

CITY OF NEW ORLEANS

CustomerServiceSTAT

December 4, 2014 (Reporting Period: October 2014)

www.nola.gov/opa

Agenda

- Introduction and Announcements
- Open and Effective Government: 311
- Economic Development: Permitting and Licensing
- Sustainable Communities: Land Use

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Purpose and Scope

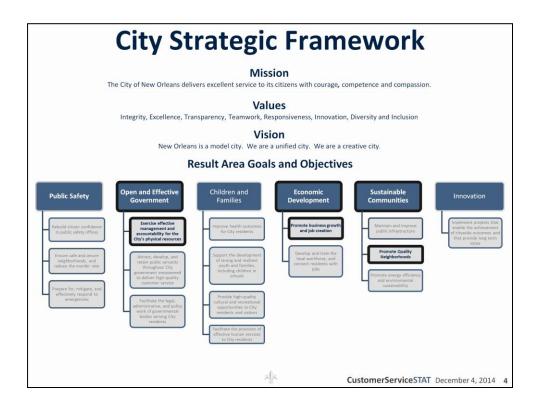
Purpose: The Landrieu Administration developed a strategic framework to map out the City's overall direction. The framework links services, programs, strategies, objectives, and goals to the City's mission, values, and vision, and incorporates performance measures to assess performance.

In CustomerServiceSTAT, City leaders and managers review key performance results related to customer service. In order to improve results, City leaders and managers review and assess progress achieved, overall trend data, and the likelihood of meeting performance targets. For programs at risk of not meeting targets, leaders and managers identify prospects and tactics for performance improvement, and make adjustments to operational plans as needed. To account to citizens and Councilmembers for the spending of resources provided, CustomerServiceSTAT meetings are open to the public.

Scope: CustomerServiceSTAT focuses on Citywide topics that are frequent sources of City interactions with the public, with an initial emphasis on 311 calls, permitting and licensing, and land use issues. CustomerServiceSTAT does not focus on performance managed in other STAT programs or initiatives, nor does it include in depth discussions of complaints about specific interactions.

Questions and Comments: Index cards are available to the public at the sign-in table, which can be used to submit questions and comments or to report specific issues. Throughout the meeting, completed cards will be reviewed. General questions and comments may be discussed by the group and specific issues will be assigned to departments.





Open and Effective Government

Goal: Ensure sound fiscal management and transparency, promote effective, customer-driven services and foster active citizen engagement in City government.

Objectives and Strategies

Outcome Measures

Exercise effective management and accountability for the City's physical resources

- 's Bond ratings
- Effectively steward the City's financial resources
- 2. Manage the City's information and analyze the City's performance data
- Manage vendor relationships and provide oversight of City contracts
- 4. Responsibly support the City's capital assets

Attract, develop, and retain public servants throughout City

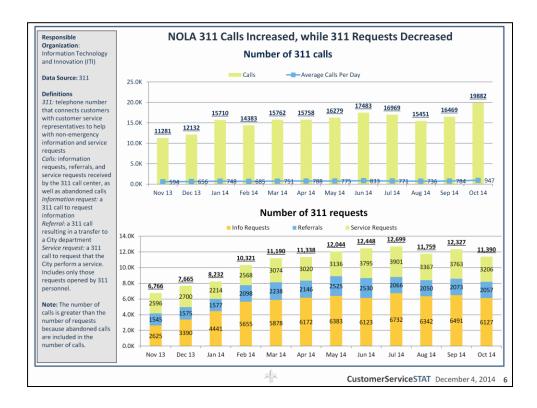
government empowered to deliver high-quality customer service •

- 1. Cultivate a high-quality City workforce
- Provide fair and reasonable benefits to City employees and retirons
- Rate of employee turnover
- Percent of employees engaged and satisfied

