the self-serve application. The 3-1-1 service request type is available for our customers to submit requests for services when appropriate service request types are not found online, or when the request is for information only. The 311 web requests are processed by a 3-1-1 customer service representative to ensure the customer receives an appropriate service response for the issue at hand.

FY 06 Self-Serve Web Intake Participation By Service Group

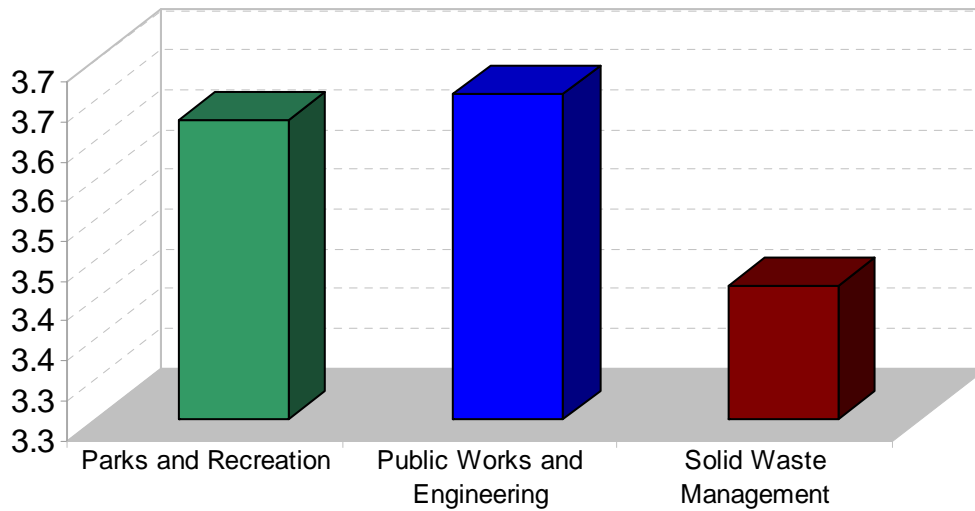


CUSTOMER SATISFACTION SURVEYS

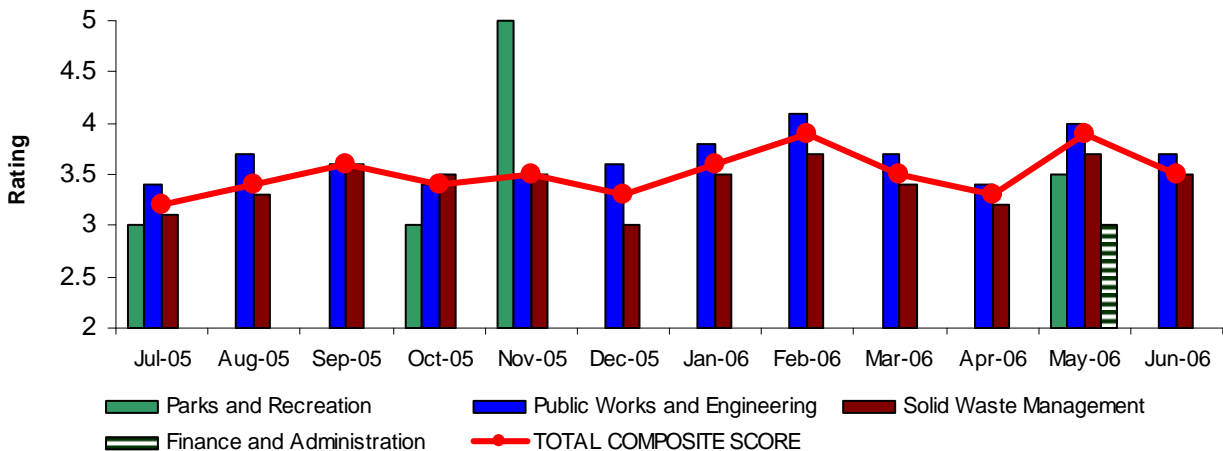
The rating scale for the Customer Satisfaction Surveys is as follows:

