

WEBSITE UPDATE

Committee on Citizen Engagement - Feb 21, 2017

Post-Launch Feedback & Update

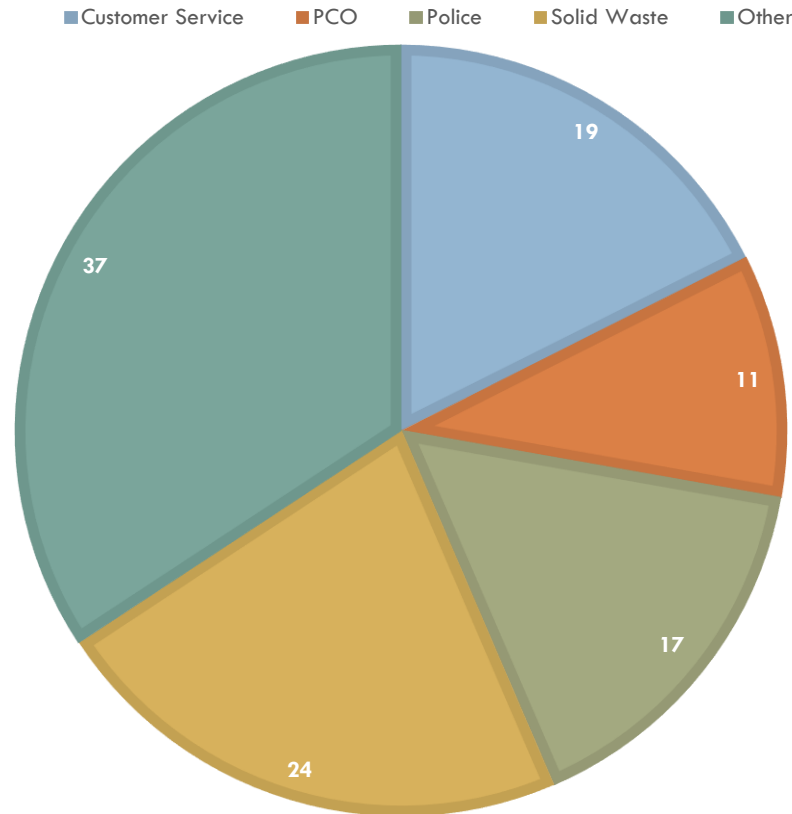
- Font readability
- Maps
- Staff Directory and Contact Information
- Department-Specific Content Development
 - ▣ Community Improvement Services
 - ▣ Development Services
 - ▣ Fire
 - ▣ Watershed Protection
 - ▣ Solid Waste
 - ▣ DME

Operating Model Changes

- Previous model: decentralized with more than 40 content managers editing and creating pages
- New model: centralized with requests coming to PCO
 - ▣ Emphasis on maintaining user-friendly orientation of the website
 - ▣ Requests to edit or update information are prioritized, PCO consults with departments on adding new sections or pages of content.
 - ▣ Exceptions: Parks & Library marketing staff have accounts and access to edit and create content.
 - ▣ PCO is monitoring response time and will launch new request system by March 1

Citizen Requests- First 30 Days

WEB CONTACTS BY ASSIGNED DEPARTMENT, DEC-JAN



Total Requests - 108

Other Includes:

Building Inspection (1)
CIS (1)
DME (4)
HR (1)
KDB (1)
Library (3)
Municipal Court (3)
Parks (3)
Planning (1)
Solicitations (2)
Streets (4)
Utilities (3)
Other Agencies (3)

Considerations for CRM

- Current model addresses the ease of access for customers, but does not address the service delivery considerations that the Committee has discussed
- Staff evaluating two options
 - ▣ Pilot program with business process management software to route, monitor, and report on response and service delivery
 - ▣ Off-the-shelf product for mid-level routing and reporting functionality