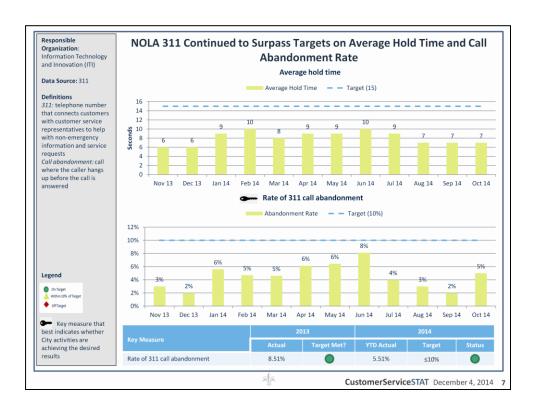
Facilitate the legal, administrative, and policy work of governmbodies serving City residents

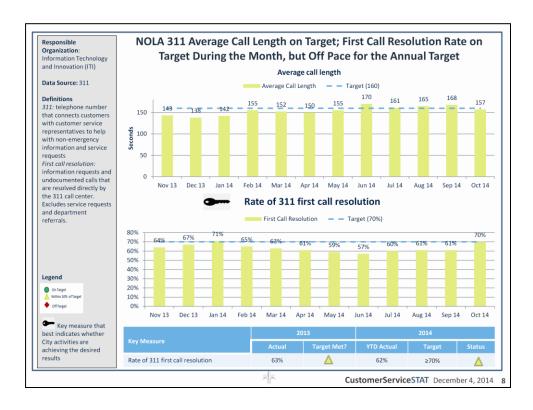
- 1. Govern the City with integrity and accountability
- 2. Defend the City's legal interests
- 3. Promote civic engagement
- Facilitate, link, and leverage resources with external organizations
- Facilitate the legal, administrative, and policy work of governmental Percent of citizens satisfied with overall government services

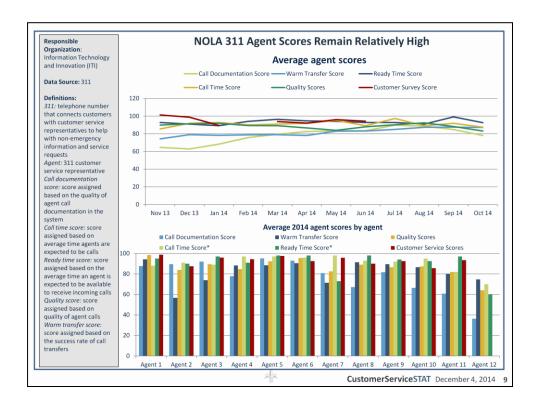




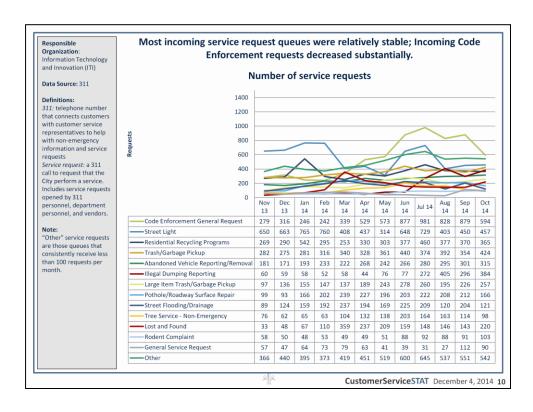
October 2014 had the third largest volume of monthly calls since the 311 program began.







311 plans to procure some new phones, as the current ones have experienced some malfunctions, which in particular have hindered performance on warm transfers.



NOLA 311 - Sanitation Service Fees Remained the Most Popular Responsible Organization: Information Technology and Innovation (ITI) **Information Request Type** Data Source: 311 Definitions 311: telephone number that connects customers with customer service Information **Prior Month Prior Month** representatives to help with non-emergency information and service Department Rank Requests Referrals Sanitation Service 970 1 388 1 Finance requests Information request: a 311 call to request Fees Treasury Safety & Permits 226 4 Taxi Cab Bureau 330 -2 information Referral: a 311 call Sanitation – 117 2 NORDC 218 3 resulting in a transfer to a City department General 175 2 Finance -Municipal Police 97 3 4 Revenue Safety & Permits 64 5 Public Works 129 5 CustomerServiceSTAT December 4, 2014 11

Economic Development

Goal: Spur the growth of a diverse, inclusive economy that creates good-paying jobs and provides equal access to economic prosperity.