Outstanding	4.40 - 5.00
Strong	3.70 - 4.39
Acceptable	3.00 - 3.69
Needs Improvement	2.00 - 2.99
Unacceptable	1.99 or less

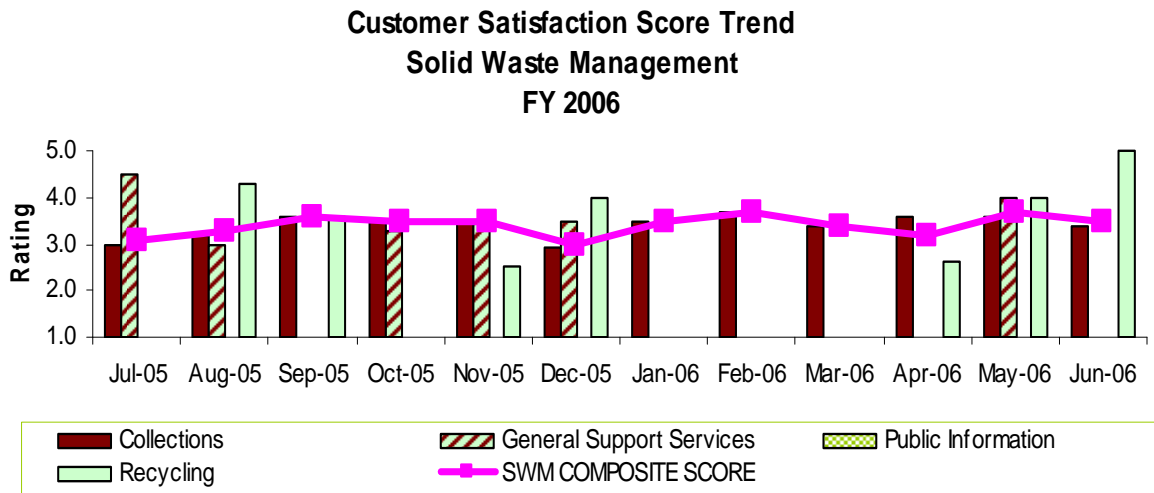
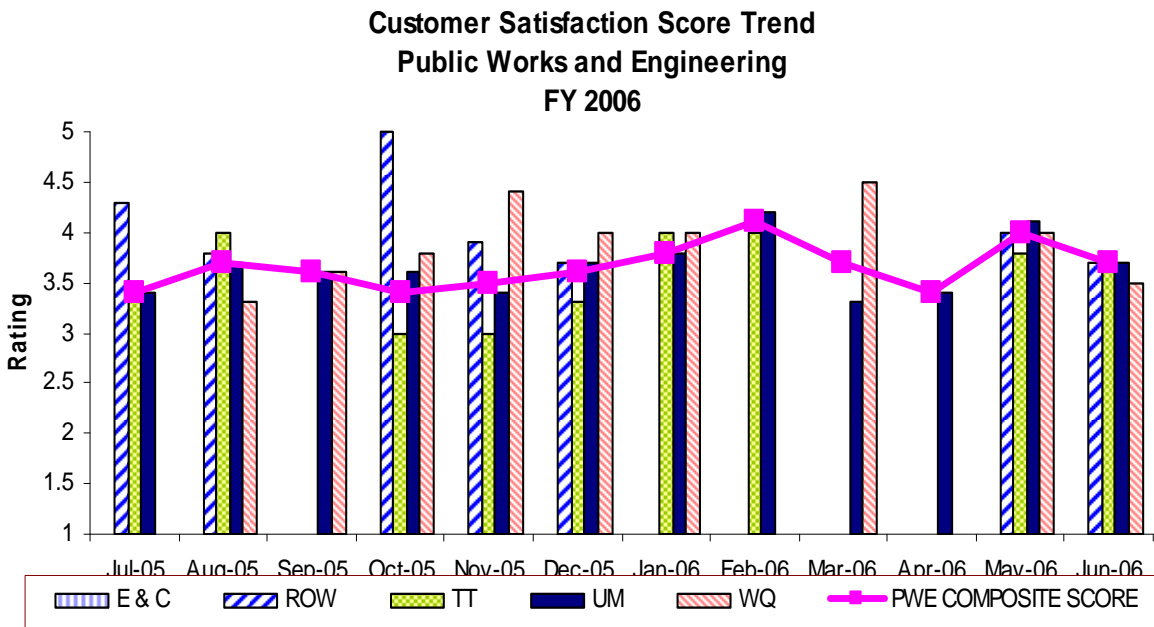
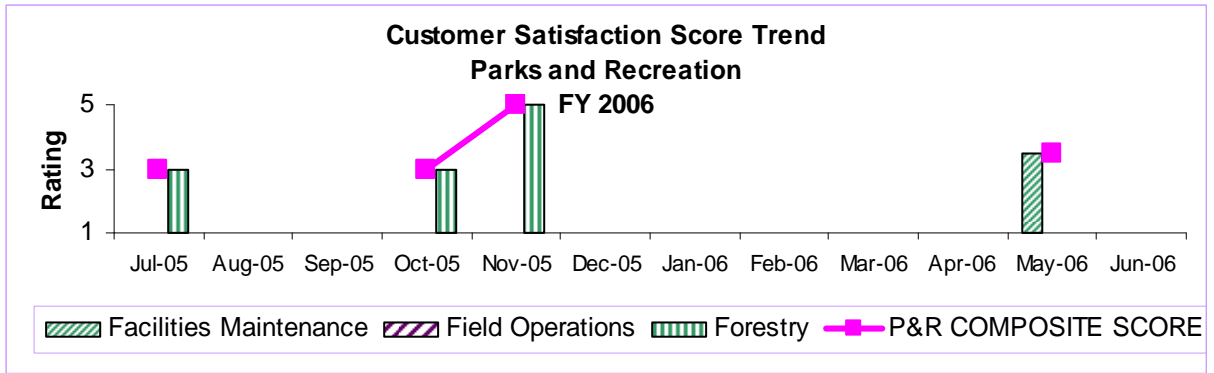
FY 06 Average Service Score



