

311 for Nonemergency Call Systems: Stretching Police Budgets and Services

August 1, 2011

Defining 311/CRM

- 311/CRM used interchangeably, but not one in the same
- 311 refers to the phone number and related call center
- CRM is a software application, but also a system

CRM = Constituent Relationship Management

CRM is a **system** – people, processes and technology – for connecting governments with constituents. It enhances the level of service provided while optimizing the cost of service delivery. In addition, it improves the organization's responsiveness and accessibility, while offering multiple means for constituents to communicate with local government.

Key CRM Components

- Knowledgebase
- Service request initiation, routing & tracking
- Self service (online / smart phone)
- Constituent data capture
- Call/contact center
- Data integration/Data warehouse software
- Matching and addressing software
- GIS
- Reporting capabilities
- Business analytics software
- Cashiering

Where is 311/CRM?

DISPATCH Monthly - Cities With 311 Service - Windows Internet Explorer

http://www.911dispatch.com/info/311map.html

File Edit View Favorites Tools Help

311-CRM Technology 311-CRM Technology for Be... The Business Benefits of GI... GIS Group News LinkedIn City of Westbrook GIS Online File Sharing, Send lar... ICMA Annual Conference 2...

DISPATCH Monthly - Cities With 311 Service

Cities With 311 Non-Emergency Telephone Service



Also check this Harvard University [Web site](#) with a world-wide map of N-1-1 number

Answered

start Search Desktop DISPATCH Monthly - ... Microsoft PowerPoint ... 11:34 AM

Community Policing and 311/CRM Systems

- Off loading non-emergency calls to 911
- Greater citizen engagement in reporting problems
- Neighborhood trending data
- Tracking system for specific complaint or problem
- Cost savings & new efficiencies for PDs
- Emergency response & disaster recovery

Greenville, SC

Greenville Cares takes calls for:

- Graffiti
- Vagrancy – vacant houses, nuisance complaints, begging
- Traffic enforcement – speeding & dangerous intersections
- Monitoring school zones
- Illegal activity – drugs, prostitution, gambling, illegal alcohol sales, gang issues, noise

Represents about 9-10% of all calls received.

Washington, D.C.

Office of Unified Communications takes calls for:

- Vandalism
- Minor thief or damage
- Parking violations

Oklahoma City, OK

Oklahoma City Action Center takes calls for:

- Derelict vehicles
- Illegal parking
- Police monitoring
- Drug/gang/prostitution activity
- Traffic enforcement

Represents about 6% of all calls received.

Pittsburgh, PA

Pittsburgh 311 Response Center takes calls for:

- Abandoned vehicles
- Noise
- Suspected drug locations

Indianapolis/Marion County, IN

- Department of Code Enforcement used data from the **Indianapolis Mayor's Action Center** to justify stripping the business license of one hotel with numerous safety and other license violations, saving numerous police runs to the property for the year. The estimated cost savings to the PD totaled \$500,000.

Using 311/CRM for Emergency Response & Recovery

- 311 originally established to off-load non-emergency calls made to 911.
- ICMA series of in-depth case studies revealed 311 can be more proactive:
 - San Antonio – 311 call agent monitors situational awareness
 - Los Alamos County – recovery from wildfires
 - Minneapolis – responding to I35 West bridge collapse
 - Hampton – responding to and recovery from Hurricane Isabel

Integrating 311 into Disaster Response & Recovery



A TOOLKIT FOR LOCAL GOVERNMENTS

ICMA *Leaders at the Core of Better Communities*



Contact Information

Cory Fleming, project director
ICMA National Study of 311 and Customer
Service Technology

cfleming@icma.org

207-854-1083 (land); 202-468-3253 (cell)

www.icma.org/311