Objectives and Strategies

Outcome Measures

Promote business growth and job creation

- 1. Foster a business-friendly regulatory environment, including streamlining the permitting process
- Promote an environment of equal opportunity for a diverse supplier pool
- Aggressively seek to attract new business and retain existing
- 4. Provide support for world-class special events

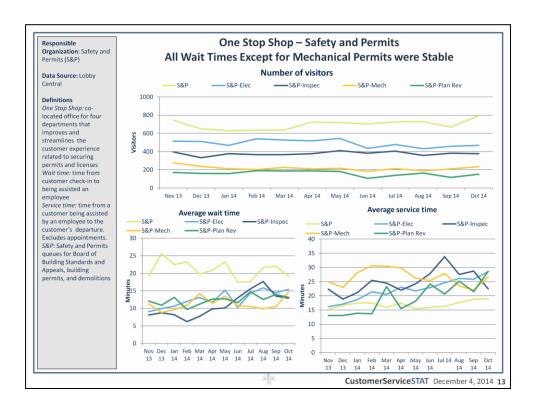
- Population growth Job growth
- Proportion of total jobs that are high wage jobs
- · Percent of jobs in the cultural industry
- Number of tourists
- Amount of sales taxes generated

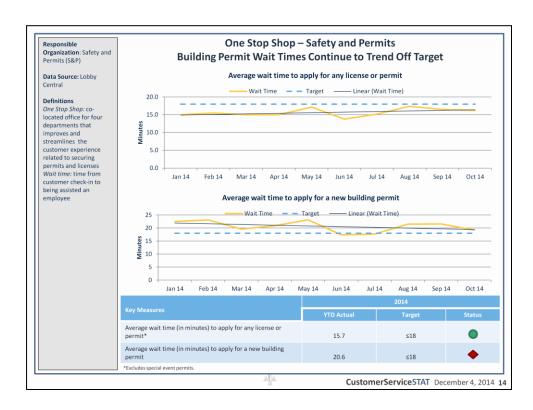
Develop and train the local workforce, and connect residents with • Unemployment rate

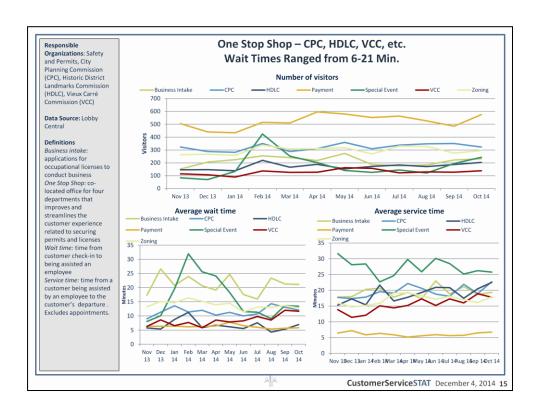
- 1. Provide access to work opportunities to youth and other vulnerable populations
- 2. Promote workforce development and skills training to meet

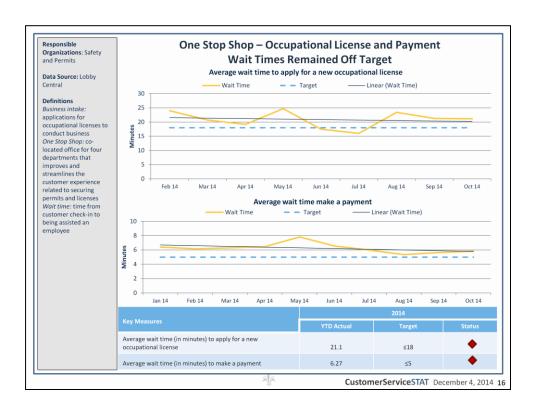
 Amount of median household income by race and ethnicity employers' needs
- Link employers to the local workforce