Customer Satisfaction Score Trend Composite for all Calls versus Department Scores FY 2006



CUSTOMER SATISFACTION SURVEYS continued



3-1-1 CUSTOMER COMMENTS

“Thank you for your reply to my question about a copy of my speeding ticket. It's good to know that someone in the city government is on the ball.”

“Thanks Willette, you have been a tremendous help! Have a nice day.”

“Thanks for ALL YOUR HELP Willette ... you've been very kind to help wade through all these web problems. I had a very nice guy call me and took my payment over the phone. What a relief and I don't have to find my way downtown to go to court. I definitely won't be making anymore illegal left hand turns .. “

“Thanks again, .. and have a simply marvelous day!”

Phone message to 311 Operators:

Customer called to compliment us on getting the job done, she stated 311 really works!!!

“Thank you, so much for responding to my request in such a timely manner. Sincerely”

“Ms.Strickland, thank you so much for your help & the speedy reply.”

Phone message to 311 Operators:

Citizen called to thank 311 operators for a fine job and also indicated that he is very satisfied

“Thank you very much. It is rare that a system within a Government is so prompt, user-friendly, and helpful. I'll try next week on the 311 email. I hope everyone is as helpful as yourself.”

Phone message to 311 Operators and the service department:

Customer called to thank 311 and the UM Crew for responding promptly to his request.

“Thank you for your immediate attention. The heavy trash was picked up yesterday . Thanks for 311. It's come through each time I've used it.”

“Have a great day!!!!!!!!!!!!”