

PERSONNEL, AUDITS, AND ANIMAL WELFARE COMMITTEE REPORT relative to status on hiring a consultant to evaluate the City's 3-1-1 System.

Recommendation for Council action:

DIRECT the Information Technology Agenda (ITA) to report, upon the project's completion, with its findings and recommendations to improve the MyLA 311 processes and systems.

Fiscal Impact Statement: The ITA reports that there is no General Fund impact for this consulting services. The estimated cost of \$174,720 for this Statement of Work (SOW) has been identified in the Telecommunications Development Fund Account.

Community Impact Statement: None submitted.

Summary:

On March 2, 2022, your Committee considered a February 23, 2022 ITA report relative to status on hiring a consultant to evaluate the City's 3-1-1 System. According to the ITA, On June 30, 2021, the ITA was instructed, with assistance from the Controller, to report on the status of funding and contracts available to hire a qualified consultant to evaluate 3-1-1's current "as-is" processes, propose "to-be" processes and best practices, and conduct an assessment of the existing 3-1-1 Customer Relationship Management (CRM) system.

The ITA submitted a request to use the Controller's bench contracts to enlist a qualified firm to provide consulting services related to MYLA311 end to end customer service improvements pursuant to the recent Controller's Office audit of MyLA311 system and services. The Department has prepared a detailed Task Order Solicitation (CEB-295-21) with the objective to select a consultant with knowledge and experience in public sector service request intake and fulfillment, customer engagement practices, and general information exchange with constituents, as well as technologies used to facilitate and manage these services such as IVR, CRM, virtual agent, Chat, etc. Experience with improving customer satisfaction and creating an omnichannel customer journey was also desired.

The project's main objectives are as follows:

Objective #1- Understand existing MyLA311 as-is processes and technologies- Conduct group interviews, review existing process diagrams/system documentation, and basic MyLA311 system and data analysis to understand existing MyLA311 processes and related user experience across the call center, website, and mobile application from intake to field service fulfillment.

Objective #2- Provide recommendations for process improvements in the 3-1-1 call center Provide recommendations (including roles/responsibilities) for to-be improvements in the 3-1-1 call center related to intake and MyLA311 processes. This can include best practices for end-to-end customer care, administration/automation of knowledge base articles (catalog of services) from City departments, receiving calls in 3-1-1 vs automated transfer of calls to department call centers or use of self-service options, communication of expectations for service delivery and timing, and recommendations for modern/emerging call center technology solutions for speech recognition and intelligent routing.

Objective #3- Provide recommendations for best practices for the MyLA311 system- Provide recommendations (including roles/responsibilities) for to-be improvements in the MyLA311 system, website, and mobile app. Provide a framework of requirements for every service process (simplicity of service intake, communication of expectations back to customer, notification of fulfillment, net promoter score user survey, etc). This may include consolidation of confusing or lightly used service options, consistent messaging to customers, methods to communicate service requests that cannot be completed near term or are transferred to another agency, guidelines for streamlining content in preparation for new technology such as virtual assistants/automation, service request naming conventions, etc.

Objective #4- Draft the Statement of Work for a Request for Proposal for a new 3-1-1 system that can perform the recommended best practices- Our existing, legacy 3-1-1 system will not be able to perform the recommended improvements in Objectives #2 and #3. Draft the Request for Proposal (RFP) SOW for 3-1-1 CRM system implementation services for our selected platform. The SOW should support proposed improvements and utilize existing process maps and systems documentation to detail the existing 3-1-1 functionality. The SOW should include existing MyLA311 functionality that is needed, new MyLA311 functionality identified during this engagement, and necessary tasks for re-platforming from one system (legacy MyLA 311) to the new system.

ITA's Task Order Solicitation was released on Oct 6, 2021 and four proposals were received on Oct 24, 2021. The proposals were rated based on factors such as cost, experience, timelines, and methodology. The top two (2) consulting firms were then interviewed by ITA, resulting in the selection of Grant Thornton. With the assistance from the City Administrative Officer, the ITA has identified funding in the amount of \$174,720 for this project. A Task Order contract (22-004-0-32) was executed with Grant Thornton on January 11, 2022 and the project was kicked off on January 18, 2022.

As of February 23, 2022, a project plan was drafted and approved. Available documentation regarding the current MyLA311 system features, the City's intake and fulfillment processes, governance policies, and system architecture/infrastructure have been reviewed. Meetings have been conducted with the primary stakeholder

departments and teams using MyLA311 to gather information about the current system processes, pain points, and to obtain feedback from the user community about changes and/or new functionality they would like to see with a new system that would help make them more efficient and improve the overall customer experience dealing with the City.

The consultant's work is estimated to finish by the end of April 2022. That will include a final report and the Statement of Work that ITA will use as part of its MyLA311 system replacement project. The MyLA311 system replacement project is currently under consideration as part of the City's annual Budget process. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendation contained in the ITA report. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Personnel, Audits, and Animal Welfare Committee

COUNCILMEMBER	VOTE
KORETZ:	YES
HARRIS-DAWSON:	YES
BONIN:	ABSENT

ARL

3/2/22

-NOT OFFICIAL UNTIL COUNCIL ACTS-