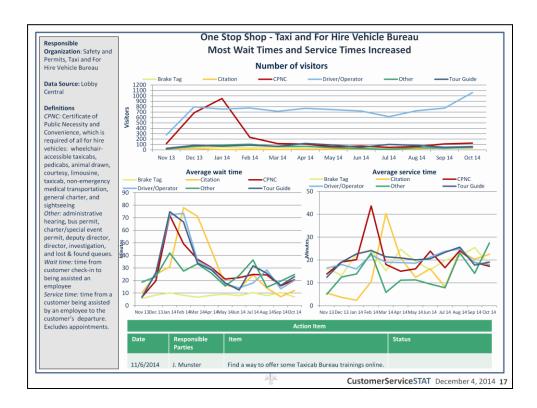
- Gross Metro Product (GMP) per job
- Percent of population holding a bachelor's degree or higher
 Percent of households in national income quintiles



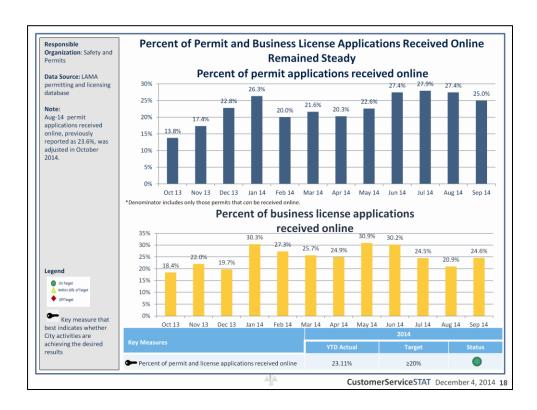


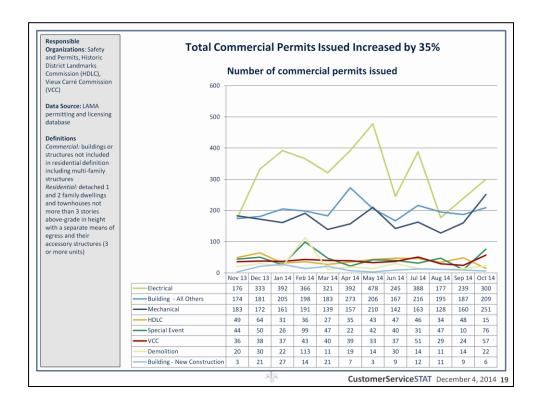


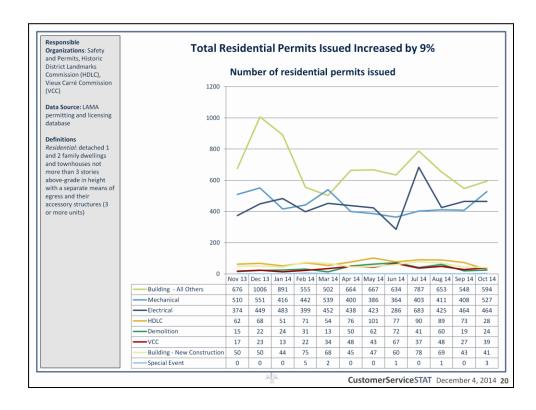


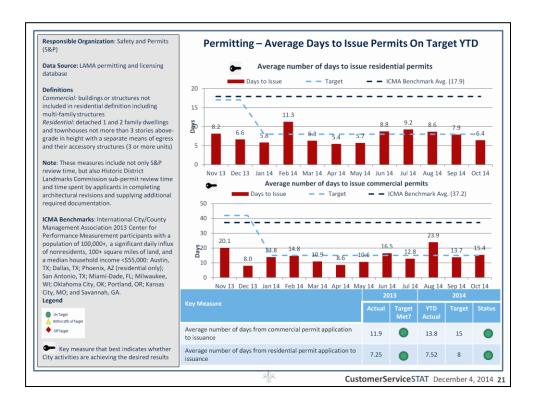


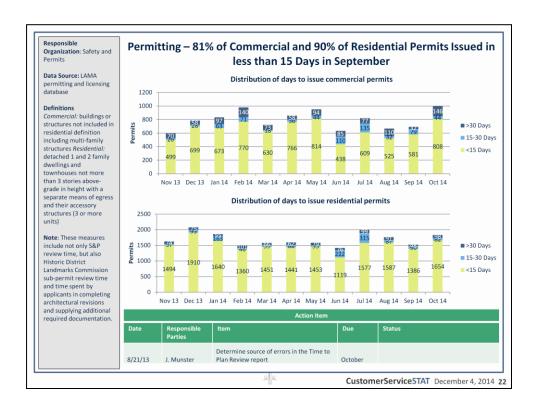
The Taxicab Bureau is currently offering drivers the opportunity to receive temporary (3-month) CPNC licenses though NOPD and Sheriff's Office background checks during the interim time until drivers' FBI background checks are completed for full CPNC licenses.

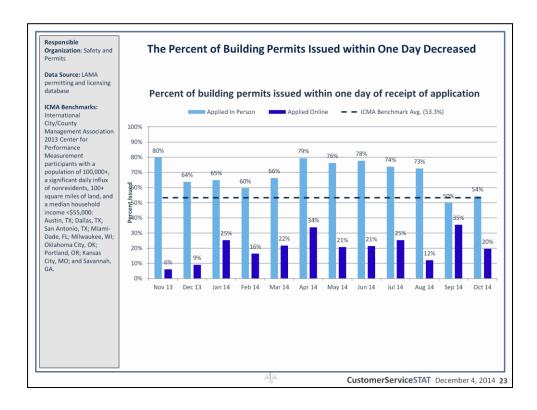


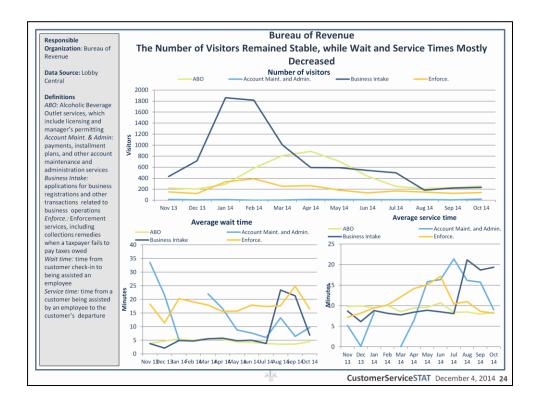




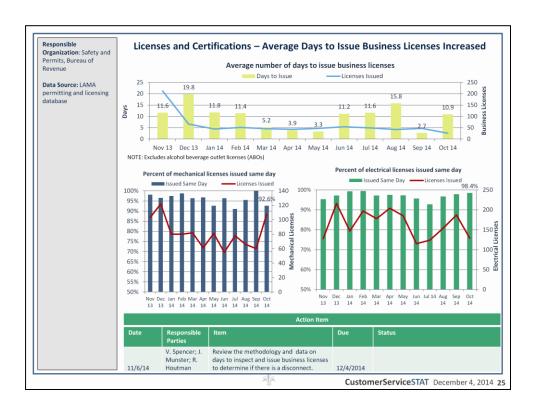


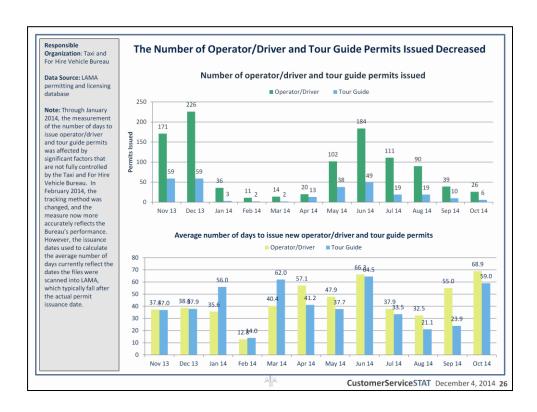


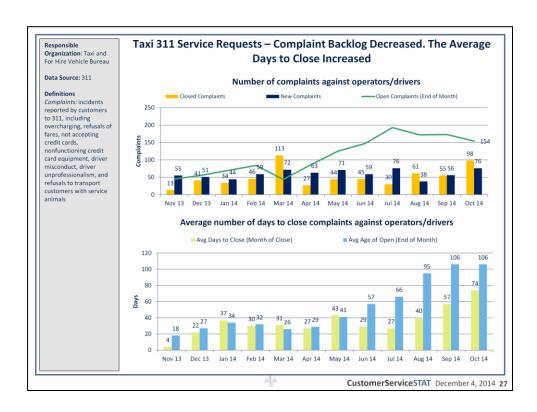




The implementation of a new sales tax system continued to affect service and wait times.







Sustainable Communities

Goal: Support sustainable communities that integrate quality housing, transportation, schools, commercial development, energy efficiency, parks and green space, flood protection and cultural assets.

Objectives and Strategies

Maintain and improve public infrastructure

- 1. Maintain and improve road surface infrastructure
- Consistently implement Complete Streets philosophy in streets investments
- 3. Effectively administer the City's capital improvements program •
- Optimize the City's subsurface drainage infrastructure to ensure
 resilient neighborhoods

Outcome Measures

- Percent of citizens satisfied with condition of streets
- Mean travel time to work
- Percentage of workers commuting to work by means other than driving alone
- Percent of citizens satisfied with drainage/flood control
- Percent of citizens satisfied with public transportation
- Percent of citizens satisfied with traffic congestion

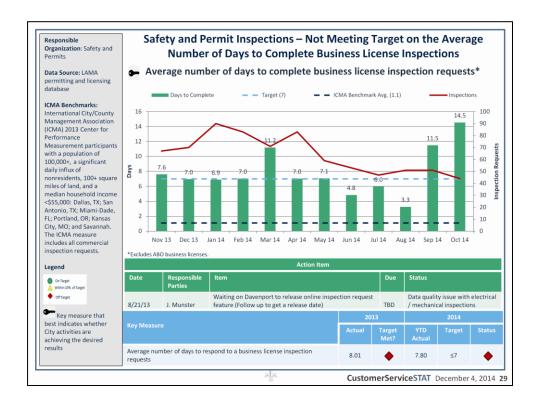
Promote Quality Neighborhoods

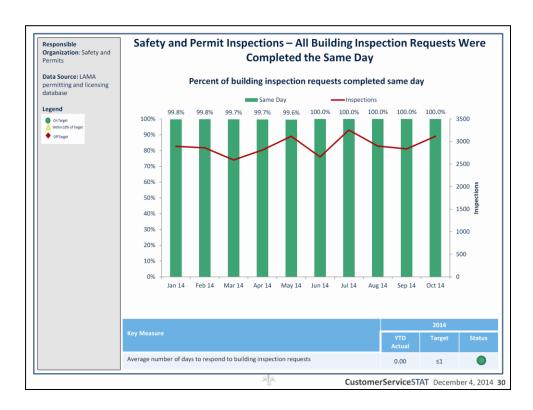
- 1. Reduce blighted properties by 10,000 by the end of 2014
- 2. Provide effective sanitation services to residents and businesses •
- 3. Protect and preserve parks and other green spaces
- Regulate land use to support safe, vibrant neighborhoods and preserve historic properties
- Percent of citizens satisfied with control of abandoned houses
- Percent of citizens satisfied with parks and recreation
- Percent of citizens satisfied with control of trash and litter / trash pickup
- Percent of citizens satisfied with life in New Orleans
- ParkScore (based on acreage, service and investment, and access)
- Percent of citizens satisfied with zoning

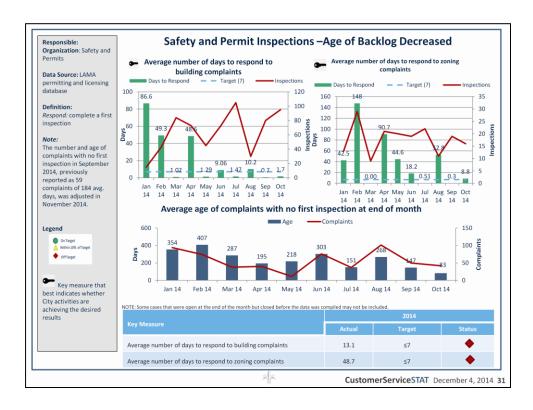
Promote energy efficiency and environmental sustainability

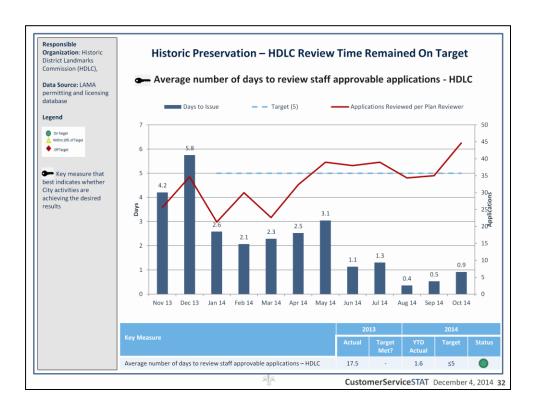
- 1. Restore the City's marshes and coastline
- 2. Promote green energy and other sustainability measures
- 3. Remediate brownfields, lead, and other environmental hazards
- Percent of days with healthy air quality
- Number of health based drinking water violations
 Number of certified green buildings
- Number of land acres in Orleans Parish

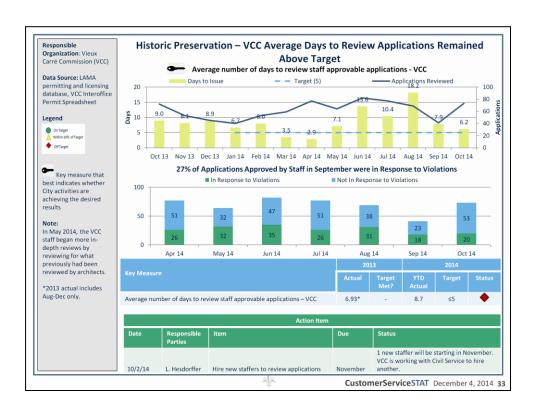


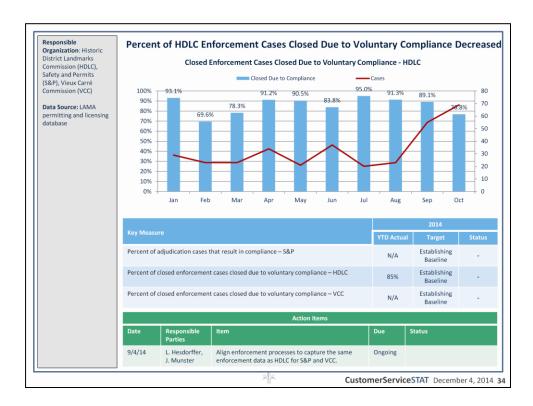




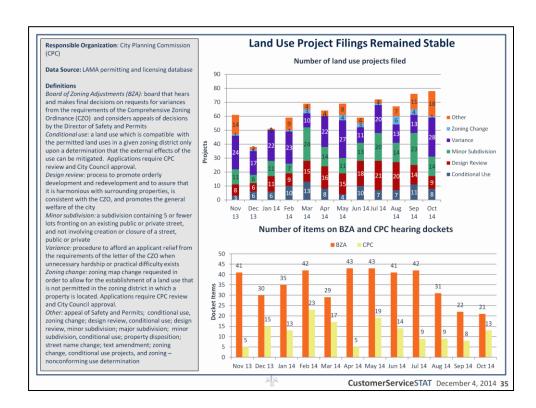


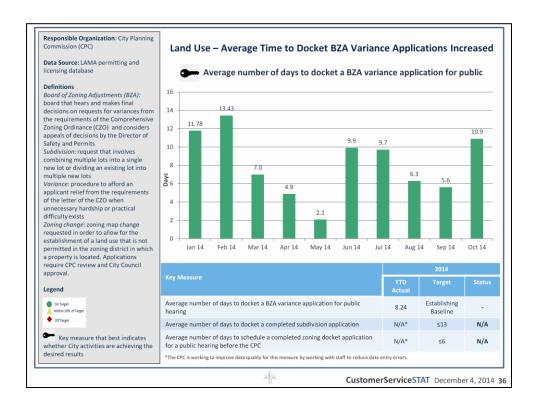






HDLC noted that the lower percent of voluntary compliance may be explained by HDLC's quicker processing, which is leaving less time to achieve compliance prior to adjudication.





Evaluation Form

- Are you a city employee or a member of the public?
- On a scale 1-5, how useful was this meeting to you (1= least useful and 5= most useful)?
- What's working?
- What's not working?

